

Social Media Toolkit

SINGLE-USE PLANET



A search for the true headwaters of plastic entering the ocean finds more than it bargained for.



info@singleuseplanetmovie.org



singleuseplanetmovie.org



need exact handle

Single-Use Planet is a documentary feature film coming to public television beginning in Spring 2025.

The film explores the political, economic, health and environmental impact of single use plastics. Following the construction of new manufacturing facilities in Pennsylvania and Louisiana, the film delves into a powerful industry and its impact on local communities.

This social media toolkit will provide you with the text and graphics to help you to easily share our campaign on your channels in promotion of your local broadcast, screening, or online streaming window of the film.

Check local listings from your PBS station for broadcast dates in your area.

We encourage you to tag and follow us on Facebook:

<https://www.facebook.com/profile.php?id=61555444680308>

For more information and resources, please visit the film's website:

<https://www.singleuseplanetmovie.org>

Educational materials and an electronic press kit are also available:

<https://www.singleuseplanetmovie.org/toolkit.html>



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Images

You can find downloadable files and their corresponding captions [in this Google Drive](#).



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Captions

You can find downloadable files and their corresponding captions [in this Google Drive](#).



Facebook

“ Join us for a broadcast of the new film "Single-Use Planet" that explores the impact of the manufacture and use of single-use plastics on our health, environment and the economy. More great public television programming from [station name]. [Date(s)/time(s)].

“ As we observe Earth Day 2025, check out a new film on the impact of single-use plastics on a range of issues including health, the environment and the economy. Tune-in to [station name] on [date/time] for our premiere of "Single-Use Planet."

“ How much plastic do you use in your daily life? Learn more about the manufacture and subsequent impact of single-use plastics in our lives with the new documentary "Single-Use Planet" premiering on [station name] at [date/time] and available as streaming video on our website.



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Captions

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Instagram

“

The new film "Single-Use Planet" explores the impact of the manufacture and use of single-use plastics on our health, environment and the economy. This unique film takes a balanced look at the ways that the product and the industry that creates it have come to play such a huge role in our daily lives. More great public television programming from [station name]. Premiering on [date(s)/time(s)] and available as streaming video on our website. ADD HASHTAGS (see below)

“

Each April, Earth Day provides us with an opportunity to think more deeply about our human impact on our natural environment and our own human habitats--our cities, towns and rural areas. As we observe Earth Day 2025, [station name] is premiering a new film on the impact of single-use plastics on a range of issues including health, the environment and the economy. Tune-in to [station name] on [date/time] for "Single-Use Planet." ADD HASHTAGS (see below)

“

Have you stopped to consider how much plastic you use in your daily life? How much of it really gets recycled and how much is simply disposed of in landfills? How much of it winds up in our oceans? Learn more about the manufacture and subsequent impact of single-use plastics in our lives with the new documentary "Single-Use Planet" premiering on [station name] at [date/time] and available as streaming video on our website. ADD HASHTAGS (see below)



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Relevant Hashtags

Consider using one or more of the following hash-tags on your social media posts. You can search the hastag before using it to determine if the content stream is a good match for your post.

#singleuseplastic #plasticpollution
#zerowaste #plastic #ecofriendly
#sustainability #environment #pollution
#plasticwaste #beatplasticpollution #recycle
#noplactic #sustainableliving #litter #nature
#gogreen #reuse #savetheocean #trash
#ocean #beachcleanup #zerowasteliving
#plasticfreeoceans

#earthday #earth #nature #earthdayeveryday
#happyearthday #savetheplanet #ecofriendly
#gogreen #motherearth #earthfocus
#zerowaste #planetearth #worldearthday
#green #earthmonth #naturelovers
#reducereuserecycle #BreakFreeFromPlastic



Select Citizen Groups and Non-Profits To Tag

BEYOND PLASTICS

<https://www.facebook.com/beyondplasticsaction>

@beyondplasticsaction

<https://www.instagram.com/beyondplastics>

@beyondplastics

PLASTIC POLLUTION COALITION

<https://www.facebook.com/PlasticPollution/>

@PlasticPollution

<https://www.instagram.com/plasticpollutes/>

@PlasticPollutes

OCEANA

<https://www.facebook.com/oceana>

@Oceana

<https://www.instagram.com/oceana/>

@Oceana

FOOD AND WATER WATCH

<https://www.facebook.com/FoodandWaterWatch/>

@FoodandWaterWatch

<https://www.instagram.com/foodandwaterwatch/>

@FoodandWaterWatch

BREAKFREEFROMPLASTIC

<https://www.facebook.com/breakfreefromplastic>

@breakfreefromplastic

<https://www.instagram.com/breakfreefromplastic/?hl=en>

@breakfreefromplastic

ADDITIONAL GROUPS TO CONSIDER:

<https://www.singleuseplanetmovie.org/citizen-groups.html>



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