**Social Media Best Practices**

**Get Connected**

By connecting your social media account with the Ontario Tire Stewardship, OARA, OFA, and The Sunshine Foundation of Canada, you can access content to easily share with your audiences about Tire Take Back.

**On Facebook:**

Ontario Tire Stewardship: [www.facebook.com/RethinkTires/](http://www.facebook.com/RethinkTires/)

OARA: [www.facebook.com/Ontario-Automotive-Recyclers-Association-OARA-211714578841191/](http://www.facebook.com/Ontario-Automotive-Recyclers-Association-OARA-211714578841191/)

OFA: [www.facebook.com/ontariofarms](http://www.facebook.com/ontariofarms)

Sunshine: [www.facebook.com/SunshineFound/](http://www.facebook.com/SunshineFound/)

**On Twitter:**

Ontario Tire Stewardship: @RethinkTires <https://twitter.com/RethinkTires>

OARA: @AutoRecyclersCA <https://twitter.com/autorecyclersCA>

OFA: @OntarioFarms <https://twitter.com/ontariofarms>

Sunshine: @SunshineFound <https://twitter.com/SunshineFound>

**On Instagram:**

Sunshine: @SunshineFound

**Get Posting**

Promote your event on your Facebook page and Twitter or Instagram feeds well in advance of Tire Take Back to get your community excited. Have photos from last year? Post them! Tire Take Back graphics you can use are also available in your Tire Take Back toolkit.

Tips:

* Include dates and location and your business hours
* Keep your posts clear and concise (under 140 characters for Twitter!)
* Engage with your followers
	+ Use questions, contests, pictures or videos to start a conversation
* Provide incentives if available
	+ Tell fans about BBQ, treats, live music, meeting special guests and contests
* Include links to your website or to [www.RethinkTires.ca](http://www.RethinkTires.ca) for more information
* Use the Tire Take Back event-specific hashtag, **#TireTakeBack**
* Post about the success of the event after the event
	+ Include images or short video clips if available.
* No time to post? Re-tweet or share messages from RethinkTires and Sunshine.

**Examples:**

**Twitter:**

Have old tires? You can drop them off from May 23-June 4 for FREE and make dreams come true for kids! #TireTakeBack @SunshineFound

Drop off your used farm tires for FREE from May 23-June 4 and we'll turn them into dreams for kids with @SunshineFound #TireTakeBack

#TireTakeBack 2017 is on now! $1M in donations raised for @SunshineFound since 2010. Drop off your used tires May24-June4 @RethinkTires

Hey #Ontario - It's #TireTakeBack time! Free drop off of old passenger, light truck & agri tires recycled into dreams for kids May 23-June 4

We’re having a blast at #TireTakeBack w/ [insert VIP name] supporting tire #recycling in #Ontario & raising money for @SunshineFound! [Insert Image of event or VIP]

We’re recycling old tires into new dreams for kids at #TireTakeBack with @RethinkTires, @AutoRecyclersCA, @OntarioFarms & @SunshineFound

Over $1MILLION donated to @SunshineFound for #TireTakeBack! Donate your old tires today @RethinkTires, @AutoRecyclersCA & @OntarioFarms

**Facebook:**

Tire Take Back returns May 23rd to June 4th in support of The Sunshine Foundation of Canada! Since 2009, you have helped donate over $1M by recycling your old tires. Drop off your used tires (FOR FREE) at [insert location] and help make more dreams for kids come true.

Do your old tires look like this? [insert image of used tires] From May 23rd to June 4th, you can drop them off for FREE at Tire Take Back in support of making dreams come true for kids with The Sunshine Foundation of Canada.

We’re all set for Tire Take Back! [insert image of set-up] Drop off your used tires **for FREE** from May 23rd to June 4th to help raise money for The Sunshine Foundation of Canada.

We’re helping make dreams come true for children living with severe physical disabilities or life-threatening illnesses with The Sunshine Foundation of Canada! Bring in your used tires from May 23rd to June 4th to help us raise money. Learn more at [www.sunshine.ca](http://www.sunshine.ca)

Tire Take Back is happening from May 23rd to June 4th! Drop off your old passenger, light truck and agricultural tires at [insert location] during business hours and help us raise money for The Sunshine Foundation of Canada making dreams come true for children living with severe, physical disabilities and life threatening illnesses.

**Instagram:**

Drop off your old tires for FREE at [insert location] from May 23-June 4 and make dreams come true for kids living with severe physical disabilities or life-threatening illnesses with @SunshineFound at the 8th Annual OARA #TireTakeBack event. Since 2009, Ontarians have helped donate over $1M by recycling old tires. #RethinkTires #recycle #reducereuserecycle #springcleaning #sparetires #community #fundraiser #Ontario #donate #support #charity #dreamsforkids #OARA

Spring cleaning this weekend? Save those old tires and turn them into new dreams. Visit us with your light truck, auto and agriculture tires and drop off your used tires for free. #TireTakeBack event runs May 23rd to June 4th. #OARA #RethinkTires #recycle #reducereuserecycle #springcleaning #cleanup #environment #sparetires #community #fundraiser #Ontario #donate #support #charity #dreamsforkids

Make an environmental impact while impacting the lives of kids living with severe physical disabilities or life-threatening illnesses. We’re taking your old tires for FREE and turning them into new #SunshineDreams at the 8th Annual #TireTakeBack event from May 23 to June 4. We accept old passenger, light truck, and agricultural tires. All recycler fees are donated to @SunshineFound #OARA #RethinkTires #recycle #environment #sparetires #community #fundraiser #Ontario #donate #support #charity #dreamsforkids #impact #giveback #agriculture #OntarioFarms #trucktires