**October 2024 Social Media Captions – Greenwashing and Wishcycling**

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| **Facebook** | |
| October-FBImage-1- | Did you know that “greenwashing” is a clever marketing tactic companies use to make their products seem better for the environment than they really are? Words like “eco-friendly” and “green” do not have standard meanings and are not official certifications by respected organizations. Without details about the products, words like this are signs of marketing and not authenticity. #ecofriendly #sustainability #ethicalconsumer |
| October-FBImage-2 | We may want to surround ourselves with products that do little or no harm to the environment. However, just because a company implies that their product is good for the environment, doesn’t always mean it is. Look out for greenwashing on products you purchase. Vague claims like “eco-friendly” and “green” without specific details are a couple of red flags that a company may be using marketing tactics that are inauthentic. Want to find an environmentally friendly product, look for third-party certifications like EPA Safer Choice or USDA Organic; find items that are made from recycled materials, are recyclable, or have recyclable packaging; or choose products with natural, non-toxic ingredients. #ecofriendly #sustainability #ethicalconsumer |
| October-FBImage-3 | Do companies that greenwash their products, or use marketing tactics to make them seem better for the environment than they are, cause harm? Maybe. Greenwashing can cause consumers to make purchasing choices based on thinking a company is using sustainable practices when it isn’t, encouraging those companies to continue those harmful practices. #ecofriendly #sustainability #ethicalconsumer |
| October-FBImage-4 | Don’t you wish everything was recyclable? We do too, but the reality is, it’s not. Tossing something in the recycling bin that “might” be recyclable is called “wishcycling,” and that can lead to contamination of the bin or maybe even the entire load. Check with your municipality or waste hauler to find out what’s recyclable in your community. When in doubt, throw it out! #recycling #wishcycling #sustainability |
| October-FBImage-5 | Wondering if an item is recyclable? Don’t just guess. Check with your municipality or waste hauler to find out what’s recyclable in your community. Not at home? Check for labels and signage, but remember: when in doubt, throw it out! #recycling #wishcycling #sustainability |

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| **Instagram** | |
| October-IGImage-1- | 🚫 Just because a product claims to be "eco-friendly" or "green," doesn't mean it is good for the environment. ⚠️ Watch out for vague claims and companies that don't provide details about their environmental practices, such as recyclable packaging or non-toxic ingredients. ♻️ #greenwashing #sustainability #ecofriendly |
| October-IGImage-2- | “Wishcycling” is trying to recycle something, even if you don’t know for sure it’s recyclable. Tossing non-recyclable items in the recycling bin can contaminate other items in the bin, costing time and money. Check with your municipality or waste hauler to find out what’s recyclable in your community. When in doubt, throw it out! #recycling #wishcycling #sustainability |

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| **X, formerly known as Twitter ((MAX 280 characters including spaces!)** | |
| October-XImage-1- | ⚠️ Don't let greenwashing trick you! 🚫 Greenwashing uses vague terms like "eco-friendly" & "green" with no details. 🌱Authentic products have third-party certifications, recycled materials, & natural ingredients. #ecofriendly #sustainability #ethicalconsumer |
| October-XImage-2- | “Wishcycling” is hoping you can recycle something you’re just not sure about. 🚫 When in doubt, throw it out! Check with your municipality or waste hauler for what’s recyclable in your community. #recycling #wishcycling #sustainability |