

County of San Diego Social Media Toolkit  
January 2020

Topic	Facebook text	Hashtags	Post link	Reach Showed up in how many peoples' newsfeed	Engagement Rate (Clicks/Likes/Comments/Shares)
What's Your Top Recycling Question?	What's your top question about recycling? We'll pick 3 responses and create a post on each (but of course answer all other questions). And.....go!	#Recycle	<a href="#">Click here!</a>	1,394	31%
How to Recycle Online Packaging Part 1	<p>Only one of these items is allowed in your recycling bin/dumpster. Any guesses as to which one can and which ones can't? We'll post on Friday with a more in-depth look into packaging from online shopping in preparation for #BlackFriday.</p> <p>Your choices are a cardboard box, fully plastic envelope mailer, bubble wrap, plastic air pillows and paper/plastic envelope mailer.</p>	#Recycle #Packaging	<a href="#">Click here!</a>	1606	24%
How to Properly Recycle Batteries	<p>Household batteries DO NOT belong in your trash, recycling or green waste bins- they require special handling. Batteries placed in any of these bins (especially lithium batteries) can and do cause fires. Please help keep workers safe and recycle/dispose of your batteries properly. Visit <a href="https://wastefreesd.org/">https://wastefreesd.org/</a> to find convenient drop-off locations near you.</p> <p>Also, please tape the terminals of each lithium battery to limit the potential for combustion.</p> <p>Want to go the extra mile? Swap out your single-use batteries for rechargeable versions (AAA/AA/C/D/9V). You'll save \$\$\$, conserve resources and reduce waste.</p>	#Fire #Battery	<a href="#">Click here!</a>	18,645	21%
How Do I Recycle Shredded Paper?	<p>We all know that paper is recyclable but how about shredded paper? Can I place it in the recycling bin?</p> <p>Yes, but there's a catch. It MUST be placed in a clear plastic bag and tied. Why? Due to the small size of the paper shreds, the recycling facility is not able to sort or capture them effectively. Placing them in a clear bag allows workers to grab the bags off the sorting line and separate them for recycling.</p> <p>Submit your recycling question and it may end up on our next FAQ!</p>	#Paper	<a href="#">Click here!</a>	3,954	20%

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How to Reduce Your Junk Mail	<p>Does your mailbox look like this? It doesn't have to. The County has put together a "Junk Mail Reduction" kit that could reduce your junk mail by as much as 90% <a href="https://bit.ly/2YcZTaC">https://bit.ly/2YcZTaC</a>. Be patient, as it may take 6-8 weeks for changes to take effect.</p> <p>While posting this, we discovered a few other links to unsubscribe from additional mailings as well:            -weekly grocery mailers (Red Plum/RetailMeNot)  <a href="https://bit.ly/2zgAM8R">https://bit.ly/2zgAM8R</a>            -weekly coupon mailers (Valpak)  <a href="https://bit.ly/1Lf7YxG">https://bit.ly/1Lf7YxG</a>            Let's us know if you discover additional ones.</p> <p>Think of all that paper you'll be saving! Reduce, Reuse then Recycle ♻️</p>	#Reduce	<a href="#">Click here!</a>	31,109	20%
Are Napkins, Paper Towels and Tissues Recyclable?	<p>We all know that paper is recyclable but how about napkins, tissues and paper towels? They're made from paper. Shouldn't they be placed in the recycling bin?</p> <p>No, and here's why.</p> <p>The fibers that make up napkins, tissues and paper towels are too short to be recycled any further. However, you can add these items to your organics recycling (green) or home composting bin. Better yet, switch to reusable napkins and towels.</p> <p>To learn how and where to recycle just about anything, visit <a href="http://www.WasteFreeSD.org">www.WasteFreeSD.org</a>.</p> <p>Thanks to Recycle by City for the graphic.</p>	#NoNapkins	<a href="#">Click here!</a>	1,297	17%
Why Can't You Recycle Small Plastics?	<p>We all know plastic bottles are recyclable but how about plastic spoons, forks, knives and plastic straws? Can these be placed in the recycling bin?</p> <p>No, and here's why-they're too small to be captured at the recycling facility and literally fall through the cracks (along with other small items). Plastic utensils are also made of various types of plastic making them difficult to sort accurately.</p> <p>Please place plastic utensils and plastic straws in the trash. Better yet, BYO (Bring Your Own) reusable straws and utensils and help eliminate the need for single-use plastics.</p> <p>Do you have a recycling question you'd like answered? Send it to us for a chance to be featured in our next FAQ.</p>	#NoStraws	<a href="#">Click here!</a>	4,017	17%

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Addressing the "China" situation	<p>We wanted to take a moment and address the recycling-related ELEPHANT in the room-China.</p> <p>While it is true that China was a major importer of recyclables from the around the globe, the recyclable materials (cardboard/paper/cartons, glass bottles/jars, plastic bottles/containers/cups/buckets and metal and aluminum cans and foil) that unincorporated County residents and businesses are currently placing in their recycling bins are still being successfully marketed and sold around the globe (as well as within the US and Mexico).</p> <p>To help ensure that the recyclables you place in the recycling bin remain valuable and marketable into new products, we ask that you ensure they are: Placed loose in the bin (not in a bag); Are dry (no liquids remaining); And that they are empty (no or very minimal food residue remaining)</p> <p>This was a major reason China limited the import of recyclables-they were too contaminated with food, liquids or with items that cannot be recycled in your recycle bin (clothes, electronics, sharps, wood, diapers and plastic bags).</p> <p>In addition to recycling, don't forget about Reduce and Reuse. Switching out single-use items, especially plastics, for durable, reusable materials can have a large positive impact on the environment as well.</p>	#RecyclingWorks!	<a href="#">Click here!</a>	6,238	17%
Don't Bag Recyclables!	<p>As plastic bags are still one of the top contaminants found at recycling facilities, the importance of this message cannot be overstated-Don't Bag Recyclables.</p> <p>All recyclables must remain loose (unbagged) in your recycling bin to be properly sorted.</p> <p>Please note-shredded paper is the only exception. Here's a link to our post about how to properly recycle shredded paper- <a href="https://www.facebook.com/CountyofSanDiegoRecycling/posts/1204508016375523">https://www.facebook.com/CountyofSanDiegoRecycling/posts/1204508016375523</a></p>	#KeepItLoose	<a href="#">Click here!</a>	9,725	16%

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No "Tanglers" in the Recycling Bin	<p>This photo illustrates why garden hoses, tarps, cords, chains, tubing, hangers, clothing and plastic bags don't belong in your recycling bin. Equipment at the recycling facility cannot sort these materials causing them to tangle and produce this giant 10ft x 6ft "hairball."</p> <p>Visit <a href="http://www.WasteFreeSD.org">www.WasteFreeSD.org</a> for locations that will accept items like electrical cords, chains, hangers, clothing and textiles and plastic bags for donation or recycling. Also, most dry cleaners will accept their hangers back for reuse.</p> <p>Thanks to Northern Recycling &amp; Waste Services for the eye-opening photo.</p>	#NoTanglers	<a href="https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&amp;theater">https://www.facebook.com/CountyofSanDiegoRecycling/photos/a.517237058435959/1370114793148177/?type=3&amp;theater</a>	36,374	16%
Baby Steps to Zero Waste	<p>Practicing zero waste isn't about being perfect.</p> <p>Small changes by many = BIG impacts.</p> <ul style="list-style-type: none"> <li>-Ditch single-use bottled water for a reusable, refillable bottle</li> <li>-Remember your reusable bags while shopping</li> <li>-Keep reusable utensils and a cloth napkin at work</li> <li>-Start a compost bin (helpful tips-<a href="https://bit.ly/2WjRfG6">https://bit.ly/2WjRfG6</a>)</li> </ul> <p>#ReuseToReduce</p> <p>How do you practice zero waste?</p>	#ZeroWaste, #ReuseToReduce	<a href="#">Click here!</a>	2831	14%
DO NOT place Holiday Lights in the Recycling Bin	<p>Replacing your holiday lights? Please DO NOT place them in your recycling bin/dumpster. These lights wrap around equipment at the recycling facility and pose a danger to workers. For recycling options please visit <a href="http://WasteFreeSD.org">WasteFreeSD.org</a>, contact a scrap metal or e-waste recycler or inquire at your local Home Depot.</p> <p>Thanks to Suffolk Recycling for the photo.</p>	#Holiday	<a href="#">Click here!</a>	4869	14%

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Can All Glass Be Recycled?	<p>Can all types of glass be recycled?</p> <p>No-only glass bottles and jars (think beer bottles, spaghetti jars, etc). Glass from wine glasses, Pyrex and even window glass are made from a different type of glass with different melting points that does not mix with bottle and container glass. Keep the caps and lids on your bottles and jars to ensure they make it through the recycling process.</p> <p>Please ensure your glass bottles and jars are empty (no or minimal food residue), dry (no liquid remaining) and placed loose in the recycling bin, without a bag.</p> <p>Pyrex and glassware might not be able to be recycled but they can likely be donated if in good condition (visit <a href="http://www.WasteFreeSD.org">www.WasteFreeSD.org</a> for convenient donation options).</p>	#Bottles&JarsOnly	<a href="#">Click here!</a>	2,745	12%
Don't Waste Food	<p>Even though this poster is over 100 years old, the theme still holds true today: "Don't Waste Food."</p> <p>Wasted food wastes everything (the water, land, labor, transportation) that went into growing it.</p> <p>Visit <a href="http://SaveTheFood.com">SaveTheFood.com</a> for more ways to cut down on food waste, clever recipes, storage tips and more.</p> <p>For composting resources, visit the County's Recycling website, <a href="http://R1Earth.org">R1Earth.org</a>.</p>	#SaveTheFood	<a href="#">Click here!</a>	2,997	12%

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How to Recycle Online Packaging Part 2	<p>Following up on our post from Wednesday -- which material below can be recycled in your curbside bin? Those of you who said "cardboard box," well done!</p> <p>Here's a more in-depth look:</p> <p>1.) Cardboard box-recyclable in your curbside bin/recycling dumpster. Please flatten prior to recycling.</p> <p>2.) Plastic envelope mailers-recyclable but NOT in your recycling bin/dumpster. These must be returned to a participating store for recycling (<a href="https://www.plasticfilmrecycling.org/.../learn-whats-recyclable.../">https://www.plasticfilmrecycling.org/.../learn-whats-recyclable.../</a>). Along with plastic bags, these clog machinery at the recycling facility and will end up in the residual pile headed for the landfill.</p> <p>3.) Manila envelope-paper &amp; plastic (bubble wrap inside)-CAN'T be recycled as the two materials are very difficult to separate. Please consider reusing.</p> <p>4.) Plastic bubble wrap and air pillows-recyclable but NOT in your curbside recycling bin-same reason as #2.</p> <p>Not shown Entirely paper padded mailer (no plastic)-recyclable in your bin/recycling dumpster. Brown craft paper (used as cushioning)-recyclable in your bin/recycling dumpster. Go beyond recycling-try reusing this to pack and ship gifts of your own around the holidays.</p> <p>We appreciate your support and continued interaction. #RecycleRight</p>		<a href="#">Click here!</a>	2925	12%
Does Your Trash Get Sorted?	<p>FAQ Friday-It's OK if some recyclables go in the trash because it gets sorted anyway, right? WRONG!</p> <p>What you put in your curbside trash bin DOES NOT get sorted and goes straight to the landfill.</p> <p>This is why it's important to place recyclables in the correct bin and keep them Clean, Empty, Dry and Loose (Don't Bag Recyclables). To learn about what can be recycled curbside, visit <a href="http://www.R1Earth.org">www.R1Earth.org</a> #RecycleRight</p>	#RecycleRight	<a href="#">Click here!</a>	852	11%
No Plastic Bags in the Recycling Bin	<p>Why can't plastic bags be recycled in your curbside bin? As these photos clearly show, they severely clog the machinery at the recycling facility.</p> <p>This is also why recyclables should NOT be bagged and placed in your recycling bin loose-DO NOT BAG RECYCLABLES. #RecycleRight = Empty, Dry &amp; Loose. However, you CAN recycle them with participating grocery, retail and home improvement stores throughout San Diego.</p> <p>Visit <a href="http://www.WasteFreeSD.org">www.WasteFreeSD.org</a> or <a href="http://www.plasticfilmrecycling.org">www.plasticfilmrecycling.org</a> for locations and additional items accepted.</p>	#RecycleRight	<a href="#">Click here!</a>	2,252	11%

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Cartons Are Recyclable in San Diego!	<p>Remember that cartons ARE recyclable in San Diego. This includes milk, juice, soup, broth, coffee, water and wine cartons. Please ensure they are empty, leave the caps on and discard any straws in the trash. #RecycleRight</p> <p>Recycled cartons can become facial tissue, writing paper, paper towels, food containers, and more. For a more in-depth look into the carton recycling process, please visit <a href="https://www.recyclecartons.com/take-a-peek-behind-the-scenes-photos-from-inside-recycling-facilities">https://www.recyclecartons.com/take-a-peek-behind-the-scenes-photos-from-inside-recycling-facilities</a></p>	#RecycleCartons, #RecycleRight	<a href="#">Click here!</a>	4913	10%
Keep Recycling Bin Lids Closed (When Rain is Expected)	<p>Important reminder to keep your recycling bin lids closed, especially when rain is expected. ♻️ Right</p>	#RecycleRight #Rain	<a href="#">Click here!</a>	591	9%
Don't Take a Holiday from Recycling!	<p>Ever wondered what to do with all of that packaging after the presents have been opened? Hopefully this guide will give you a better idea. Happy Holidays from all of us here at County of San Diego Recycling!</p>	#Holiday	<a href="#">Click here!</a>	28,134	9%
Plastic Utensils Are Not Recyclable	<p>Plastic utensils are NOT recyclable If you've ever wondered how many resources go into making just one single-use, plastic spoon, check out this video-<a href="https://www.youtube.com/watch?v=eg-E1FtjaxY&amp;feature=youtu.be">https://www.youtube.com/watch?v=eg-E1FtjaxY&amp;feature=youtu.be</a></p> <p>What are your thoughts after watching it?</p>	#Plastic #Utensils	<a href="#">Click here!</a>	3795	7%
Christmas Tree Recycling	<p>Help your Christmas Tree live on as beneficial mulch by recycling it. Check with your local waste hauler or visit <a href="http://www.wastefreesd.org">www.wastefreesd.org</a> for convenient recycling options. <a href="https://www.countynewscenter.com/make-your-christmas-tree-a-giving-tree-recycle-it">https://www.countynewscenter.com/make-your-christmas-tree-a-giving-tree-recycle-it</a></p>	#Christmas #Recycle	<a href="#">Click here!</a>	4,196	6%

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What Can You Recycle in Your City?	<p>One of the questions our Recycling team gets most often is "What can I recycle in my blue bin?"</p> <p>In your blue bin, you can recycle:            PAPER – Cardboard, paper and food/drink cartons (break down all boxes)            GLASS – bottles and jars (both clear and colored glass)            PLASTIC – bottles (keep caps on), containers, cups, clamshells (think strawberry baskets and to-go containers) buckets and large Styrofoam blocks (no packing peanuts or Styrofoam food ware)            METAL – Aluminum cans, foil and empty aerosol cans</p> <p>While many other items CAN be recycled, the following items, among others, DO NOT belong in your recycling bin: textiles/clothing, food, hangers, electronics, appliances, green waste (wood, branches, leaves), batteries and plastic bags. For recycling options for these materials and more, visit WasteFreeSD.org or the County's Recycling page R1Earth.org.</p> <p>Remember to keep your recyclables EMPTY, DRY and LOOSE (do not bag recyclables).</p>	#RecycleRight	<a href="#">Click here!</a>	7,157	3%



## **Regional Spanish Nomenclature**

In February to March 2022, several jurisdictions and organizations participated in a collaborative project to accomplish the following goals.

### **Regional Spanish Nomenclature Project Goals**

- Compile a list of commonly used waste, recycling, and organic waste recycling Spanish terms to be used in reaching residents and businesses.
- Create a reference document to help create more inclusive and accessible education and outreach in Spanish.
- Reduce confusion among Spanish speakers across jurisdictions by using more easily understood and consistent terminology.

This document can be shared with staff, contractors, partners, consultants, and others who will be involved in Spanish translation.

We see this as a stepping stone to creating consistent, understandable, and inclusive educational and outreach materials and messaging to Spanish speaking residents in our region.

### **Participating Jurisdictions and Organizations:**

City of Chula Vista

City of Coronado

City of El Cajon

City of Encinitas

City of Escondido

City of Imperial Beach

City of La Mesa

City of National City

City of Oceanside

City of San Diego

City of San Marcos

City of Solana Beach

County of San Diego

I Love A Clean San Diego

Jacobs & Cushman San Diego Food Bank

San Diego Food System Alliance

Zero Waste San Diego

## Regional Spanish Nomenclature

English Term	Spanish Term	Alternate Spanish Term or Explanation
Anaerobic digester	Digestor Anaeróbico	
Compost (finished product)	composta	
Composting	compostar/compostaje	
Composting facility	centro de compostaje	
Contamination	contaminación	
Dog/animal waste	excrementos de animales	
Edible food	alimentos comestible	
Non-edible food	alimentos no comestible	
Food Banks	bancos alimentarios	bancos de comida
Food Distributors	distribuidores de alimentos	proveedores de alimentos
Food donation	donación de alimentos	
Food insecure	inseguridad alimentaria	
Food pantry	despensas de alimentos	
Food recovery	recuperación de alimentos	
Food Recovery Organization (FRO)	organizaciones de recuperación de alimentos	
Food scraps	desechos de comida	
Food Service Providers	proveedores de servicios de alimentación	
Food waste	desechos de alimentos	
Food-soiled paper	papel sucio de comida/alimentos	papel manchado de comida/alimentos
Grocery stores	mercados	
Landfill	basurero	Basurero Municipal
Materials Recovery Facility (MRF)	Instalación de la Recuperación de Materiales (IRM) (technical term)	Instalación de reciclaje (informal for public)
Mulch	cubierto para plantas	
Organic waste	residuos orgánicos	Jurisdictions not using the term "organic waste" describe the materials: desperdicio de cocina/jardinería, recortes de jardín, desechos de comida, papel sucio/manchado de comida/alimentos
Organic waste recycling	reciclaje de residuos orgánicos	
Recycling	reciclaje	
SB 1383	Ley estatal SB 1383	
Soup kitchens	comedores públicos	
Storm drain	desagüe pluvial (formal)	drenaje de la calle (informal)
Supermarkets	supermercados	
Waste	desperdicio, residuos, desechos	Varies depending on context, but keep consistent
Waste hauler	servicio de basura	
Waste reduction	reducción de desperdicios	
Wholesale vendors	vendedores mayoristas	
Zero waste	cero desperdicios	

**Additional Words:** Please add any terms in need of translation, includes words we use on a daily basis

English Term	Spanish Term	Alternate Spanish Term or Explanation	Topic
worms	gusanos		Vermicompost
water	agua		Vermicompost
air	aire		Vermicompost
food scraps	desechos de comida		Vermicompost
home	hogar		Vermicompost
bacteria	bacterias		Vermicompost
fungi	hongos		Vermicompost
bugs/insects	insectos		Vermicompost
meat	carne		Vermicompost
dairy	lácteos		Vermicompost
eggshells	cáscaras de huevo		Vermicompost
soil	tierra		Vermicompost
bedding/bed	lecho/capa		Vermicompost
light/dark	luz/oscuridad (darkness) / dark - oscuro		Vermicompost
wet/dry	húmedo/seco		Vermicompost
hot/cold	caliente/frío		Vermicompost
trash	residuos/basura		Vermicompost
cover/bury	cubrir/enterrar		Vermicompost
no eyes/teeth	sin ojos/dientes		Vermicompost
poop	excrementos		Vermicompost
cocoons/eggs	capullos/huevos		Vermicompost
skin	piel		Vermicompost
lungs	pulmones		Vermicompost