**Sample Distribution Schedule**

Below is a suggested distribution schedule for the images. To provide new information each day, we suggest that your page uses the “Free Days” to promote local events or partners, link to other recycling related videos, such as a video of a MRF, promote accepted materials, or link to RecycleMoreWisconsin.org’s Earth Day webpage. This schedule primarily focuses on posting during the work week, with the exception of Earth Day, which falls on a Saturday this year.

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| --- | --- | --- |
| **Date** | **Image** | **Text** |
| 4-3 | Carbon Emissions | I recycle to reduce my impact on climate change. Share if you do too! Learn more at <https://www.recyclemorewisconsin.org/why> #EarthDay2017 #RecycleMoreWI |
| 4-4 | Free Day | |
| 4-5 | It’s the Law | I recycle because it’s the law for all Wisconsin homes, businesses, schools, and institutions to recycle. Share if you do too! Learn more at <http://dnr.wi.gov/topic/Recycling/law.html> #EarthDay2017 #RecycleMoreWI |
| 4-6 | Steel Recycling | I recycle because it saves natural resources. Share if you do too! #EarthDay2017 #RecycleMoreWI |
| 4-7 | Paper Industry | I recycle because it supports Wisconsin’s paper industry. Share if you do too! #EarthDay2017 #RecycleMoreWI |
| 4-10 | Free Day | |
| 4-11 | Save Fresh Water | I recycle because it saves water. Share if you do too! #EarthDay2017 #RecycleMoreWI |
| 4-12 | Vibrant Industry | I recycle because it supports jobs. Share if you do too! Learn more at <https://www.recyclemorewisconsin.org/why> #EarthDay2017 #RecycleMoreWI |
| 4-13 | Saves Energy | I recycle because it saves energy. Share if you do too! #EarthDay2017 #RecycleMoreWI |
| 4-14 | Free Day | |
| 4-17 | Plastic Recycling | I recycle so my old bottles can be made into new products. Share if you do too. #EarthDay2017 #RecycleMoreWI |
| 4-18 | Six Times More Jobs | I recycle because it promotes jobs. Share if you do too! #EarthDay2017 #RecycleMoreWI |
| 4-19 | Paper Air Pollution | I recycle because it prevents air pollution. Share if you do too! #EarthDay2017 #RecycleMoreWI |
| 4-20 | Saves Landfill Space | I recycle because it prevents items from going to the landfill. Share if you do too! #EarthDay2017 #RecycleMoreWI |
| 4-21 | Community Expectations | I recycle because I am a member of my community. Share if you do too! #EarthDay2017 #RecycleMoreWI |
| 4-22 (Saturday) | Earth Day | Happy Earth Day! #EarthDay2017 #RecycleMoreWI |

**Sample Message to other Facebook Pages**

Hello!

Earth Day is celebrated on April 22 each year. This year our page will be sharing images and facts that encourage individuals to recycle. We will be sharing these images **each week day** starting **April 3** at approximately **8 AM.** We’ll be using #EarthDay2017 and #RecycleMoreWI to track our posts as well.

I value the relationship our groups have and would appreciate it if you could share these images to show your support for recycling. If you have any items that would be of interest to our followers, I am happy to continue to share your posts in the future as well.

Thank you for the consideration!