

Social Media Toolkit

November 2021

Click to add names of project team members

Social Media Toolkit

To support the #CircLean Network you can help spread the word online. To help you do so, we have written a set of standard posts for you to use on Facebook, Twitter, and LinkedIn. You can use these in English or translate them into your local language(s). Feel free to adapt them to better fit your audience.

We have provided five posts for each social media network, promoting:

- Membership in the CircLean Network
- The self-assessment tool
- The matching tool
- The reporting methodology
- The label

Ideally, we would encourage you to post one of each of these posts, and in this order. This way, you take your audience on a logical journey through the CircLean Network: get to know you/the campaign, interact with you/the campaign, take action.

For each of the posts in this document, we are also providing you with landing page URLs, visuals and social media banners. All visuals are available here: [Link](#)

The URLs provided in this document allow us to better track the campaign's performance. Please don't modify or shorten these URLs. When posting a message to social media, the URLs will be shortened automatically.

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Facebook

Network membership

🚀 NAME OF THE ORGANISATION just joined the #CircLean network! This European network of stakeholders brings together industries, public authorities, industry associations and researchers for the strengthening of industrial symbiosis.

Joining the #CircLean network comes with a lot of benefits, like exclusive access to the:

💡 Self-assessment module

📄 Online-matching tool

📊 Reporting methodology &

✅ Label

Interested? Join us and become a member today ➡ <https://circlean-symbiosis.eu/the-network/>



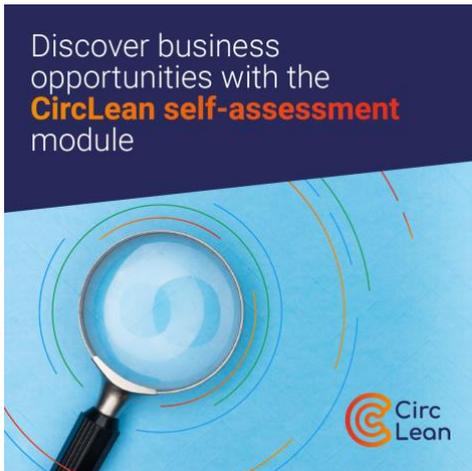
The self-assessment module

Get ready to engage in industrial symbiosis with the CircLean self-assessment module. This tool allows you to identify 🗑️ waste streams & 🏭 under-utilised resources in your business.

Find out how to gather evidence and data for these resources & how these can be repurposed by companies in different sectors. ♻️

Discover the self-assessment module ➡ <https://circlean-symbiosis.eu/self-assessment-tool/>

#CircLean #IndustrialSymbiosis #SelfAssessment



Online matching tool

🔍 Finding partners for industrial symbiosis transactions can be challenging. This is where the #CircLean online matching tool comes into play. This tool makes it easier to set up ♻️ industrial symbiosis transactions with partners and to 📊 evaluate their outcomes.

Find your match for industrial symbiosis transactions and discover all the functionalities such as evidence-gathering and prepare to apply for the #CircLean label. 📌📌📌

<https://circlean-symbiosis.eu/online-matching-tool/>

#CircLean #IndustrialSymbiosis



Reporting methodology

The #CircLean networks develops a reporting methodology to support the uptake of industrial symbiosis in the EU. With a reliable reporting methodology in place, the

🌿 Environmental

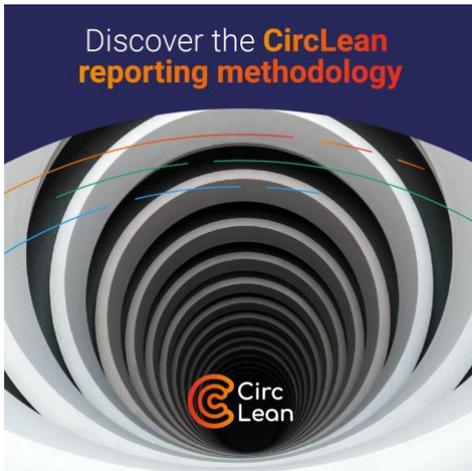
☑️ Economic &

🌍 Social benefits of industrial symbiosis will become evident.

Interested in working on this methodology? Join the CircLean network and have your say 📌

<https://circlean-symbiosis.eu/reporting-methodology/>

#CircLean #IndustrialSymbiosis



Label

Your sustainability efforts deserve recognition - get more visibility with the #CircLean label and enhance the

-  credibility &
-  transparency

around the results reported from industrial symbiosis activities in the EU EU.

Find out how you can become a trusted partner with the #CircLean label and take part in the development  <https://circlean-symbiosis.eu/circlean-label/>

#CircLean #IndustrialSymbiosis



LinkedIn

Network membership

 NAME OF THE ORGANISATION recently joined the #CircLean network! The CircLean Network brings industrial symbiosis in the EU to the next level. Equipped with the right tools and expertise you can have an impact on the future of #EUIndustry. Discover our exclusive

 Self-assessment module

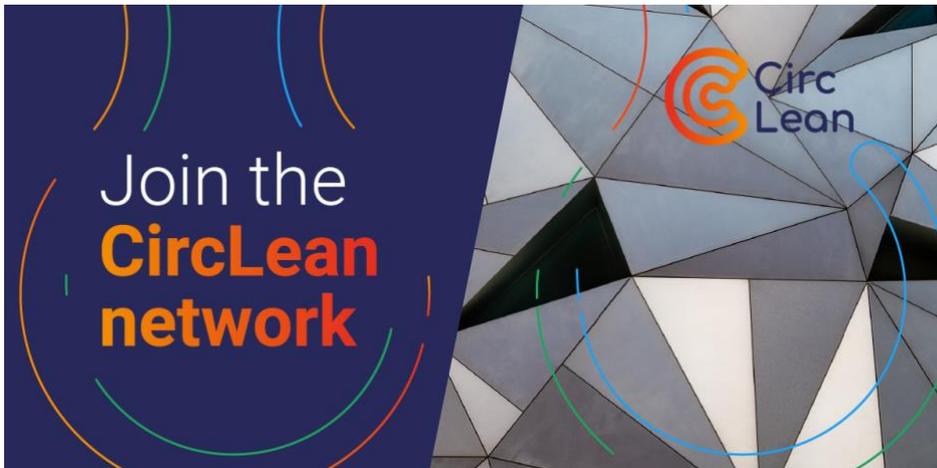
 Online-matching tool

 Reporting methodology &

Label

Stay ahead in developments of the circular economy  and become a pioneer.

Want to join our network? Here's how  <https://circlean-symbiosis.eu/the-network/> #CircLean #IndustrialSymbiosis #EUGreenDeal #EUIndustry



The self-assessment module

Prepare your business to engage in industrial symbiosis with the CircLean self-assessment module.

This tool helps businesses to identify and gather evidence on

 waste streams &

 under-utilised to be repurposed by other companies in various sectors.

Discover all of the functionalities of the self-assessment module  <https://circlean-symbiosis.eu/self-assessment-tool/>

#CircLean #IndustrialSymbiosis #SelfAssessment



Online matching tool

 Finding partners for industrial symbiosis transactions can be challenging.

With the #CircLean online matching tool, you can easily find your match for industrial symbiosis 🌱
📊 evaluate the transaction's outcomes.

Discover all the functionalities 📱📱📱

<https://circlean-symbiosis.eu/online-matching-tool/>

#CircLean #IndustrialSymbiosis #Matching



Reporting methodology

The #CircLean network ensures the establishment of structural reliable evidence reporting at EU-level for industrial symbiosis. Common standards will provide evidence for the benefits of industrial symbiosis to strengthen its role for the circular economy.

The reporting methodology is created in a joint effort by #CircLean network together with the @European Commission's DG Grow.

Curious? Take part in developing the reporting methodology 📁 <https://circlean-symbiosis.eu/reporting-methodology/>

#CircLean #IndustrialSymbiosis #Reporting



Label

Our CircLean label will increase your company's

 Visibility

 Credibility

Transparency around the results reported from industrial symbiosis activities in the EU EU.

Find out how you can communicate your sustainability efforts & become a trustworthy partner with the #CircLean label:

#CircLean #IndustrialSymbiosis #Label



Twitter

Always try to tag several accounts in your Twitter posts to maximise its reach.

Don't tag them in your tweet text, but in the image you upload. To do so, upload your image, click "Who's in this photo" or "tag people" directly beneath the image, and your tweet is ready to be posted.

Here's a list of interesting European accounts to tag. Feel free to add more specific organisations at the national or local level.

- @EU_Growth
- @EITRawMaterials
- @Arctik_EU
- @TechnopolisGrp
- @InfoTrinomics

Network membership

 XXX joined the #CircLean network!

Become a pioneer in the uptake of #IndustrialSymbiosis in the EU with exclusive access to the

 Self-assessment module

 Online-matching tool

 Reporting methodology &

Label

Join us, here's how  <https://circlean-symbiosis.eu/the-network/>



The self-assessment module

Do you want to engage in #IndustrialSymbiosis?

Identify  waste streams &  under-utilised resources to be repurposed by other companies in different sectors with the #CircLean self-assessment module!

Discover all of the functionalities  <https://circlean-symbiosis.eu/self-assessment-tool/>



Online matching tool

 It's a match!

The #Circlean network online matching tool helps you to

 identify #IndustrialSymbiosis transaction partners &  evaluate their outcomes.

Find potential partners and get discover the tool  <https://circlean-symbiosis.eu/online-matching-tool/>



Reporting methodology

The #CircLean network develops reliable reporting standards for #IndustrialSymbiosis. The reporting methodology will prove the

 Environmental

Economic &

 Social benefits of repurposing resources.

Interested? More info  <https://circlean-symbiosis.eu/reporting-methodology/>



Label

Put a tag on your sustainability efforts with the #CircLean label. Increase your company's

 visibility,

 credibility &

transparency around the results reported from industrial symbiosis activities in the EU EU.

Apply now  <https://circlean-symbiosis.eu/circlean-label/>



