



Get the most out of your Electrobac.



Find us
online!



Facebook



Instagram



LinkedIn



Twitter

electrobac.com

Follow our accounts,
and we will follow
you back.

Internal Communications

Internal communications are important to share your sustainability efforts with your clients and employees. Internal communications include e-mails, newsletters, intranet messages or even posters in key areas of your building. Here are some sample texts you can use to communicate with your internal network:



1

Announce the arrival of your Electrobac



Subject line: (Your organization) continues its sustainability efforts by implementing a recycling service for small electronic devices

(Your organization) is proud to announce the installation of an Electrobac, to offer you a convenient location to recycle your old electronics. The Electrobac is located in (location of the Electrobac).

The Electrobac accepts a wide variety of small electronic devices including cell phones, cameras, MP3 players, ink cartridges, peripherals, headphones and chargers among many others. To see the complete list of recyclable items, visit www.electrobac.com.

Electronic waste usually contains lead, mercury and other harmful components. Help us protect the environment by recycling as much electronic waste as possible!

As an RQO certified company, Electrobac follows strict regulations to ensure the protection of the data on your devices and a high environmental standard for a sustainable disposal of all the electronics.

For any questions or comments about the Electrobac or the recycling program, please visit www.electrobac.com



2 Update when you receive your annual report

Subject line: (Your organization) has collected more than (quantity) of electronic waste with Electrobac

Since its implementation on (date), (your organization) has recycled an important amount of small electronics. Over (quantity) of e-waste has been collected in the Electrobac at (location of the Electrobac).

(Your organization or department) would like to congratulate everyone who used the Electrobac to dispose of their old electronics. Keep up the good work and spread the word to your colleagues.

Electronic waste often contains lead, mercury and other harmful components. By responsibly disposing of your e-waste, you are helping us to preserve the environment. For this reason, it is important to recycle as much electronic waste as possible.

For any questions regarding the Electrobac or the recycling process, visit www.electrobac.com

[Add photo of Electrobac in use]



3 Posters

Set up posters reminding your clients, tenants and visitors to recycle their electronics. You can install them near the entrance and/or exit of your establishment, in the restrooms, or even on a digital billboard. This will remind your clients that you offer the Electrobac service every time they walk through a key area.

Be creative and use your space to its maximum potential !



Social Media

Social media is the easiest way to interact with a broad audience at a low cost. Platforms like Facebook, Instagram, and LinkedIn create a community that can be reached within an instant.

This segment will guide you through the different platforms to help broaden your reach.

Facebook

Share your sustainability efforts with your audience on Facebook. Men and women of all ages are on the biggest and most popular social media platform in Canada. 84% of online Canadian adults have a Facebook account*. 79% of them use the platform daily.

(Your organization) is proud to announce the arrival of its new Electrobac. (Students/employees/tenants/etc.) now have an accessible drop-off location to dispose of their e-waste sustainably. The Electrobac is located in (location of the Electrobac).

(Your organization) has collected more than (quantity) of electronic waste in the Electrobac. That's (quantity) less waste found in landfills. Now that's sustainability!

When it comes to the environment, **(your organization)** knows that small gestures make a big difference. That's why (your location) offers the Electrobac service to recycle small electronic waste.
[Add photo of the Electrobac]

(Your organization) take sustainability seriously. Recycle your small electronics in the Electrobac located in (location).
[Add photo of the Electrobac]

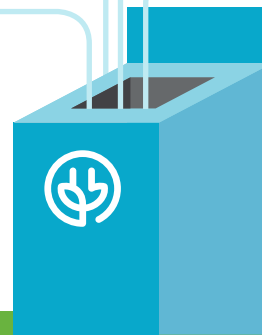
Content templates

Website

Once your Electrobac is installed, publish a headline to announce your new sustainability initiative. Making the Electrobac visible on your website will greatly improve its visibility and performance,

Tips!

- 1 Include a link to the Electrobac website so we can answer questions about the service
- 2 Offer information about the recycling program
- 3 Highlight the location by putting an image of your Electrobac



LinkedIn

Share your sustainability initiatives with you LinkedIn followers, important business-related platform in the world. 46% of online Canadians have a LinkedIn account*.

When it comes to the environment, **(your organization)** know that small gestures make a big difference. That's why **(your location)** offers an Electrobac, to make sure small electronics are recycled sustainably.

(Your organization) takes sustainability seriously. Recycle your small electronics in the Electrobac located in **(location of the Electrobac)**.

Sustainability is an important part of our values at **(your organization)**. In the last year, our Electrobac collected **(quantity)** of small electronics. That's **(number of devices)** diverted from landfills!

At **(your organization)**, the environment is a priority. With your help, our Electrobac has collected more than **(quantity)** devices. That represents **(quantity)** of mature trees saves from deforestation or **(quantity)** of plastic bottles recycled. Now that makes a difference!

Tag us in your posts

It will be our pleasure to interact with your posts. Don't forget to tag us to be sure we see them!

Instagram

Reach a younger audience on Instagram. 65% of 18 to 34-year-old Canadians use the platform monthly*. Your posts must be accompanied by a photo or video.

(Your organization) now has its very own @Electro.bac
[insert #hashtags here]



Did you know that **(your organization)** now has a place to recycle your used electronics? Find the Electrobac in **(location of the Electrobac)**
[insert #hashtags here]

Join the collective effort and dispose of your e-waste in the Electrobac. Find it in **(location of the Electrobac)**
[insert #hashtags here]

Feel free to adapt the texts to your brand. These are examples to help inspire you!

Tip! Use the business feature on Instagram to get analytics on your posts. This free tool will help you determine how to best reach your audience.



Visuals and Tips

to maximize your reach and engagement

- 1 Post often to keep your audience interested
- 2 Post relevant and quality content by always keeping your core values in mind. Remind your audience WHY they choose to follow you.
- 3 Identify key moments to post

-  **Earth Day: April 22nd**
-  **Earth Month: April**
-  **World Environment Day: June 5**
-  **Clean Up the World Weekend: 3rd weekend of September**
-  **Waste Reduction Week: 3rd week of October**
-  **International Day of Climate Action: October 24**
-  **Every year when you get your environmental report**



Images and logos are available in the “Visuals & Logos” folder in the Marketing Kit.

Tag ElectroBac when you post about us. This way, we will see, interact and share. Simply add a @ before typing our name and select our account.

Pin your location or the location of the ElectroBac when you post about it

Save time and energy by synchronizing your Instagram and Facebook accounts. By doing so, you can post on both platforms at the same time.

Add photos, links, infographics or any other visual to grasp the attention of your audience and make them remember your message.

Use #hashtags to attract a relevant audience. For example:



#electrobac #sustainability #sustainable #ewaste #eco
#sustainabledevelopment #environmentallyfriendly
#ecofriendly #ecoMonday #upcycling #electronicwaste
#electronics #recycle #cleantech #greenrevolution
#greenfriday #environment #noplanetb #savetheplanet
#wastemanagement



Be original! Possibilities are endless on Social Media, and creativity is the best way to stand out!



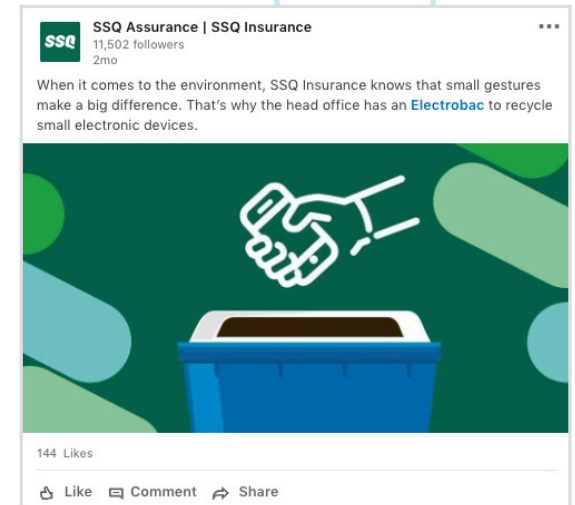
Vision Board

Social Media

Facebook 



Instagram 



RAM

Events



Infographics



electroBAC



50 million tonnes of e-waste is produced globally per year.
= 425 CN towers

Deforestation from mining metals to produce cell phones is threatening endangered species, like Lowland Gorillas.

There are only 4000 left!



70 KG of material is required to produce, use and eliminate a single cellphone.

That is 600 times its weight!

On average Canadians have 2.4 cell phones in their possession that they are not using.

We need to think about recycling them!

