

A photograph of a recycling truck driver in a white uniform and cap waving from the driver's seat. Two children, a boy in a blue hoodie and a girl in a striped shirt, are standing on a sidewalk waving their hands. The truck is white with a green recycling bin attached to the back. The background shows a residential street with houses and a driveway.

TRANSITION TO EVERY-OTHER-WEEK RECYCLING COLLECTION: SOCIAL MEDIA STRATEGY

Sandy City, UT

FACEBOOK

Pre-Launch



A change is coming to your recycling service



Recycling in Sandy City will be picked up every-other-week starting August 1, 2020. Find your new service day and learn more at [WEBSITE HERE](#).

Last year, Waste Management did a study that concluded weekly recycling is more than residents typically need. The study found that around half of households already utilize recycling every-other-week or less. By decreasing service, Sandy City is able to offset increases in the cost to recycle and meet the needs of the community for affordable, reliable service.

During Launch



You have a new recycling pickup schedule. Learn more today.

Attention Sandy Residents! Your recycling container will be picked up every-other-week starting this week (August 1). Find your new service day and learn more at [WEBSITE HERE](#).

Recycling is an essential community service provided by Waste Management to Sandy City residents. However, a study found that around half of households already utilize recycling every-other-week or less. The cost to recycle is increasing, and this decrease in service allows WM to keep your bill the same and offset increasing recycling costs.

Post-Launch



Do you know your new recycling pickup schedule?

Sandy residents, your recycling service has changed. Recycling is now being picked up every-other-week. Find your new service day and learn more at [WEBSITE HERE](#).

Here are some tips to help make more room in your recycling cart:

- Recycle the basics. Aluminum cans; plastic bottles, tubs & jugs (the shape is the most important), paper, and cardboard.
- Breakdown all boxes to make more space in your bin.
- No food, liquids, or plastic bags.
- Do not bag your recyclables. Recyclables in bags will most likely go to the landfill, thwarting your hard work.
- Wood and other plant-based materials from the garden should not go in the recycling bin.

Instagram

Pre-Launch



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TWITTER

Pre-Launch



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NEXTDOOR

Pre-Launch



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