**Social Posts to promote school registry**

**New Brunswick’s EPR recycling program**

Below are messages we encourage you to use on your social channels to promote the school registry and encourage schools within your district or region to register to receive free recycling collection services.

Choose the post(s) you would like to share and then copy and paste the text and add the social media image in the toolkit package to use.

For questions, please contact [communications@circularmaterials.ca](mailto:communications@circularmaterials.ca).

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| **Facebook/Instagram/LinkedIn** | **Twitter (280 character count)** |
| *Use Image: NB School Transition Social*  **Message**  Schools in New Brunswick can now register for free recycling collection services through Circular Materials.  This initiative will make recycling more accessible for schools. 🌍  Public, private, band-operated schools, and alternative learning centers are eligible.  Register by May 31, 2025:  [circularmaterials.ca/NBSchools](http://circularmaterials.ca/NBSchools). | *Use Image: NB School Transition social*  **English message**  Public, private, band-operated schools and alternative learning centers can now register for free recycling collection services.  Register by May 31 to receive service in May: [circularmaterials.ca/NBSchools](http://circularmaterials.ca/NBSchools). |
| **Reminder message** | |
| **Facebook/Instagram/LinkedIn** | **Twitter (280 character count)** |
| **Message**  📣 Reminder for New Brunswick schools:  Public, private, band-operated schools, and alternative learning centers are eligible to register for free recycling collection services.  Register by May 31 to receive recycling services in May: [circularmaterials.ca/NBSchools](http://circularmaterials.ca/NBSchools). | **English message**  Reminder for NB schools: Public, private, band-operated schools & alternative learning centers can register for free recycling services.  Register by May 31 to receive recycling services in May: [circularmaterials.ca/NBSchools](http://circularmaterials.ca/NBSchools). |