

PROTECT WHAT MATTERS. BE BATTERY SAFE.



**RECYCLE YOUR
BATTERIES,
CANADA!**
powered by call2recycle

SOCIAL MEDIA GUIDE

Through the **Recycle Your Batteries, Canada!** program, Call2Recycle is committed to promoting safe and responsible battery handling. We have prepared this social media toolkit to help you educate your communities on how to “**Protect What Matters. Be Battery Safe.**” Meta, LinkedIn and X (formerly Twitter) are great platforms for building awareness and forming real relationships with your audiences.

Follow these simple steps to use these resources to achieve the best results.



EMOJIS ARE IMPACTFUL!

When crafting captions for Meta posts, emojis can help convey your message more effectively and catch your audience’s attention. Here are some tips:

1. **Enhance Engagement:** Use emojis to make your posts livelier and engaging. For instance, 🔋 for battery recycling or 🌱/🌍 for environmental causes.
2. **Placement:** Place emojis at the beginning of the caption to draw attention or sprinkle them throughout the text to highlight key points. Avoid overusing them to maintain readability.
3. **Tone and Relevance:** Choose emojis that align with the tone of the message and the topic of the post. A playful post can have fun emojis, while a more serious message might use fewer or more subdued options.
4. **Consistency:** Use a consistent set of emojis that resonate with the brand. This creates a visual language your audience can recognize.

Remember, emojis should enhance your message, not distract from it. Use them thoughtfully to complement your content and engage your audience effectively.

- ♻️ Recycling
- 🔋 Battery
- 🔥 Fire
- ⚡ Sparks
- ⚠️ Warning
- 🚫 Don't do
- 🛑 Stop/Pay Attention
- 🇨🇦 Canada
- 📍 Location / Pin
- 🌱 Environment
- 🌍 Earth

HASHTAGS

When using hashtags in your Meta posts, place them at the end of your caption, following a line break for a clean look.

Mandatory Hashtags:

Include the **Brand** hashtags on every post:

- #RecycleYourBatteriesCanada
- #RecycleYourBatteries
- #CollectProtectDropOff

Optional Hashtags:

For regional relevance, add the Region hashtags:

- #Canada
- #YourProvince (e.g., #Ontario or #ON)
- #YourRegion (e.g., #PeelRegion, #TownOfMarkham)





Incorporate **Safety/Fire/Batteries** hashtags as needed, depending on the focus of your post:

- #ProtectWhatMatters
- #BeBatterySafe
- #FireSafety
- #PreventFires
- #Batteries

Use these hashtags to increase visibility and connect with relevant audiences across different regions and topics.

LOGOS, CAPTIONS AND TAGS

- Add your logo to the supplied social media graphics where indicated to own your message.
- Copy and paste the suggested social media captions to share the content. Personalize the captions with your organization's name.
- Include links to:
 - The RecycleYourBatteries, Canada! battery safety page: RecycleYourBatteries.ca/battery-safety.
 - The RecycleYourBatteries, Canada! drop-off locator: RecycleYourBatteries.ca/find-a-drop-off-location.
- Follow RecycleYourBatteries, Canada! and Call2Recycle Canada on social media, so you can share posts!
- Tag our social media channels to help us spread the word.

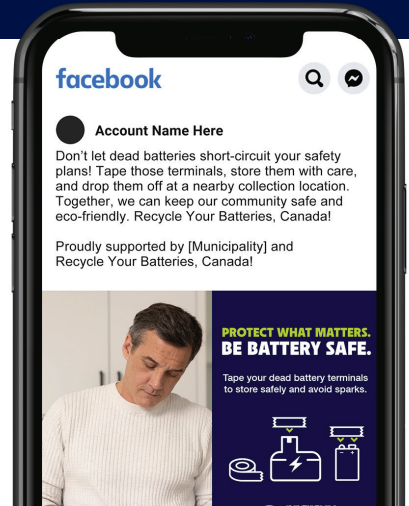
SOCIAL MEDIA CHANNELS	ENGLISH	FRENCH
 Facebook	@RecycleYourBatteriesCanada	@RecyclezvosbatteriesCanada
 Instagram	@recycleyourbatteries_canada	@recyclezvosbatteries_canada
 X (formerly Twitter)	@Call2RecycleCA	@AppelaRecycler
 LinkedIn	@Call2Recycle/Appel à Recycler Canada	@Call2Recycle/Appel à Recycler Canada

Below are the captions you should use for each of the specific posts provided. Thank you so much for being a Fire Safety Partner.

Battery safety is everyone's responsibility and we at Call2Recycle and the Recycle Your Batteries, Canada! program are committed to ensure that all Canadians and the communities we love recycle their batteries safely and effectively.

CAPTIONS FOR META (STATIC POST)

An effective caption for a static Meta post should grab attention, convey the message clearly, and encourage engagement. It should be concise, emotionally resonant, and aligned with the visual content. Including a call-to-action (CTA) helps drive interaction, while relevant hashtags and emojis can boost visibility and make the post more relatable. The goal is to communicate your message quickly and clearly to keep the audience interested.



Don't let dead batteries short-circuit your safety plans! Tape your battery terminals when storing them to avoid sparks. Together, we can keep our community safe and eco-friendly. Learn more at RecycleYourBatteries.ca/battery-safety.

Proudly supported by [Your Organization] and Recycle Your Batteries, Canada!



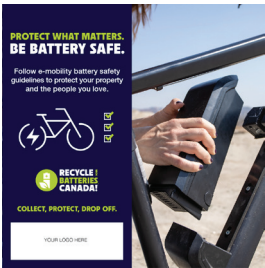
Lithium-ion batteries can become damaged and cause fires if thrown in the garbage or blue bins. Waste processing centres need you to responsibly recycle your used batteries. Visit RecycleYourBatteries.ca for a drop-off location near you or for more battery safety tips.

Proudly brought to you by [Your Organization] and Recycle Your Batteries, Canada!



Keep an eye out for batteries that are swollen, burned, corroded or leaking. To learn how to recognize and properly handle batteries that are damaged, defective, or recalled, visit RecycleYourBatteries.ca/battery-safety.

Proudly brought to you by [Your Organization] and Recycle Your Batteries, Canada!



E-Mobility Safety Alert!

Follow battery safety guidelines to keep your loved ones and property safe. Let's ensure a safer community together!

Learn about e-mobility safety at RecycleYourBatteries.ca/battery-safety.

Proudly brought to you by [Your Organization] and Recycle Your Batteries, Canada!



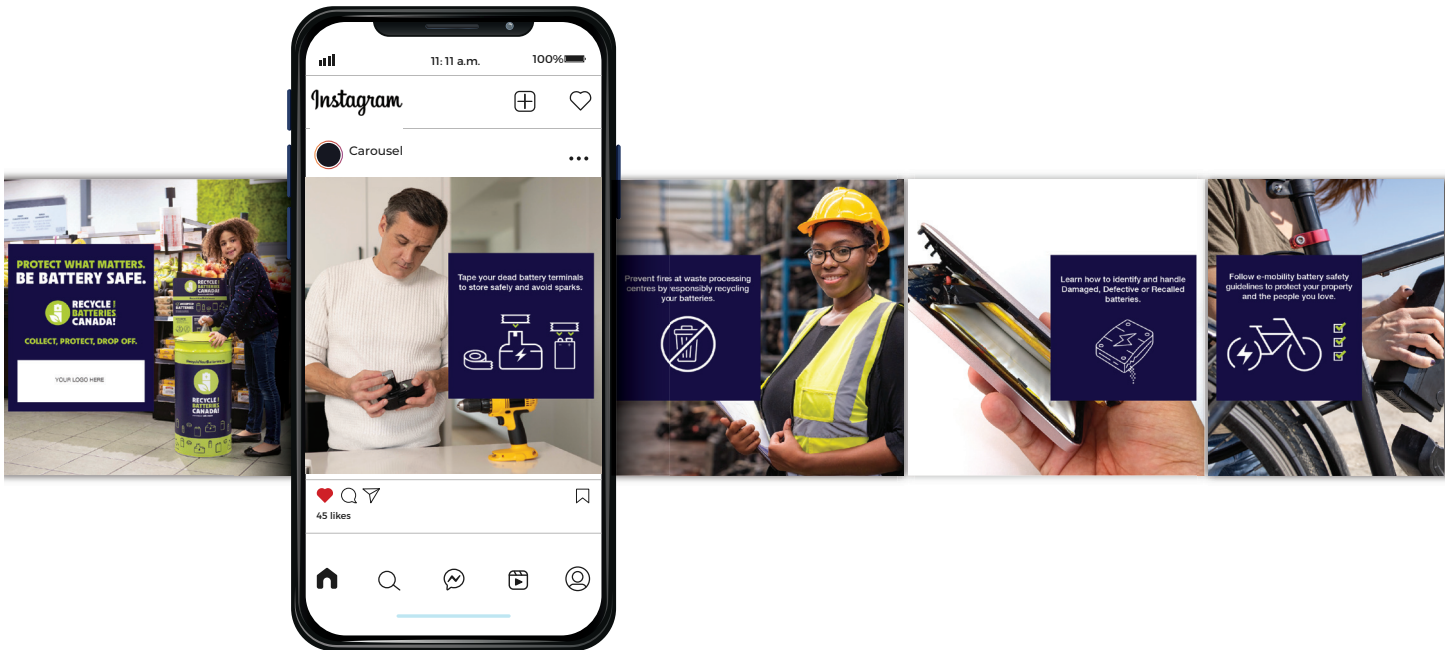
Dead batteries on your hands? Don't trash them, recycle them. Remember to safely recycle used batteries at any convenient collection point near you.

Find the closest collection location at RecycleYourBatteries.ca.

Proudly supported by [Your Organization] and Recycle Your Batteries, Canada!

CAPTIONS FOR META (CAROUSEL)

A well-crafted caption for a carousel post on Meta enhances the storytelling by guiding the viewer through each slide. It should introduce the theme, maintain a consistent tone, and encourage swiping to explore more. The caption should be engaging and provide context or highlights for the carousel content, driving interaction through a clear call-to-action (CTA). This approach maximizes the carousel's visual and narrative impact, ensuring the audience stays engaged across multiple slides.



Option 1

Battery safety is everyone's responsibility. Our community depends on you! Please do your part and safely recycle your batteries today.

Look for one of our convenient drop-off locations near you at [RecycleYourBatteries.ca](https://www.RecycleYourBatteries.ca).

Together, we can make a difference.

This message was brought to you by [Your Organization] and Recycle Your Batteries, Canada!

Option 2

Did you know that batteries that are thrown into the trash or regular recycling can cause fires?

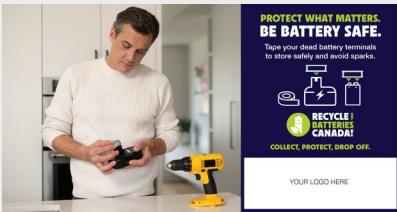
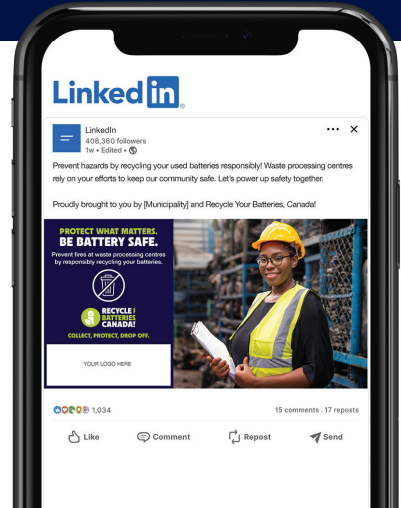
Please recycle your batteries safely. It's as easy as 1, 2, 3. Collect, Protect and Drop Off!

[RecycleYourBatteries.ca](https://www.RecycleYourBatteries.ca).

This recycling effort is proudly supported by [Your Organization] and Recycle Your Batteries, Canada!

CAPTIONS FOR LINKEDIN

A strong caption for a static LinkedIn post should be professional, concise, and value-driven. It should clearly communicate the key message while reflecting your voice and objectives. An effective LinkedIn caption often includes industry insights, a compelling hook, and a call-to-action (CTA) that encourages engagement or drives conversation among a professional audience. This approach helps establish authority and relevance, making the post more impactful.



Don't let dead batteries become a hazard! Securely tape the terminals, store them safely, and drop them off at your nearest collection site. Together, we're protecting our community and the planet.

Learn more at RecycleYourBatteries.ca/battery-safety.

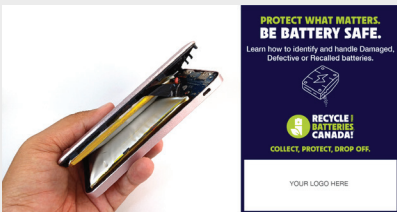
Proudly supported by [Your Organization] and Recycle Your Batteries, Canada!



Prevent hazards by recycling your used batteries responsibly! Waste processing centres rely on your efforts to keep our community safe.

Learn more at RecycleYourBatteries.ca/battery-safety.

Proudly brought to you by [Your Organization] and Recycle Your Batteries, Canada!



Keep an eye out for batteries that are swollen, burned, corroded or leaking. Your safety matters! Safely handle damaged, defective, or recalled batteries. Together, we can build a safer Canada.

Learn more about DDR batteries at RecycleYourBatteries.ca/battery-safety.



E-Mobility Safety Alert!

Stay informed on battery safety to protect your loved ones and property. Together, we can create a safer community.

Learn more about e-mobility safety at RecycleYourBatteries.ca/battery-safety.



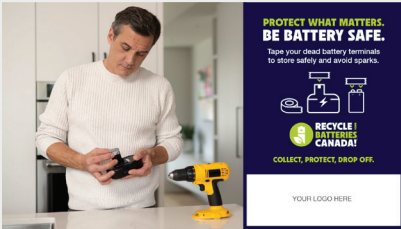
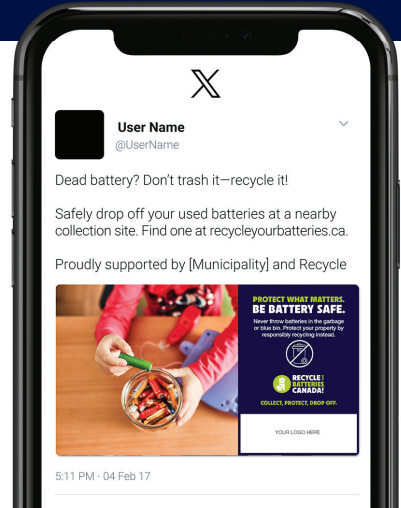
Got a dead battery? Don't throw it away—recycle it!

Safely dispose of your used batteries at a nearby collection point. Find the closest location at RecycleYourBatteries.ca.

Proudly supported by [Your Organization] and Recycle Your Batteries, Canada!

CAPTIONS FOR X (FORMERLY TWITTER)

An effective caption for a static post on X (formerly Twitter) should be concise, engaging, and impactful. With limited characters, it's essential to use clear language, include relevant hashtags, and incorporate a strong call-to-action (CTA). A well-crafted caption on X grabs attention quickly, drives interaction, and maximizes visibility within the fast-paced platform environment.



Keep our community safe—tape, store, and drop off dead batteries at a local collection site! Let's make safety and sustainability a priority.

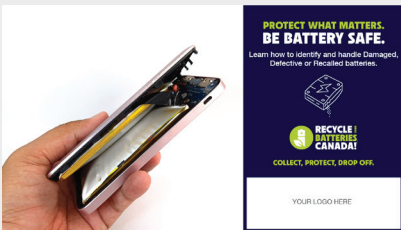
Proudly supported by [Your Organization] and Recycle Your Batteries, Canada!



Don't let dead batteries spark hazards! Recycle them responsibly and help us power up safety in our community.

Proudly brought to you by [Your Organization] and Recycle Your Batteries, Canada!

Learn more at [Your Organization] or RecycleYourBatteries.ca/battery-safety.



Keep an eye out for batteries that are swollen, burned, corroded or leaking. Your safety matters! Safely handle damaged, defective, or recalled batteries.

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E-Mobility Safety Alert!

Follow battery safety guidelines to protect your loved ones and community.

Learn more at [Your Organization] or RecycleYourBatteries.ca/battery-safety.



Dead battery? Don't trash it—recycle it!

Safely drop off your used batteries at a nearby collection site. Find one at RecycleYourBatteries.ca.

Proudly supported by [Your Organization] and Recycle Your Batteries, Canada!