**Sample Distribution Schedule**

Below is a suggested distribution schedule for the images.

|  |  |  |
| --- | --- | --- |
| **Date** | **Image** | **Text** |
| 4-1 | Intro Picture | This image shows 125 tons of recyclables that are ready to be sorted at a Material Recovery Facility. The **City of Milwaukee** recycles almost this much material every day, Monday – Friday. Join us each day leading up to Earth Day to learn more about how recycling more and recycling right really adds up! #EarthDay2018 #RecycleMoreWI |
| 4-2 | Recycle Aluminum – girl | It takes 95% less energy and water to recycle an aluminum can that it does to make one from virgin materials. #EarthDay2018 #RecycleMoreWI |
| 4-3 | Recycle box – woman | Did you know cardboard is referred to as OCC in the recycling industry? It stands for Old Corrugated Cardboard to separate it from other recyclable, non-corrugated boxes (like cereal boxes). #EarthDay2018 #RecycleMoreWI |
| 4-4 | Recycle cartons – material | Cartons are recycled into other paper products or building materials. It takes about 30 cartons to create a 2’ x 2’ ceiling tile. #CartonCouncil #EarthDay2018 #RecycleMoreWI |
| 4-5 | Recycle glass – man | Glass can be turned into new glass bottles or into a variety of industrial applications, such as fiberglass or sand blasting material. #EarthDay2018 #RecycleMoreWI |
| 4-6 | Recycle paper - girl | Crayon coloring doesn’t affect the recyclability of paper! You can also include windowed envelopes, post-it notes, and staples. What should you remove? Glue “boogers” that come on some mail pieces. #EarthDay2018 #RecycleMoreWI |
| 4-7 | Recycle Aluminum - materials | Bales of aluminum can have around 39,000 cans in each bale. Don’t forget to include your clean aluminum tins and pans as well. #EarthDay2018 #RecycleMoreWI |
| 4-8 | Recycle plastic 2 pigment – mom and daughter | Help keep the earth clean when you are done with your laundry. Laundry soap, shampoo, and other such plastic bottles are #2 plastic and can be recycled. An extra bonus? Laundry baskets are also accepted! #EarthDay2018 #RecycleMoreWI |
| 4-9 | Recycle plastic 1 – boy | Plastic #1 includes water and soda bottles. The #1 stands for PETE, PET, or Polyethylene terephthalate and is known for being lightweight. Recycle all of your #1 bottles with the liquids out and the lids on. #EarthDay2018 #RecycleMoreWI |
| 4-10 | Recycle cartons – people | Cartons can hold juice and wine; cow, almond, and soy milk, broth and soup; and water. Empty them out, toss any straws, and add them to your recycling. #CartonCouncil #EarthDay2018 #RecycleMoreWI |
| 4-11 | Recycle plastic 2 natural – cow | Make sure to moo-ve all of your milk cartons and jugs into the recycling cart. Once emptied, both are recyclable! #EarthDay2018 #RecycleMoreWI |
| 4-12 | Recycle paper - materials | Paper is divided into several different categories by machinery and by sorters at the MRF. Help these workers by leaving materials loose. Do not bag material. #EarthDay2018 #RecycleMoreWI |
| 4-13 | Recycle magazines – reader | Add a recycling bin to wherever you sort your mail to make recycling easy. #EarthDay2018 #RecycleMoreWI |
| 4-14 | Recycle plastic 1 – girl | Whether you’re at home or on the go – make sure #1 bottles make it into the recycling with the liquids out and the lids on! #EarthDay2018 #RecycleMoreWI |
| 4-15 | Recycle box – couple | Some estimates say moving a 2 bedroom house will use up to 80 boxes. Reuse when you can, and always recycle. To make more space in your cart flatten cardboard and make sure it is not larger than 3’ x 3’. Larger pieces can set next to the cart or easily be taken to our Drop Off Centers. #EarthDay2018 #RecycleMoreWI |
| 4-16 | Recycle plastic 2 pigment - materials | Pigmented plastic shown here can be recycled into deck boards in addition to a wide variety of other products. You can identify this plastic known for it’s strength by the #2 – which stands for HDPE or High-density polyethylene. #EarthDay2018 #RecycleMoreWI |
| 4-17 | Recycle tin – woman | Tin or steel cans are 100% recyclable. Labels on the cans are OK but leftover food is not. Rinse cans before you recycle. #EarthDay2018 #RecycleMoreWI |
| 4-18 | Recycle glass – materials | Glass is 100% recyclable and can be recycled endlessly without a loss in quality or purity. Make sure to only include glass bottles and jars. Drinking glasses, window glass, and ceramics have been treated so they are not recyclable in our program. #EarthDay2018 #RecycleMoreWI |
| 4-19 | Recycle magazines – materials | Bales of paper can weigh up to 3,000 pounds! Each bale saves over 25 trees, over 10,000 gallons of water, and enough energy to heat your home for 9 months. #EarthDay2018 #RecycleMoreWI |
| 4-20 | Recycle plastic 2 natural – materials | Recycled plastic #2 is divided into two categories – “natural” like these milk jugs and “pigmented” like shampoo bottles. At Milwaukee’s MRF this sorting is done by hand. Make sure to rinse all of your plastics before recycling! #EarthDay2018 #RecycleMoreWI |
| 4-21 | Recycle tin – kids | Have you heard? Recycling one ton of cans conserves 2,500 pounds of iron ore and 1,400 pounds of coal. #EarthDay2018 #RecycleMoreWI |
| 4-22 | Earth Day | Happy Earth Day! #EarthDay2018 #RecycleMoreWI |

**Sample Message to other Facebook Pages**

Hello!

Earth Day is celebrated on April 22 each year. This year our page, [www.facebook.com/MilwaukeeRecycles](http://www.facebook.com/MilwaukeeRecycles) will be sharing images and facts that encourage individuals to recycle. We will be sharing these images **each day** starting **April 1** at approximately **8 AM.** We’ll be using #EarthDay2018 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!