

Collection

Location Toolkit

Social media posts that recognize your business for its service to your local community's residents and ecosystems

Context

Being part of the Thermostat Care program, you're doing more than running a business—you're pitching in to keep our California communities clean and vibrant. We see you, and we thank you!

Let's celebrate your efforts and let people know about your positive impact!

How you are making an impact

You offer a convenient and accessible drop-off point for mercury thermostats, which contributes significantly to preventing mercury contamination in your community.

Less mercury = healthier life

The easier it is for people to safely dispose of their mercury thermostats, the more likely they are to do so. Which means that we keep toxic mercury out of our communities and ecosystems.

#PositiveImpact #PublicHealth #WildlifeProtection

Goals of this toolkit

Highlight your business as a steward of your local community

By providing a convenient way for people to safely dispose of mercury thermostats, you are keeping mercury from harming residents and ecosystems.

Encourage people to take a step towards a mercury-free home

Get more residents to participate in the program by spreading awareness about how their favorite local business is also a drop-off location.

Inspire other businesses to participate

If more public locations join the initiative, we become stronger and meet our goals sooner!

Format

This social media toolkit includes content that you can use on your own social media accounts, to advertise your participation in the program and to showcase your business as a steward of the local environment.

Here you will find posts for different social media

Meta (Facebook and Instagram):

- Vertical image for feed: 1080 x 1350 pixels
- Vertical image (for Instagram Stories): 1080 x 1920 pixels

Twitter/Nextdoor

- 1200 x 630 pixels

Content

Remember to tag us at
[@thermostat_care](#) whenever you post
on [Instagram](#) and [Facebook](#).

This way we can also share your post
so that it reaches a larger audience.

Instagram Feed Post

Images

[Download images here](#)

Create one post in carousel version with all these pictures.

Notice the names of the cards suggest the correct order to post them.



Copy

Copy & paste this

Feel free to make changes

☀ Safeguarding Our Community from Mercury Contamination ☀

Did you know that old mercury thermostats pose a risk to your family's health and our precious ecosystems? We're proud to be a designated drop-off location for these hazardous devices.

If your thermostat dates back to before 2006, chances are it contains mercury. But don't worry, we've partnered with Thermostat Care to ensure safe disposal and to protect our community.

Visit our location today and drop off your old thermostat.

Let's make a positive impact together! 🌍

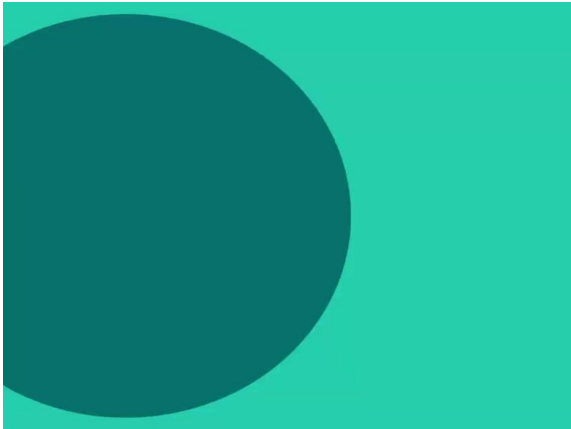
For step-by-step guidance on uninstalling your mercury thermostat, check out our friends at thermostatcare.org.

#LocalStewards #MercuryThermostatDisposal
#ProtectOurCommunity

Facebook Feed Post

Video

[Download video here](#)



Copy

Copy & paste this

Feel free to make changes

Did you know that old mercury thermostats pose a risk to your family's health and our precious water sources? We're proud to be a designated drop-off location for these hazardous devices.

If your thermostat dates back to before 2006, chances are it contains mercury. But don't worry, we've partnered with Thermostat Care to ensure safe disposal and to protect our community.

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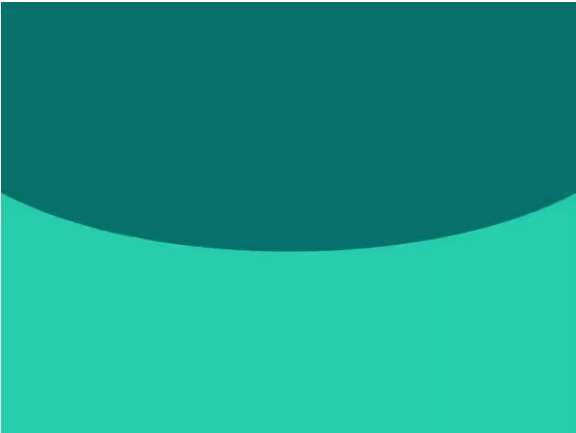
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#LocalStewards #MercuryThermostatDisposal
#ProtectOurCommunity

Instagram Stories Post

Images



Copy

No need for copy on this one.

Twitter/Nextdoor

Twitter is more about frequency, so we're splitting the post in three for you to get 2 posts that can be reposted many times.

[Download images here](#)

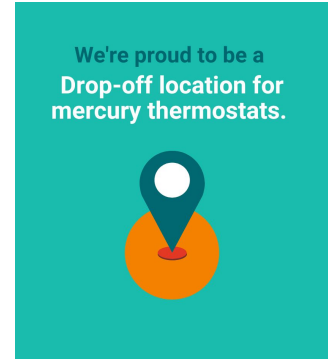
Copy & paste text

Feel free to make changes

Tweet 1

Did you know that old mercury thermostats pose a risk to your family's health and our precious water sources? We're proud to be a designated drop-off location for these hazardous devices.

#MercuryThermostatDisposal
#ProtectOurCommunity

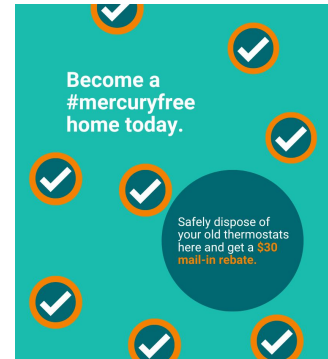


Tweet 2

If your thermostat dates back to before 2006, chances are it contains mercury. But don't worry, we've partnered with Thermostat Care to ensure safe disposal and to protect our community.

Visit our location today and drop off your old thermostat.

#MercuryThermostatDisposal
#ProtectOurCommunity



Badge

Badge

Our badge can be used by partner drop-off locations as an official indication of their role in our project.

Please feel free to affix this badge to your website, any social media, or reach out to us at info@thermostatcare.org for a window cling, shelf talker or stickers.

[Download badge here](#)

