

Pre-launch posts to be used ahead of the service starting in your area. These can be used along with any of the provided visuals or something relevant of your own. (Such as a local image/resident).

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Hook	Main message	Call to action
<p>Did you know that almost half of what ends up in Staffordshire’s general rubbish bins isn’t actually rubbish at all?</p> <p>It’s food!</p>	<p>When we throw food in the general waste, we throw away a valuable resource that could be turned into something useful for Staffordshire..</p> <p>That’s why a new weekly food waste recycling service is coming to all households in Staffordshire throughout 2026.</p> <p>By separating our leftovers, we can turn them into renewable energy to power our communities, and into fertiliser for farms and open spaces.</p>	<p>Keep an eye out for your new food waste caddy pack being delivered to your doorstep soon and get ready to turn your leftovers into something useful.</p> <p>👉 Find out more at <a href="http://staffordshire.gov.uk/foodwaste">staffordshire.gov.uk/foodwaste</a></p> <p>#FoodWaste #WasteSavvyStaffs</p>
<p>What if your leftover plate scrapings could power your home? ⚡</p> <p>Soon, they will!</p>	<p>Staffordshire’s new weekly kerbside food waste collection means your apple cores, tea bags, chicken bones and more will be turned into something really useful.</p> <p>By recycling it separately, we will turn it into renewable energy to power our communities and transform it into fertiliser for farms, parks and open spaces. So your leftovers are helping to power homes and support local agriculture.</p>	<p>Keep an eye out for your new kitchen and outdoor food waste caddies arriving soon.</p> <p>Learn what food waste you can recycle and how it all works at: <a href="http://staffordshire.gov.uk/foodwaste">staffordshire.gov.uk/foodwaste</a></p> <p>#FoodWaste #WasteSavvyStaffs</p>

Launch posts to be used when the service starts in your area. These can be used along with any of the provided visuals or something relevant of your own. (Such as a local image/resident).

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Hook	Main message	Call to action
<p>Ready to turn your food waste into something useful. Your new weekly food waste collection has started in [BOROUGH/DISTRICT]</p>	<p>You should have already received a small kitchen caddy, a larger lockable outdoor caddy, and a roll of caddy liners to begin recycling your food waste every week.</p> <p>But what can you put in it and why should you?</p> <ul style="list-style-type: none"> <li>✓ Fruit &amp; veg peelings</li> <li>✓ Meat &amp; fish (including bones!)</li> <li>✓ Leftovers &amp; plate scrapings</li> <li>✓ Tea bags &amp; coffee grounds</li> <li>✓ Bread and eggshells</li> <li>✓ Mouldy or out-of-date food (just remove the packaging!)</li> </ul> <p>Your food waste will be collected weekly and turned into something really useful, such as renewable energy to power our communities or made into rich fertiliser for farms and parks.</p>	<p>So start filling your caddy and pop it out weekly on your collection day.</p> <p>For a full list of what's accepted, and find out your weekly collection dates visit:  <a href="http://staffordshire.gov.uk/foodwaste">staffordshire.gov.uk/foodwaste</a></p> <p>#FoodWaste #WasteSavvyStaffs</p>
<p>Won't my new weekly food waste bin smell and attract pests?</p>	<p>Myth busted! Separating your food waste is often more hygienic than putting it in your general rubbish.</p> <p>Your outdoor caddy comes with a sturdy, lockable handle that seals in odours and keeps animals and pests out.</p> <p>Plus, it's collected every single week!</p>	<p>Keep your caddy locked and your kitchen fresh.</p> <p>Got more questions? We've got answers:  <a href="http://staffordshire.gov.uk/foodwaste">staffordshire.gov.uk/foodwaste</a>                  #FoodWaste #WasteSavvyStaffs</p>

Post-launch posts to be used once the service has been up and running for a while in your area. These can be used along with any of the provided visuals or something relevant of your own.

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Hook	Main message	Call to action
<p>Think food waste and general rubbish end up in the same place?</p> <p>They don't!!</p>	<p>When food waste is separated, it can be recycled in a different way, creating renewable energy for our communities and made into nutrient-rich fertiliser which can be used by farms to improve soil and help grow more food.</p> <p>When it goes in your general bin, it cannot be processed as efficiently and is treated differently.</p> <p>Separating food waste means making better use of something we currently throw away. It's a simple change that makes a real difference.</p>	<p>Use your caddy every week to turn your food waste into something useful.</p> <p>Find out what happens to your food waste at <a href="https://staffordshire.gov.uk/foodwaste">staffordshire.gov.uk/foodwaste</a></p> <p>#FoodWaste #WasteSavvyStaffs</p>
<p>I eat all my leftovers, so I don't need to use the new weekly food waste collection caddy.</p>	<p>That is fantastic for your wallet, but some food waste is simply unavoidable!</p> <p>Even the most resourceful cooks produce eggshells, banana skins, meat bones, and used tea bags.</p> <p>No amount is too small. Every little bit you recycle helps generate renewable energy and fertiliser for Staffordshire.</p>	<p>Don't bin the unavoidable - recycle it!</p> <p>Discover how the magic happens: <a href="https://staffordshire.gov.uk/foodwaste">staffordshire.gov.uk/foodwaste</a></p> <p>#FoodWaste #WasteSavvyStaff</p>