



Mold Plastic Reduction social media guidelines

April 2021

These guidelines cover activity on Mold Plastic Reduction social media sites: FACEBOOK, TWITTER and INSTAGRAM.

Our social media output is monitored by volunteers in the Mold Plastic Reduction Steering Committee, and these guidelines aim to ensure that our social media output is: as good as it can be, maximises our core messaging, and doesn't do anyone any harm.

The guidelines relate to the following social media channels:

<i>Campaign</i>	<i>Social Media Channel</i>	<i>Address</i>
Refill	Twitter	@MoldRefill
	Instagram	@refill_mold
MPR	Facebook	Plastic Reduction Mold
MPR	Instagram	@moldplasticreduction
MPR	Twitter	@MoldReduction

Our social media commitments.

MPR is a campaign of positive change, encouraging and supporting change via education, knowledge and leveraging support through projects supported by the local community. We seek to empower people.

Mold Plastic Reduction will not post messages, images etc which could potentially be perceived as bullying, defamatory, or offensive.

Themes

It is important that we maintain clear communications on our core themes and goals so that our members are inspired, informed and empowered to take action. We are an a-political organisation, and work collaboratively across NGO, business, community, and political spectrum to ensure that action happens.

Across all of our social media channels it is important that we stick to core themes related to our goals, including:

- Environmental & social impact of plastic manufacture – including release of carbon emissions, oil extraction & processing, transport of plastic feedstock, transport of plastics
- Single use plastics
- Tips for plastic reduction
- Plastic pollution
- Recycling & reprocessing of plastic wastes
- Waste management, recycling, composting
- Litter picking/community clean ups
- Reuse and repair ideas
- Project updates
- Policy updates
- Funding opportunities

Business, School and Community Champions

We will encourage our champions to celebrate what they are doing to reduce single use plastic and support the Refill scheme across our social media channels, but we will not accept any direct selling or marketing of products and services on those channels.

Any business champion who posts adverts for their services will be asked to remove that content.

Gateways are already set up in Facebook for each of the Business Plastic Reduction Champions, meaning that if they wish to post an article it first has to be actively accepted by an MPR volunteer.