

Please feel free to use the copy for the corresponding assets across different social channels, if not using this copy we would ask that you use the following hashtags with all posts:

**#MyWaste #MyImpact #NationalFoodWasteRecyclingWeek**

TOPIC	COPY TYPE	FULL COPY/ POST
Food	Visuals Copy – Tag Line	<i>Feeding that Green Feeling</i>
	Twitter Post copy	Here are a few tips to prevent food waste: Make sure to check your store cupboard before you shop, have a shopping list at hand, only buy what you need. What are some of your tips for preventing food waste? #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
	Instagram/Facebook Post Copy	Here are a few tips to prevent food waste: Make sure to check your store cupboard before you shop, have a shopping list at hand, only buy what you need. What are some of your tips for preventing food waste? #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
Soil	Visuals Copy – Tag Line	<i>Less yuck, more muck</i>
	Twitter Post copy	Soil provides 95% of our food, helps regulate the Earth’s atmosphere and is a bigger carbon sink than all the world's forests combined. Soil is the source of life - Let’s treat soil like the queen that it is. #MyWaste #MyImpact
	Instagram/Facebook Post Copy	Soil provides 95% of our food, helps regulate the Earth’s atmosphere and is a bigger carbon sink than all the world's forests combined. Soil is the source of life- Let’s treat soil like the queen that it is. #MyWaste #MyImpact
Climate	Visuals Copy – Tag Line	<i>Climate action for breakfast, lunch and dinner</i>
	Twitter Post copy	Did you know that recycling food waste is a positive climate action? Kickstart your food waste recycling journey this #NationalFoodWasteRecyclingWeek by introducing a compost caddy to your kitchen & learning how to segregate food waste #MyWaste #MyImpact
	Instagram/Facebook Post Copy	Did you know that recycling food waste is a positive climate action? Kickstart your food waste recycling journey this #NationalFoodWasteRecyclingWeek by introducing a compost caddy to your kitchen & learning how to segregate food waste #MyWaste #MyImpact
Bugs	Visuals Copy – Tag Line	<i>Don’t bug out</i>
	Twitter Post copy	Bugs rock! Insects are an integral aspect of composting and soil improvement. They aerate the soil, help recycle nutrients and dig channels that help water flow to plants. #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
	Instagram/Facebook Post Copy	Bugs rock! Insects are an integral aspect of composting and soil improvement. They aerate the soil, help recycle nutrients and dig channels that help water flow to plants. #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
	Visuals Copy – Tag Line	<i>Take the Stress out of the Mess</i>

<b>Use of Liners</b>	<b>Twitter Post copy</b>	Segregating food waste can be a bit messy. However, food waste bin liners can help with maintaining cleanliness. To learn more about how to handle your food waste, make sure to visit the MyWaste website #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
	<b>Instagram/Facebook Post Copy</b>	Segregating food waste can be a bit messy. However, food waste bin liners can help with maintaining cleanliness. To learn more about how to handle your food waste, make sure to visit the MyWaste website #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
<b>Green Economy</b>	<b>Visuals Copy – Tag Line</b>	<i>Contribute to the Green Economy in Ireland</i>
	<b>Twitter Post copy</b>	Did you know that recycling food waste diverts the waste stream from landfills and allows it to be transformed into renewable energy and bio-fertilisers for horticulture and agriculture here in Ireland? #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
	<b>Instagram/Facebook Post Copy</b>	Did you know that recycling food waste diverts the waste stream from landfills and allows it to be transformed into renewable energy and bio-fertilisers for horticulture and agriculture here in Ireland? #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
<b>Stopping Food Waste</b>	<b>Visuals Copy – Tag Line</b>	<i>Too good to waste</i>
	<b>Twitter Post copy</b>	Did you know that 60% of food waste is avoidable? By serving smaller portion sizes at meals times and by shopping smarter, each household can significantly reduce their own food waste #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek
	<b>Instagram/Facebook Post Copy</b>	Did you know that 60% of food waste is avoidable? By serving smaller portion sizes at meals times and by shopping smarter, each household can significantly reduce their own food waste #MyWaste #MyImpact #NationalFoodWasteRecyclingWeek