

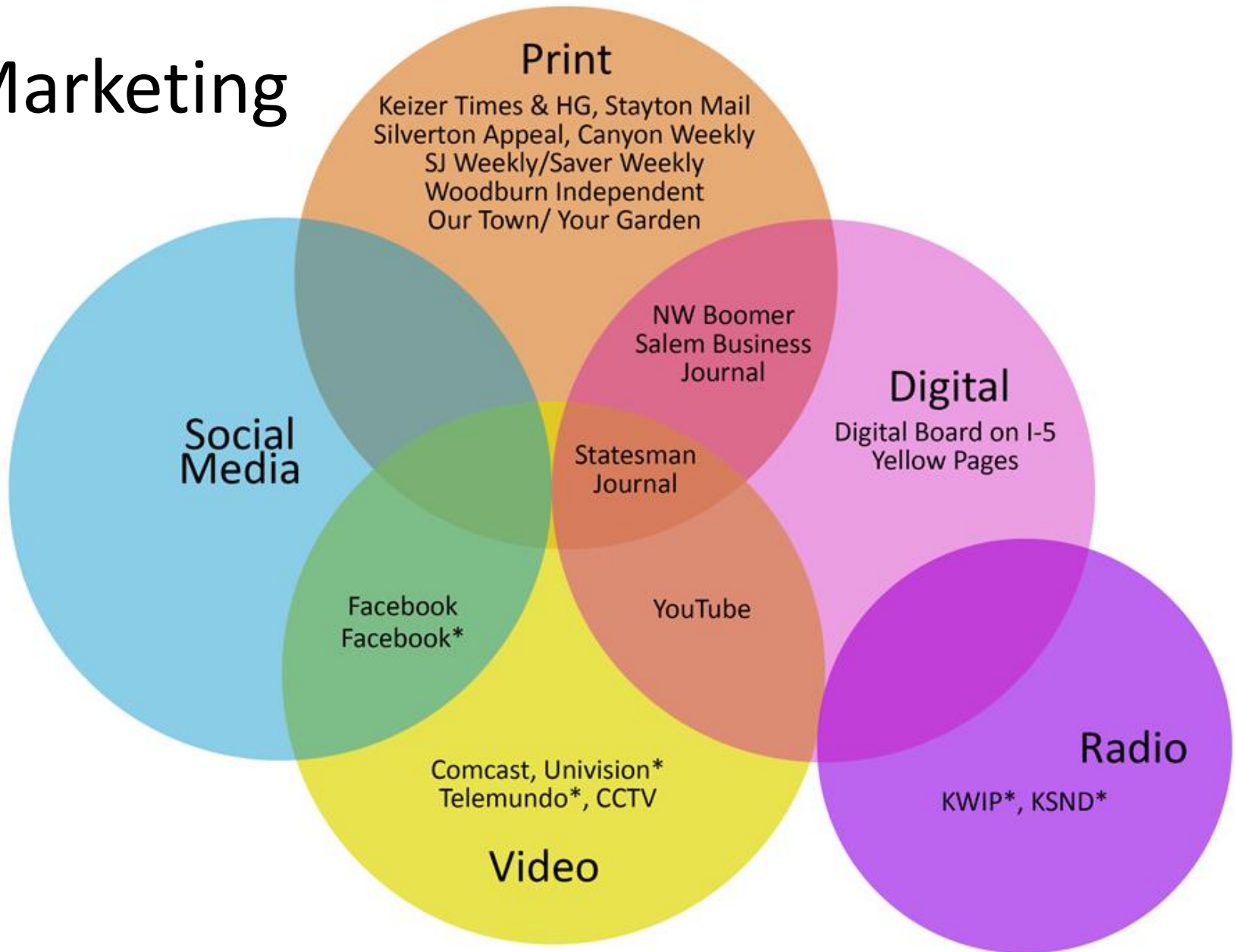
# RECYCLE



Promotional Campaigns  
Marion County Public Works  
Environmental Services



# Marketing



# Facebook

Total Page Followers as of Today: 5,382



**BENCHMARK**  
Compare your average performance over time.

Total Page Followers

## Net Followers

Net followers shows the number of new followers minus the number of unfollows.



**BENCHMARK**  
Compare your average performance over time.

Unfollows

Organic Followers

Paid Followers

Net Followers

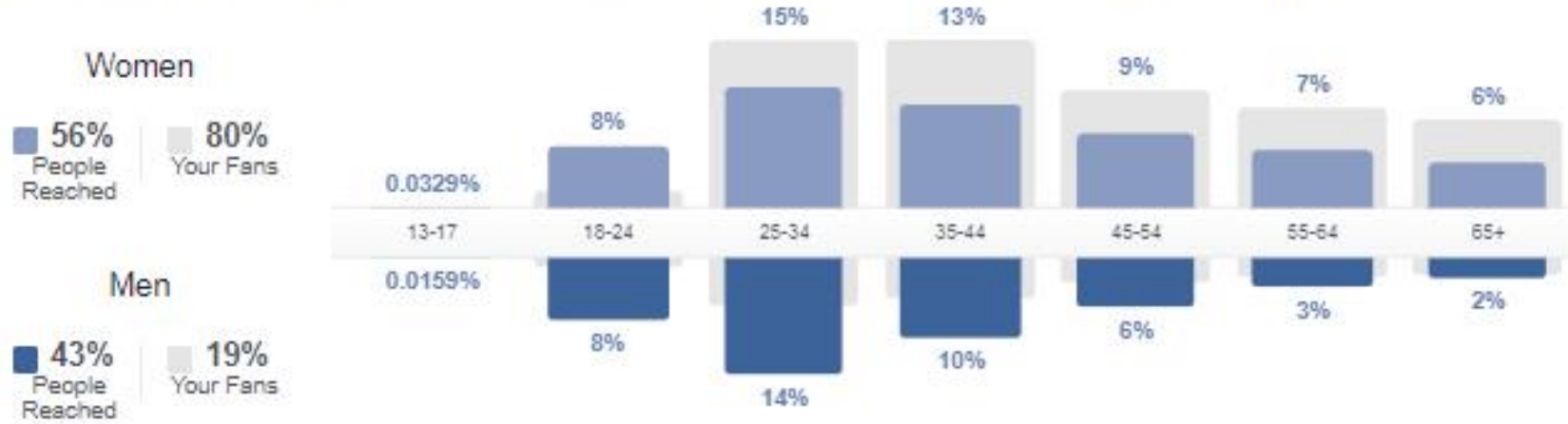
### WANT MORE LIKES?

Create an ad to get more people to like your Page.

Promote Page

# Facebook

The number of people who saw any content by your Page or about your Page, grouped by age and gender.



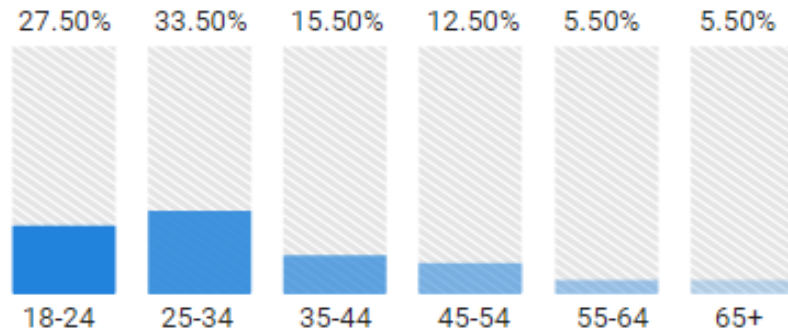
## Saturation by City

<b>Salem</b>	35.14%	<b>Aumsville</b>	13.95%
<b>Keizer</b>	15.26%	<b>Aurora</b>	52.65%
<b>Woodburn</b>	22.74%	<b>Mount Angel</b>	14.73%
<b>Stayton</b>	23.48%	<b>Sublimity</b>	15.94%
<b>Jefferson</b>	24.03%	<b>Saint Paul</b>	45.21%
<b>Silverton</b>	7.45%	<b>Donald</b>	18.43%
<b>Hubbard</b>	21.71%	<b>Scotts Mills</b>	36.72%
<b>Turner</b>	31.93%	<b>Falls City</b>	12.50%
<b>Gervais</b>	20.76%		

# Website

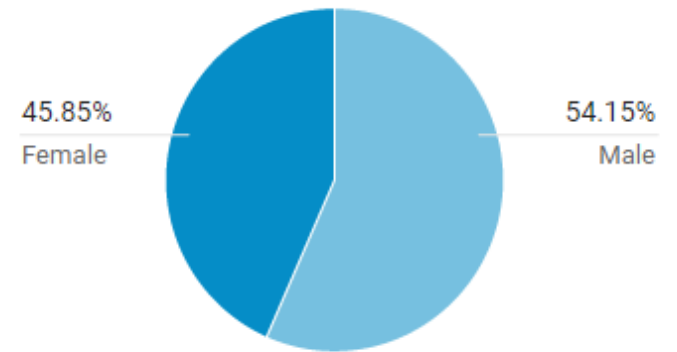
## Age

100% of total sessions



## Gender

100% of total sessions



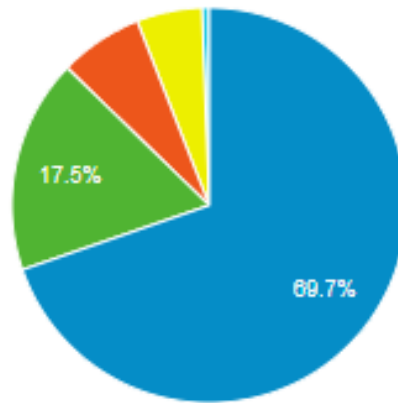
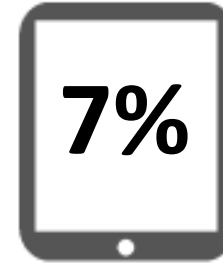
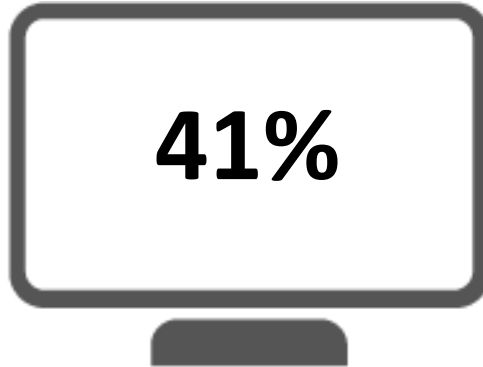
## Interest Category

100% of total sessions



# Website

52%



- Organic Search
- Direct
- Referral
- Social
- (Other)
- Email
- Paid Search

mcrecycles.net

● Pageviews

3,000

1,500

July 2016

January 2017

July 2017

January 2018

July 2018

# Targeted

Does the audience care about this content? How does it matter to them?

# Timing

Is this the right time for this message?

# Tone

Does the tone compel them to act?

The screenshot shows the Marion County Oregon website. At the top, there is a navigation bar with links for Alerts & Emergencies, Employee Directory, and What's Happening. Below this is the Marion County Oregon logo. A secondary navigation bar includes About Us, Services, How Do I..., Departments, and Contact Us, along with a search box. The main content area features a large banner image of a river with the title 'Reduction, Recycling & Garbage'. A sidebar on the left lists various environmental services. The main content is organized into sections: 'Reduction, Recycling & Garbage' with a list of links; 'Recycling & Garbage' with a list of links; 'Programs' with a list of links; and 'Events' with a list of links. There are also social media icons and a 'News and updates' section with links to various news items. A 'FREE SHRED EVENT' poster is also visible.

Alerts & Emergencies Employee Directory What's Happening

Marion County OREGON

About Us Services How Do I... Departments Contact Us Search...

Home / Public Works / Environmental Services / Reduction, Recycling & Garbage

## Reduction, Recycling & Garbage

Environmental Services

- Reduction, Recycling & Garbage
- Disposal Locations
- Find Your Hauler
- Disposal Site Closures
- Events
- Programs
- Resources
- Environmental Services en Español
- Water Quality
- Weed District
- About

### Reduction, Recycling & Garbage

- Curbside Collection (Recycling & Compost)
- Disposal Locations
- Find Your Hauler
- Recycle Guide

### Recycling & Garbage

- Waste Reduction
- Recycling
- Compost
- Master Recycler Class
- EarthWISE Business Program
- Save the Food
- Every Thread Counts
- Oregon Green Schools
- Solid Waste Management Advisory Council

### Programs

### Events

- Reuse Rumble and Recycling Q&A
- Free Shred Event
- Reduce Reuse Challenge

News and updates

- Recycling Updates
- Master Recycler Class
- Waste Matters Newsletter
- EarthWISE Business Bulletin
- In the Media
- Waste Matters Radio Show

FREE SHRED EVENT

SATURDAY, OCT 30, 11AM - 1PM

reduce reuse challenge

Oct Yogurt Tubs



## RECYCLE RIGHT

### MIXED RECYCLING GUIDE




**Paper & Cardboard**

- Office paper/junk mail
- Cereal-type Boxes
- Greeting Cards (no foil or glitter)
- Magazines
- Newspaper
- Phone Books
- Paperback Books
- Paper Bags

**Papel y Cartón**

- Papel de oficina/ Correo no Deseado
- Cajas de cereal
- Tarjetas de felicitación (sin aluminio o glitter)
- Revistas
- Periódicos
- Libros telefónicos
- Libros de tapa blanda
- Bolsas de papel



**Plastics**  
Bottles  
Jugs



**Metal**  
Steel (tin) cans  
Aluminum cans



**Plásticos**  
Botellas  
Gallones

**Metal**  
Latas de acero (estaño)  
Latas de aluminio

**EMPTY, CLEAN, DRY**

**PUBLIC WORKS**  
ENVIRONMENTAL SERVICES

**VACÍO, LIMPIO, SECO**

mcRecicla.net | mcRecycles.net  
Se habla español | 503.365.3188

There may still be opportunities to recycle some items that can not be placed into the mixed recycling roll cart. Visit [mcRecycleGuide.net](http://mcRecycleGuide.net) to learn of other possible options.

Todavía puede haber oportunidades para reciclar algunos artículos que no pueden colocarse en el bote del reciclaje mixto. Visita [mcRecycleGuide.net](http://mcRecycleGuide.net) para conocer otras opciones posibles.

## RECYCLE RIGHT

### MIXED RECYCLING GUIDE\*




**Paper & Cardboard**

- Junk mail
- Greeting cards (no foil or glitter)
- Magazines
- Newspaper
- Phone books
- Paperback books
- Paper bags
- Paperboard (like cereal & cracker boxes)

**Papel y Cartón**

- Correo no Deseado
- Tarjetas de felicitación (sin aluminio o glitter)
- Revistas
- Periódicos
- Libros telefónicos
- Libros de tapa blanda
- Bolsas de papel
- Cartón



**Plastics**  
Bottles  
Jugs



**Metal**  
Steel (tin) cans  
Aluminum cans



**Plásticos**  
Botellas  
Gallones

**Metal**  
Latas de acero (estaño)  
Latas de aluminio



Empty  
Vacio



Clean  
Limpio



Dry  
Seco

**EMPTY. CLEAN. DRY.**  
**VACÍO. LIMPIO. SECO.**

\*If you have glass recycling, there are no charges to this service.

RepublicServices.com/corvallis  
RepublicServices.com/albany-or



**REPUBLIC SERVICES**

We'll handle it from here.™



videos



# RECYCLE RIGHT



## Paper & Cardboard

Junk Mail  
Greeting Cards (no foil or glitter)  
Magazines  
Newspaper  
Phone Books  
Paperback Books  
Paper Bags

## Papel y Cartón

Correo no deseado  
Tarjetas de felicitación (sin aluminio o glitter)  
Revistas  
Periódicos  
Libros telefónicos  
Libros de tapa blanda  
Bolsas de papel

EMPTY CLEAN DRY

VACÍO LIMPIO SECO

## Plastics

Bottles  
Jugs

## Plásticos

Botellas  
Gallones



## Metal

Steel (tin) cans  
Aluminum cans

## Metal

Latas de acero (estaño)  
Latas de aluminio

mcrecycles.net

# TRASH IT

When in doubt, toss it out!



Plastic Tubs  
Contenedores de plástico



Egg Cartons  
Cartones de huevos



Scrap Metal  
Chatarras de metal



Shredded Paper  
Papel triturado



Aerosol Cans  
Latas de aerosol



Plastic Jars  
Frascos de plástico



Aluminum Foil  
Pel de aluminio



Plastic Cups  
Vasos de plástico



Clamshells & Take Out Trays  
No canastas de plástico o contenedores de comida para llevar

mcrecycles.net

## Some Paper

Paper napkins  
Paper towels  
Tea Filters & Tea Bags  
Pizza Box

## Algo de Papel

Servilletas de Papel  
Toallas de Papel  
Filtros del Café y Bolsas de Té  
Caja de Pizza



Plants  
Yard Debris



Plantas  
Desechos del Jardín

mcrecycles.net

## RECYCLING & DISPOSAL

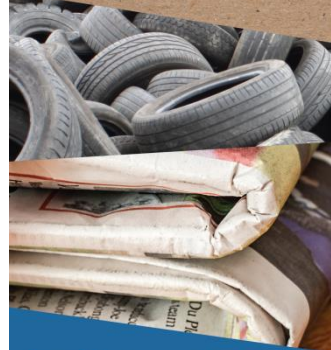
STATIONS



**SALEM-KEIZER**  
3250 Deer Park Drive SE  
Salem OR 97317  
Open: 8 am - 5 pm  
7 days a week



## MARION COUNTY RECYCLING & TRANSFER STATIONS & SITES



	Salem-Keizer	North Marion
45/ton	\$107.45/ton	
725/ lb after 460 lbs	\$0.53725/ lb after 460 lbs	
9/ton	\$59.49/ton	
7/ lb after 500 lbs	\$0.297/ lb after 500 lbs	
9/ton	N/A	
7/ lb after 500 lbs	N/A	
each	\$20 each	
each	\$5.50 each	
each	\$2 each	
each	\$4 each	
each	\$10 each	
each	\$20 each	

charged an additional \$10.00 fee. occurrence.



Environmental Services  
503.588.3169 SE HABLA ESPAÑOL  
mcRecycles.net

# publications

## FREE RECYCLING items must be clean and dry SALEM-KEIZER ONLY



Aseptic Containers



Corks (natural & plastic)



Cooking Oil



Eyeglasses & Hearing Aids



Fluorescent Tubes & Bulbs (Residents only, limit 10/day)



Motor Oil, Transmission and Hydraulic Fluids.

## SALEM-KEIZER & NORTH MARION



Batteries



Corrugated Cardboard



Electronics (Anything with a cord or battery, Printer Cartridges, CDs, VHS, and DVDs)



Glass Bottles & Jars



Latex & Oil Paints, Stains, Varnish



Mixed Paper (Magazines, catalogs, newspaper, mail, cereal boxes and phone books)



Plastic Bags, Film, Tarps, & Visqueen

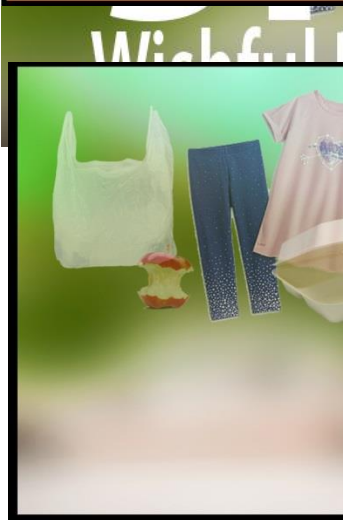
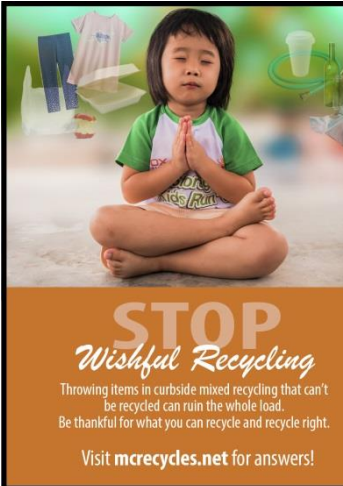


Plastic Bottles, Jars, & Tubs



Scrap Metal including Foil and Aluminum Cans

# 27 different ads





### Waste Matters Community Calendar

We know you care about the environment and waste reduction and it's great to get outside and connect with others. Feel free to use this calendar to stay connected to the events around you and share with others.

CALENDAR

## WASTE MATTERS 2018

### MAJOR RECYCLING CHANGES AFFECTING YOUR CART



4 page 4 **Wishful Recycling**

5 page 5 **Recycling Updates**

7 page 7 **Green Cleaners**

8 page 8 **Bottle Bill Expansion**

Share. Like. Subscribe. Follow Marion County Environmental Services online today!

YouTube Facebook

**Earth Day** Saturday, April 21 Oregon Garden, 10 am to 4 pm *Free Admission Details inside*

Residential Customer

Public Works Environmental Services 503.588.5169 SE HABLA ESPAÑOL 1155 SILVERTON RD NE | SALEM, OR 97305

MCRECYCLES.NET



**Reed Carlson**  
October 11, 2018

Who is Reed Carlson and why should you know him? Clue new Recycling / Marketing Coordinator for the Mid-Valle Association...bet you didn't know that! Tune in to find out waste in Marion County.



**Claire Jorgensen**  
Sept. 13, 2018

Willamette student, Claire Jorgensen, spent the summer assessing their sustainability efforts. Tune in to find out what



**Master Recycler Program and Blue Jeans Swap**  
Aug 23, 2018

Ever wonder what it takes to become a Master Recycler? the new Master Recycler Program Coordinator for Marion entails and if you would be the perfect candidate. Also find old jeans to good use at the Blue Jeans Swap at the Saler



**Waste Reduction Coordinator, Jessica Ramey**  
Aug 9, 2018

Jessica Ramey went MIA this past year but has rejoined Environmental Services as a waste reduction coordinato scene flourished during her absence and how the waste



# Reuse Events

A Royal Reuse Craft-off Event

## REUSE RUMBLE

October 30 2018  
Facebook Live 6-7pm

THE CHALLENGERS

& RECYCLING Q&A



Kelly Williams Brown   Emma Pace Jonas   David Fox

