

NJ No Plastics Social Media and Press Toolkit

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General guidance

Single-use plastics take an enormous amount of water, energy, and chemicals to produce, yet they are only used for mere minutes and they persist in our environment for more than a millennium. But there's good news: New Jersey is now home to the strongest Plastic Pollution Reduction Law in the United States! Our state's single-use plastics bag ban goes into effect on May 4, 2022. The law also bans polystyrene foam food service products, commonly known as Styrofoam, that are used for selling or providing a food or beverage, and limits plastic straws. It also bans single-use paper bags at grocery stores over 2,500 square feet in an effort to get shoppers to bring their own reusable bags. You can learn more about the new law at <https://njnoplastics.org>.

We know that this new law is great for the environment but it may take New Jerseyans some time to adapt. That's why we've created this social media toolkit to help share what the law is and how New Jerseyans can prepare.

Easy things you can do:

- Share/retweet a post from us:
 - FB: ANJEC, Twitter: @ANJEC, Instagram: anjecposts
 - FB:NJLCV, Twitter:@NJLCV, Instagram: NJLCV
- Create your own social media post by either using the sample posts below or making your own! Be sure to use the hashtag #NJNoPlastics
- Use one of our informative graphics as an eye catching way to get the important information about the law across

Hashtags to use

- #NJNoPlastics
- #PlasticPollutes
- #EndPlasticPollution
- #BagUpNJ
- #SkiptheStraw

Sample social media posts

The following posts are designed for universal use on Twitter, Facebook and Instagram, and are within the character limit for each. Feel free to use and tweak them as you see fit, and add any other hashtags you desire.

REUSABLE BAGS/CONTAINERS

- Make sure to add reusable bags to your mental checklist before you leave home! Starting May 2022, plastic single-use bags will no longer be available at stores in New Jersey. #NJNoPlastics
- Learn more here: <http://www.njnoplastic.org> <https://www.nj.gov/dep/get-past-plastic/>
- Get a head start on New Jersey's plastic bag ban by bringing your own reusable bags shopping today! #NJNoPlastics, #BagUpNJ
- When heading out to go shopping, make sure you bring your reusable bags! Starting May 2022, single use plastic bags will not be available in stores thanks to the Plastic Pollution Reduction Act! Learn more here: <http://www.njnoplastic.org> #NJNoPlastics <https://www.nj.gov/dep/get-past-plastic/>
- When New Jersey's plastic bag ban goes into effect in May, 2022, will you be ready? Make sure you stock up on reusable bags and containers! #NJNoPlastics
- New Jersey's Plastic Pollution Reduction Act will be the strongest policy in the nation on single use plastic products! Get a head start by switching to reusable bags and containers today! Learn more about this groundbreaking law here: <http://www.njnoplastic.org> #NJNoPlastics
- Despite the COVID-19 pandemic, reusable bags are safe and healthy for both you and the environment! Make sure to bring yours along next time you go shopping! #NJNoPlastics
- Amidst the COVID -19 pandemic, it is completely safe to bring and use your clean reusable bags to the grocery store with you. #NJNoPlastics #PlasticPollutes
- RT if you've ever brought your own tupperware with you to a restaurant. You may want to next time you're out to eat! www.njnoplastic.org #PlasticPollutes #NJNoPlastics
- Did you hear? NJ is going single-use plastic free! That's right, no more plastic bags at any stores and restaurants. And no more paper bags at grocery stores over 2500 square feet. Don't worry, small, local stores like your favorite deli can still use paper bags. #NJNoPlastics, [/www.nj.gov/dep/get-past-plastic/](http://www.nj.gov/dep/get-past-plastic/)
- Why wait until May 4, 2022? Start now and choose to reuse. #PlasticPollutes #sayyestoreusables #skipthestuff #NJNoPlastics
- Getting ready to go out? Check off your list...
 - ✓ Wallet
 - ✓ Keys
 - ✓ Phone
 - ✓ REUSABLE BAGS
 - ✓ REUSABLE BOTTLES & CONTAINERS
- Why wait until May 2022 when NJ's plastics ban goes into effect to break your plastic habit?! Start now and choose to reuse. #PlasticPollutes #sayyestoreusables #NJNoPlastics #BagUpNJ

- Phone, wallet, keys, BAGS. Remember your reusable bags when you walk out the door to go shopping! #NJNoPlastics #PlasticPollutes
- Have you used your final plastic bag? It's time to get ready for NJ's Plastic Pollution Reduction Act to go into effect: www.njnoplastics.org #NJNoPlastics #PlasticPollutes #BagUpNJ
- If dining out, simply tell your server "no straw, please" when you order your drink. When the NJ Plastic Pollution Reduction Act takes effect on May 4, 2022, you'll be ready! #PlasticPollutes #NJNoPlastic #laststraw #stopsucking #skipthestrav
- Pro Tip: Always keep reusable bags in the trunk of your car. www.njnoplastics.org #NJNoPlastics #PlasticPollutes #BagUpNJ
- RT if you've ever left a full shopping cart in the store while you ran out to grab your forgotten reusable bags in the car. Oops! #PlasticPollutes #NJnoplasic #BagUpNJ

LITTER/POLLUTION REDUCTION

- [local park/forest/natural landmark] is at its most beautiful when clean and free of litter! That's why New Jersey is banning single use plastic bags and containers starting May 4, 2022! Here's to a litter free future! #NJNoPlastics, #Endplasticpollution
- Want to protect the wildlife of [local park/forest/natural area]? Make sure to bring your reusable bags when you shop, and keep plastic bags out of the ecosystem! #NJNoPlastics, #Endplasticpollution
- Tired of seeing plastic litter in [local park/forest/natural landmark]? New Jersey's single use plastic ban is here to help! By switching to reusable containers, we can all help fight litter! #NJNoPlastics
- Every year, New Jerseyans use 4.4 billion single use plastic bags! Thankfully, that number will be decreasing this year, with the state's ban on plastic bags beginning on May 4! Learn more about the ban here: <http://www.njnoplasic.org> #NJNoPlastics
- DYK that paper bags require three times the energy and four times the water to produce compared to plastic bags! Both are being banned starting on May 4, 2022 to protect our environment. Learn more here: <http://www.njnoplasic.org> #NJNoPlastics
- Plastics and the chemicals they break down into have harmful effects on our environment. New Jersey's single use plastic bag and container ban aims to stop this. Do your part by having reusable bags ready to go when the ban goes into effect in May 4, 2022. #NJNoPlastics
- Single use plastics, especially bags, are extremely harmful to animals who accidentally ingest them. New Jersey's plastic ban, rolling out May 4, 2022, will put a stop to this in the Garden State. Get a head start by using reusable bags and containers today! #NJNoPlastics
- Worried about microplastics in your food and water? The Plastic Pollution Reduction Act is here to help! By banning single use plastic bags and containers, this law will help reduce microplastics in New Jersey. <http://www.njnoplasic.org> #NJNoPlastics , bagupnj.com
- Did you hear? Starting on May 4, 2022, items such as cups and containers made out of Styrofoam are banned. No more toxic chemicals in your drink and food containers. This will be better for human and wildlife health. #NJNoPlastics #PlasticPollutes
- DYK that New Jerseyans use 4.4 billion single-use plastic and 1,300 football fields of trees worth of paper bags every year?! Those numbers will go down soon— learn what the NJ Plastic Pollution Reduction Act is set to do beginning May 4, 2022 www.njnoplastics.org #NJNoPlastics

- Plastic litter clogs storm drains and chokes wildlife. But you can help be a part of the solution. Bring your own reusable bags, cups, and takeout containers. www.njnoplastics.org/for-residents/ #NJNoPlastics #PlasticPollutes
- Something to celebrate! Soon NJ will implement the strongest policy in the country to curb single-use plastic pollution! Start preparing for the change now! #BYOBag #nostrawplease #NJNoPlastics #PlasticPollutes
- DYK that paper bags take more than three times as much energy and four times as much water to manufacture as a plastic bag!? Both plastic and paper bags will be banned in NJ, with some exemptions on May 4, 2022. Are you ready? www.njnoplastics.org #NJNoPlastic #PlasticPollutes
- “I love seeing plastic bags on/in [local park/forest/natural area],” said no one ever. Bring your reusable bags to the store and let’s send plastics packing. #njnoplasic #PlasticPollutes

May the Fourth/Star Wars

- Search your feelings, you know it to be true: banning single use plastic bags on May 4, 2022 will have major benefits for the environment. Learn more at <http://www.njnoplastic.org> #NJNoPlastics #MayTheFourth #StarWars
- These reusable bags will make a fine addition to my collection! Make sure you’re prepared when you go shopping! Learn more at <http://www.njnoplastic.org> #NJNoPlastics #MayTheFourth #StarWars
- Just like a single proton torpedo destroying the Death Star, a single plastic bag can wreak havoc on the environment. That’s why New Jersey is switching to reusable bags only starting May 4, 2022. #NJNoPlastics #MayTheFourth #StarWars

Sample graphics

These graphics are intended to provide general overviews on the Plastic Pollution Reduction act, single use plastics and their environmental impact, and reusable bags. All images used within are royalty free. They are all 1080x1080 resolution.

Feel free to pair them with one of the sample posts as desired, or use your own caption. Additionally, you may also want to use your own images or graphics, such as local events, parks, forests, or other natural or conservation themed imagery.

All graphics can be found here:

https://drive.google.com/drive/folders/1AQwppz0VHsSlxhci_TjccqO8ZoPAdWh?usp=sharing