

2023 EnviroStars Social Media Toolkit

Graphics

The following PowerPoint includes graphics and download instructions, for additional support please contact info@envirostars.org.

[Toolkit Graphics \(1080X1080px\)](#)

Text Copy

Marketing for consumers

General

- *(Business name)* is an EnviroStars recognized business because it's important to reduce our carbon footprint and protect our planet. Shop green today and contribute to being a part of the change!
- *(Business name)* is dedicated to providing environmentally friendly *(products or services)* that better our planet! Take part in making a positive impact by shopping green with us.
- Did you know EnviroStars recognized businesses help contribute towards water and energy conservation as well as waste reduction efforts? *(Business name)* invites you to join us in our sustainability mission to make a positive impact on the environment by shopping green!

Updates

- As an EnviroStars business, we strive to incorporate sustainable upgrades to *(business name)* that will positively impact the environment and our workplace. We recently *(installed or implemented _____)* as part of our efforts toward being an eco-friendly business.

Business Recognition

- *(Business name)* is excited to share that we're a recognized EnviroStars business! Through this program, we've completed practices that limit our environmental impact and made sustainable swaps for the health of our earth.
- *(Business name)* is excited to announce that we're a recognized EnviroStars business! We have continued to grow our commitment to being environmentally-minded through achieving our sustainability goals.
- *(Business name)* is excited to be a recognized EnviroStars business! We are dedicated to being a green business, incorporating practices that benefit our environment and community.

Checklist Actions

Energy

- Being a recognized EnviroStars business means turning off or unplugging electronic equipment when not in use. That's just one of the many actions (*Business name*) takes every day to be more sustainable.
- As the light changes outside, (*business name*) changes with it by installing light controls so lighting is dimmer or turned off when sunlight is available. That's one of the many actions we take as a recognized EnviroStars business.

Pollution Prevention

- Taking steps that reduce pollution like training staff for incident prevention, creating a spill incident plan, and having a spill kit ready are all impactful actions (*Business name*) takes as a recognized EnviroStars business.
- Being a recognized EnviroStars business means committing to protecting the environment and people. This is why (*Business name*) uses cleaning products that are eco-friendly certified through programs like Safer Choice and GreenSeal.

Solid Waste

- (*Business name*) recycles all paper, cans, bottles, and cardboard. This is a simple action we do as an EnviroStars recognized business to protect the environment!
- Reducing paper use can be as simple as providing electronic alternatives for communications. This practice is what it means to be a recognized EnviroStars Business!

Transportation

- As a recognized EnviroStars business, (*Business name*) encourages staff to walk, bike, and take transit through our transportation program!
- There are several great transportation modes available and as an EnviroStars recognized business, (*business name*) provides staff with easy access to transit passes to find everyone's transportation fit.

Wastewater

- Posting educational signage in restroom stalls to positively contribute to wastewater systems is one of the measures included in (*Business name*) sustainability journey as a recognized EnviroStars business.
- Placing trash cans in restroom stalls to keep everything except toilet paper out of the toilet is an initiative that (*business name*) has incorporated as a recognized EnviroStars business.

Water

- Being an EnviroStars recognized business means turning off water-using equipment and never leaving water running. This is one of the simple and impactful actions (*Business name*) takes to be sustainable!
- Placing trash cans in restroom stalls to keep everything except toilet paper out of the toilet is an initiative that (*business name*) has incorporated as a recognized EnviroStars business.

Community

- Providing frequent training for *(business name)* staff on incorporating sustainable practices is one of the many measures we take as a recognized EnviroStars business.
- Contributing to the local economy benefits everyone, that’s why as a recognized EnviroStars business, *(business name)* buys locally sourced products!

Recruiting Businesses

- Through the EnviroStars program, *(business name)* has had support in making impactful changes to our business that better serve the environment and community. Get started with your business today at EnviroStars.org
- Working with EnviroStars has helped *(business name)* further our sustainability journey with ease. Take the first steps in becoming recognized with your business at EnviroStars.org
- As a recognized EnviroStars business, *(business name)* has been given resources and tools that support our environmental goals. Find out how EnviroStars can support your business at EnviroStars.org

These guiding questions are great starting points to create content personalized to your recognized business.

- Why did you become an EnviroStar?
- What excited you about the EnviroStars program?
- How has EnviroStars helped your business?
- What’s one of your favorite checklist items that your business completed?
- What is your ultimate sustainability goal? How will EnviroStars support that?
- Has your business recently completed a checklist item – if so, what was it?
- Where do you see your business going with the help of EnviroStars?
- Where are you at in your business’s sustainability journey?
- Is there an action item you will be installing/incorporating soon? What is it?
- What would you say to a business that is considering becoming an EnviroStar?

Monthly Themes

January	February	March	April	May	June
<ul style="list-style-type: none"> ▪ 1/1 New Years ▪ 1/10 cut your energy costs day 	<ul style="list-style-type: none"> ▪ 2/14 Valentines Day 	<ul style="list-style-type: none"> ▪ 3/4 Employee Appreciation Day 	<ul style="list-style-type: none"> ▪ Earth Month ▪ 4/22 Earth Day <p>Dates Vary:</p>	<ul style="list-style-type: none"> ▪ 5/17 Bike to Work Day <p>Dates Vary:</p>	<ul style="list-style-type: none"> 6/3 World Bicycle Day

Dates vary: <ul style="list-style-type: none"> Thank your customers week 		<ul style="list-style-type: none"> 3/8 Solar Appreciation Day 3/18 Global Recycling Day 3/22 World Water Day 	<ul style="list-style-type: none"> Arbor Day 	<ul style="list-style-type: none"> National Bike Week 	6/5 World Environment Day 6/8 World Oceans Day
July	August	September	October	November	December
Dates Vary: <ul style="list-style-type: none"> Clean beaches week 	Dates Vary: <ul style="list-style-type: none"> National Farmers Market Week 	<ul style="list-style-type: none"> 9/16 Preserve the ozone layer day 9/26 World Environmental Health Day 	<ul style="list-style-type: none"> 10/5 Energy efficiency day 10/23 Sustainability Day 10/24 International Day of Climate Action 	<ul style="list-style-type: none"> 11/15 America Recycles Day Dates Vary: <ul style="list-style-type: none"> Recycle week Restaurant week Small Business Saturday 	Holiday Season

Themed Posts:

New Years: If your New Years Resolution was to become a more sustainable business, EnviroStars has you covered! Get started on your sustainability journey at EnviroStars.org

Valentine’s Day: Find your perfect match this Valentine’s Day with EnviroStars! EnviroStars offers businesses support on improving their environmental impact with sector-specific action items and several resources. Find your sector at EnviroStars.org

Global Recycling Day: Celebrate Global Recycling Day with EnviroStars! Did you know if your business recycles, that’s one step closer to being a recognized EnviroStars business. Get started on your application today at EnviroStars.org

Earth Day: Happy Earth Day! Did you know EnviroStars provides recognized businesses with resources and incentives to reduce their impact on the environment? Become an EnviroStars business today at EnviroStars.org

Bike to Work Day/Week: Bike to Work Day is just around the corner, is your business interested in installing secure bike parking? EnviroStars can help set your business up for cycling success and support your sustainable journey with several resources and incentives! Visit EnviroStars.org to learn more.

World Environment Day: Protect the planet this World Environment Day through EnviroStars. This program supports businesses as they achieve their sustainability goals and provides a

simple to complete checklist to help businesses get started. Start your application at EnviroStars.org

Additional Resources

Do you need any of the following resources printed and mailed to you? If so, please email info@envirostars.org

- Window cling
- Updated EnviroStars recognition certificate
- Digital EnviroStars logo for your website
- [Making the most of EnviroStars recognition \(PDF\)](#)
- [Waste sorting stickers \(PDF\)](#)
- [Solid waste lid poster \(PDF\)](#)
- [What's flushable poster \(PDF\)](#)