

Your Social Media Toolkit



Boost Your Cell Phone Collection Drive!

Ready to make a difference for wildlife and the planet? Awesome! Running a cell phone collection drive is a fantastic way to help protect gorilla habitats and reduce e-waste. Use this toolkit to spread the word on social media and get your community involved!

Why Recycle? (Your Quick Talking Points!)

- **Protect Gorillas & Wildlife:** Mining for materials in electronics (like Coltan) destroys precious habitats. Recycling reduces the need for new mining!
- **Keep Toxins Out:** Old gadgets contain harmful stuff (lead, mercury). Recycling keeps them out of landfills and our environment.
- **Save Valuable Resources:** Phones have precious metals that can be reused. Let's recycle them!
- **Support Conservation:** Every device recycled through Eco-Cell helps fund the Dian Fossey Gorilla Fund International!

What Can Be Recycled?

- Cell Phones & Smartphones
- iPads & Tablets
- iPods & MP3 Players
- GPS Devices
- Smartwatches
- AirPods & Earbuds
- VR Headsets
- Digital Cameras (and their cords/cables!)

Sample Social Media Posts (Copy, Paste & Customize!):

- Got old phones or tablets lying around? 📱 Don't trash them! Recycle them at my collection drive & help protect gorillas! 🐼 Every device counts. Drop-off details: *[Insert Your Drop-off Location/Dates/Link Here]*

Your Social Media Toolkit



- Did you know cell phone production impacts gorilla habitats? Mining for minerals like Coltan destroys their homes. 🤖 You can help! I'm running an electronics collection drive. Bring your old phones, tablets, smartwatches & more. Let's protect wildlife together! 🌍♻️ Learn more & find drop-off info: *[Insert Your Drop-off Location/Dates/Link Here]*
- Spring cleaning? Found any old electronics? 🤖 Turn that e-waste into support for gorilla conservation! 🐼 Recycle your unwanted cell phones, tablets, iPods & more at my collection drive. It's easy & makes a BIG impact! Details here: *[Insert Your Drop-off Location/Dates/Link Here]*
- Less than 20% of cell phones are recycled! Let's change that! Join our cell phone collection drive and help protect gorilla habitats. Every phone counts! Details here: *[Insert Your Drop-off Location/Dates/Link Here]*

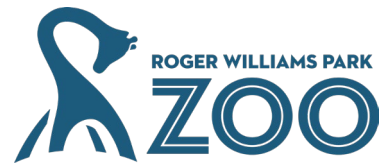
Reminder/Progress Update (Use During Your Drive)

- Our cell phone collection drive is going strong! 🙌 Thanks to everyone who's donated! We're still collecting until **[End Date]**. Help us reach our goal & support the Dian Fossey Gorilla Fund! Drop off your old electronics: *[Insert Your Drop-off Location/Dates/Link Here]*

Engaging Your Audience:

- **Use Photos & Videos:** Show your decorated collection box! Share pictures of donations coming in. [Or feel free to use these graphics or photos >](#)
 - **Share Updates:** Post about how many items you've collected or milestones reached. "Wow, 20 phones collected already! Let's keep it going!"
 - **Create an Event:** Make a Facebook Event for your drive so people can easily find info and RSVP.
 - **Share Facts:** Use the "Did You Know?" points about e-waste and gorilla conservation.
 - **Tag Partners:** Don't forget to tag Roger Williams Park Zoo!
 - **Run Polls:** "How many old phones do you have at home?"
 - **Say Thank You:** Regularly thank people for donating and spreading the word.
-

Your Social Media Toolkit



Suggested Hashtags:

#CellPhoneRecycling #EWaste #RWPZoo #ProtectWildlife #Conservation
#CommunityDrive #[YourTown/CommunityName] #EcoFriendly #SustainableLiving
#DianFosseyGorillaFund #EcoCell #MakeADifference #Recycle #GorillasOnTheLine

Questions? Contact Greenteam@rwpzoo.org for more information!