Maximizing Digital Outreach
TO INCREASE PARTICIPATION & DECREASE CONTAMINATION
1. WALK 5 MINUTES IN THEIR SHOES
SHOW RECYCLING IS THE NORM
We now service 710,000+ total New Yorkers with curbside Organics Collection, the program where DSNY collects yard waste, food scraps, and food-soiled paper from homes and small buildings in pilot areas. http://on.nyc.gov/organics-areas #progress
Fact: KC consumes 80,000 tons of glass per year and we **only** recycle 20% of that glass.

#northlandproud
3. WHY SEARCH BARS FAIL
How do I dispose of...
RECYCLING KNOWLEDGE

2016 MASSACHUSETTS DEP SURVEY

BELIEVE: 77%
REALITY: 10%
4. EXPLAIN AWAY CONTAMINATION
May I cut the line?

May I cut the line because I'm late?
Influence by Robert Cialdini

A: 60%
B: 94%
Tuesday #Tip: Cardboard is recyclable, paper towels, tissues, and napkins are not. Why? Absorbent paper’s fibers are too short to #recycle.
5. USE IMAGES
YES

- DUCK
- HORSE
- WASP
- CHICKEN

NO

- TURTLE
- FOX
- CAT
- GOOSE
POLAR BEAR
OWL
BUMBLE BEE
RATTLE SNAKE
LION
BUTTERFLY
KANGAROO
LADYBUG

YES

NO
<table>
<thead>
<tr>
<th>Animal</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOX</td>
<td>NO</td>
</tr>
<tr>
<td>BUTTERFLY</td>
<td>YES</td>
</tr>
<tr>
<td>CHICKEN</td>
<td>YES</td>
</tr>
<tr>
<td>DOG</td>
<td>NO</td>
</tr>
</tbody>
</table>
Images increase retention by +600%
Images increase social media engagement by 650%
GREASY PIZZA BOX?
Tear off the top.
PIZZA BOXES ARE RECYCLABLE

Be sure to remove all food and greasy parts before you recycle.
6. GET TO THE POINT
7. LISTEN FOR CONTENT
• Tabling Events
• Social Listening
• 3-1-1 Call logs
• Ask
Feedback:

I wish this page had...

Tell us
8. USE MAPS
(Leventhal, Singer & Jones, 1965)
9. POST. ANALYZE. REPEAT WHAT WORKS.
Tracy Bugh
Founder / Creative Director

tracy@recyclebycity.com
@recyclebycity