

SUSTAINABLE IT RECYCLING

THANK YOU FOR TEAMING UP WITH SE RECYCLING

This document is designed to support you with your sustainable IT recycling efforts.

Firstly, please ensure you have saved a copy of this document so that you can easily access all available marketing material and information.

As part of our branding guidelines please feel free to use our logo and brand colours (see page 4) Our logo can be added to your website, email signature and any other appropriate places and, where possible, should be hyperlinked to: <https://www.ser-limited.com>.

If you have not done so already, please also send a copy of your logo (JPG format) to max@ser-limited.com so we are able to include your logo in our marketing content. Please also let us know your announcement plans and/or brand guidelines so we're able to plan a coordinated approach.

ANNOUNCING ON SOCIAL MEDIA

When announcing your involvement in our IT Recycling Initiative please ensure you tag us where appropriate. Please use #SERecycling in your posts when possible. Please follow us to keep up to date with latest activity:

- Twitter: [@SERecyclingLtd](https://twitter.com/SERecyclingLtd)
- Facebook: [@SERecycling](https://www.facebook.com/SERecycling)
- LinkedIn: [SE Recycling Ltd](https://www.linkedin.com/company/SE-Recycling-Ltd)
- Instagram: [@serecyclingltd](https://www.instagram.com/serecyclingltd)

EXAMPLE SOCIAL MEDIA ANNOUNCEMENTS

The below are just some examples of social media posts you may wish to use to announce your involvement in SE Recycling's IT Recycling Initiative. In order to ensure your location and sector are showcased, you may also wish to hashtag or make reference to your town, city, and/or region within these posts. For example: #Manchester, #LondonCityRegion, #Wythenshawe

Social Media Announcement Examples:

- We are pleased to announce we have teamed up with @SERecyclingLtd to sustainably recycle all our IT & electrical equipment! To find out how, follow the link - <https://www.ser-limited.com> #ManchesterRegion #Wythenshawe #SERecycling
- We are now working with @SERecyclingLtd to create a sustainable future for all through IT recycling! Find out more about how we are disposing of our electrical equipment here - <https://www.ser-limited.com> #SERecycling #Wolverhampton
- We've teamed up with @SERecyclingLtd to dispose of our IT and electrical equipment sustainably, find out more here - <https://www.ser-limited.com> #SERecycling #Manchester
- We're delighted to announce our new IT and electrical waste container has just arrived! Working in conjunction with SE Recycling we are helping create a sustainable future for all through the recycling of IT & electrical waste! Find out more here - <https://www.ser-limited.com> #SERecycling #Recycling #WEEE

Tips:

- Reduce the space used for links by visiting <https://bitly.com/> and copy & pasting your link into the URL shortener and press "shorten"
- Remove all links from Instagram posts before publishing content.

Photo Opportunity:

- To go alongside your social media announcement it would be great if you could post a picture of a member of staff / student next to your free waste container on your premises.
- At the point of delivery our driver will confirm with yourselves if a photograph can be taken.

If you have any question or queries please get in touch with max@ser-limited who will help with any support you may need.

PRESS RELEASES, BLOGS AND WEB ARTICLES

We ask all organisations to include the following paragraph in any press releases, blogs and web articles:

"SER is one of the UK's leading IT recycling and asset management businesses that collects and treats redundant and end of life IT and Communication equipment. We are an ethical, sustainable business with a zero tolerance to landfill and a strong commitment to social values. We support hard to reach communities through charities and the education sector, developing joint initiatives to support the community and create a sustainable future for generations to come."

Notes to Editors:

Please include the above paragraph in your notes to the editor with the addition of the below content:

For more press and business enquiries regarding SE Recycling please contact:

Max Nagle, Marketing Executive, at SE Recycling, 0161 637 5656 Ext. 103 or email:
max@ser-limited.com

Simon Chow, Collections Manager, at SE recycling on 0161 637 5656 Ext. 107 or email:
simon@ser-limited.com

SE RECYCLING BRAND GUIDELINES

Below we have detailed how to utilise our logos and brand elements for social media, blogs, articles and any other type of marketing material.

Primary Logo:

Our primary logo utilises a blue/green gradient and can be used over the top of most light colours.



White Logo:

For use on dark and blue backgrounds we advise that our solid white logo should be used.



Black Logo:

For use as an alternative to the Primary Logo if used over images or photos.



If you require any assistance in creating or posting content online our Marketing Team are here to help and can provide you with design templates, ideas and even design the content for you to use.

Simply get in touch with us and ask for the marketing department.

CONTACT US

If you have any questions regarding our recycling service, marketing or your IT recycling container feel free to contact us using one of the options below:

IT Recycling & Container Queries

Collections Department
collection@ser-limited.com
0161 637 5656 EXT:107

Marketing & PR Queries

Marketing Department
max@ser-limited.com
0161 637 5656 EXT:103

All information regarding our services and social values can be found online at www.ser-limited.com.

Info@ser-limited.com
0161 637 5656