



JOIN US IN CELEBRATING
PLASTIC RECYCLING WEEK

SOCIAL MEDIA TOOLKIT

SORT. RECYCLE. REPEAT.
#RecyclingWeek

2025

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INTRODUCTION

Thank you for joining us in celebrating Plastic Recycling Week — a campaign dedicated to showcasing the innovation, science, and sustainability that make plastic recycling possible.

This toolkit includes ready-to-use social media posts, along with customizable graphics and logos (available as JPEGs in the original email). We encourage you to share this content on your own channels during the campaign, November 10–16, and to follow along with each day’s unique theme.

Your engagement—through posts, shares, likes, and comments—helps amplify awareness, spark industry pride, and demonstrate the plastic industry’s leadership in advancing sustainability and the circular economy. Don’t forget to tag @PLASTICS_US in your posts so that we can engage with you!

WHAT YOU CAN DO:

- ✓ Post on LinkedIn, X, Facebook, or Instagram using the sample messages in this toolkit.
- ✓ Like, comment, and share PLASTICS' official posts.
- ✓ Tag colleagues or networks who may want to support or engage.

PLASTICS OFFICIAL SOCIAL MEDIA HANDLES

LinkedIn	@PLASTICS Industry Association
X (Twitter)	@PLASTICS_US
Facebook	@PLASTICS Industry Association
Instagram	@plasticsindustryassoc

LOGOS



SAMPLE SOCIAL MESSAGING

SAMPLE LINKEDIN POSTS

POST 1:

Happy Plastic Recycling Week! ♻️

This week, we're spotlighting the people, technology, and innovation that make recycling possible. Every bottle, container, and product made from recycled plastic is a step toward a stronger circular economy.

Join us in celebrating the progress, partnerships, and possibilities that keep plastic in the circular economy and out of the environment or landfill.

#PlasticRecyclingWeek #RecyclingIsReal #CircularEconomy #Sustainability #PlasticsIndustry

@PLASTICS Industry Association

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #RecyclingIsReal #CircularEconomy #Sustainability #PlasticsIndustry

POST 2:

Recycling is more than collection—it's innovation in motion. ⚙️🌟

From advanced sorting systems to state-of-the-art reprocessing facilities, the plastics industry continues to invest in the technologies that make recycling smarter and more efficient.

Together, we're driving sustainability forward—one recycled plastic pellet at a time.

@PLASTICS Industry Association

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #Innovation #Recycling #CircularPlastics #Sustainability

POST 3:

Recycling works when we all take part. ♻️

By designing products for recyclability, expanding infrastructure, and increasing the use of recycled content, the plastics industry is helping close the loop on plastic materials.

Let's keep valuable plastics in the circular economy—where they belong.

@PLASTICS Industry Association

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #CircularEconomy #Sustainability #RecyclingWorks #PlasticsIndustry

SAMPLE SOCIAL MESSAGING

SAMPLE X (TWITTER) POSTS

POST 1:

 It's #PlasticRecyclingWeek!

We're celebrating the people, technology & innovation that make recycling possible — keeping plastics in use.

Join us all week as we spotlight real recycling in action!

<https://www.plasticsindustry.org/plastics-recycling-week/>

@PLASTICS_US #RecyclingIsReal #CircularEconomy

POST 2:

Recycling is more than collection—it's innovation in motion. 

From advanced sorting to reprocessing tech, the plastics industry is driving sustainability forward.

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #Innovation #CircularPlastics @PLASTICS_US

POST 3:

Recycling works when we all take part. 

Designing for recyclability + expanding infrastructure = a stronger circular economy. Let's close the loop on plastic materials.

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #RecyclingWorks #Sustainability @PLASTICS_US

SAMPLE SOCIAL MESSAGING

SAMPLE FACEBOOK POSTS

POST 1:

 It's Plastic Recycling Week!

We're celebrating the people, innovation, and technology that make recycling possible. Every plastic bottle, container, and product made from recycled material helps keep these valuable materials in the circular economy and out of the environment or landfill.

Join us all week as we spotlight real recycling in action and the progress being made toward a more circular future.

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #RecyclingIsReal #CircularEconomy #Sustainability #PlasticsIndustry

POST 2:

Plastic recycling is innovation in motion! 

From advanced sorting systems to state-of-the-art processing facilities, the plastics industry continues to invest in smarter, cleaner ways to recycle.

Together, we're building a more sustainable future—one recycled plastic pellet at a time.

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #Innovation #Recycling #CircularPlastics #Sustainability

POST 3:

Recycling works when we all take part. 

By designing for recyclability, improving collection, and increasing the use of recycled plastic, we can keep materials in the circular economy—where they belong.

Let's celebrate the power of recycling and the people who make it possible.

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #RecyclingWorks #CircularEconomy #Sustainability #PlasticsIndustr

SAMPLE SOCIAL MESSAGING

SAMPLE INSTAGRAM POSTS

POST 1:

 It's officially #PlasticRecyclingWeek!

This week we're shining a spotlight on the people, innovation, and technology that make plastic recycling possible, keeping these valuable materials in the circular economy and out of the environment or landfill.

🌟 Follow along all week as we share real stories of recycling in action and celebrate the power of circular solutions.

<https://www.plasticsindustry.org/plastics-recycling-week/>

#RecyclingIsReal #CircularEconomy #Sustainability #PlasticsIndustry #RecyclingWorks

POST 2:

⚙️ Recycling = innovation in motion.

From advanced sorting systems to next-gen reprocessing facilities, the plastics industry is constantly investing in ways to make recycling smarter, cleaner, and more efficient.

💡 Every improvement helps move us closer to a truly circular future.

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #Innovation #CircularPlastics #Recycling #Sustainability #PlasticsIndustry

POST 3:

 Together, we can close the loop.

By designing products for recyclability and giving plastics a second life, we're building a more sustainable world.

🌍 Let's celebrate the progress and keep recycling real!

<https://www.plasticsindustry.org/plastics-recycling-week/>

#PlasticRecyclingWeek #RecyclingIsReal #CircularEconomy #Sustainability #RecyclingWorks

GRAPHICS



STANDARD LINKEDIN BANNER (1400X425)



STANDARD LINKEDIN POST (1200X628)

GRAPHICS



STANDARD FACEBOOK POST (1200X630)



STANDARD X (TWITTER) POST (1024X512)



STANDARD INSTAGRAM POST (1080X1350)