

Responsible Flushing Alliance #FlushSmart Campaign

X, Instagram, Facebook and LinkedIn Social Posts

The easiest way to show your support for Flush Smart Month is by advocating for smart flushing habits on your own channels, such as X, Instagram, Facebook, TikTok and LinkedIn. Below are examples of social media content you can share with your audiences to encourage #FlushSmart habits.

For best practice, try posting during high-traffic times, such as early morning, lunch times, or around 8 pm. Don't forget to tag us at @FlushSmart and use the hashtag #FlushSmart and/or #FlushSmartMonth!

[Check this link](#) alongside the copy below!

Pre-Flush Smart Month (Weeks of June 17 & 24)


X


Did you know that July is #FlushSmartMonth? Take a deep dive into the importance of responsible flushing habits, like looking for the “Do Not Flush” symbol on wet wipes before deciding if it goes in the trash or toilet. @FlushSmart.


[RFA BLOG POST LINK]


Instagram

Pop quiz! Which of these items are flushable?

 *Baby wipes*

 *Makeup wipes*

 *Household disinfecting wipes*

If you answered NONE OF THEM, you are correct!  These wipes are all non-flushable, many are designed to clean up tough messes and not tear – and they don't break down if improperly flushed down your pipes. In sewers, they can combine with oils, fats & other trash to become cement-like masses called fatbergs, which can destroy sewer infrastructure and cost homes and communities thousands. 🤮

Check for the “Do Not Flush” symbol on wipes packaging before disposing, and join us alongside the Responsible Flushing Alliance (@flushsmart) to celebrate #FlushSmartMonth by spreading awareness this July!

Facebook

It's almost #FlushSmartMonth!  

The Responsible Flushing Alliance works to ensure our communities can stay healthy and our wastewater infrastructure can work the way it should by educating about responsible flushing. Check out this helpful blog post for more information, and help us spread the word!

[RFA BLOG POST LINK] <https://www.flushsmart.org/three-ways-to-make-an-immediate-impact/>

LinkedIn

#FlushSmartMonth is coming up in July!

This first annual month-long celebration is a time to engage consumers, wipes manufacturers, and wastewater groups about the importance of practicing smart flushing habits. More and more states are passing legislation requiring the “Do Not Flush” symbol on non-flushable wipes—because flushing things we shouldn’t can cause big problems for our communities. Over time, non-flushable wipes and other items that shouldn’t go down the toilet can group together to become cement-like masses called fatbergs, which can destroy sewer infrastructure and cost homes and communities thousands.

#FlushSmartMonth is an opportunity to remind ourselves about the importance of heeding the “Do Not Flush” symbol. Our friends at the Responsible Flushing Alliance have compiled helpful resources for smart flushers of all ages. You can check out their content [here](#).

Beginning of Flush Smart Month (July 1)

X

Sample Post #1:

Today kicks off #FlushSmartMonth. Celebrate by doing your part! #FlushSmart 🗋️💡

Learn more about the Responsible Flushing Alliance (@Flushsmart) here: <https://flushsmart.org/>

Sample Post #2:

Do you know what kinds of wipes you can and can’t flush? Today kicks off #FlushSmartMonth—the perfect time to find out! 🗋️

Visit the Responsible Flushing Alliance (@FlushSmart) to learn more about what should and shouldn’t go down the toilet. <https://flushsmart.org/>

Instagram

Sample Post #1:

Happy #FlushSmartMonth! Join us alongside our friends at the Responsible Flushing Alliance (@flushsmart) in raising awareness for smart flushing by sharing these fun facts with your community:

🧻 Non-flushable wipes are made of long, often plastic fibers that are built for strength & durability and do not disperse in water. These wipes, including baby wipes, cleaning wipes, and makeup removal wipes, have the “Do Not Flush” 🚫 symbol on their packaging.

🧻 Flushable wipes are made of short, plant-based fibers that break down in water similar to toilet paper.

🧻 Flushing responsibly is an important way to save money! Clogged pipes can lead to costly repairs for both homeowners and municipalities. Be sure to check for the “Do Not Flush” symbol before disposing of wipes! 🧻🚫

Sample Post #2:

July is #FlushSmartMonth, and we’re joining our friends at the Responsible Flushing Alliance (@flushsmart) to help spread the word about the importance of responsible flushing.

Clogs made up of non-flushable items like baby and cleaning wipes, paper towels and trash can lead to costly repairs for homeowners and communities. Be sure to check wipes packaging for the “Do Not Flush” 🧻🚫 symbol before disposing of them, and help us spread the word!

Facebook

Sample Post #1

It’s time for a flushing quiz!

Which of these items should be flushed down the toilet?

- 🧻 Non-flushable wipes
- 🧻 Paper towels
- 🧻 Dead fish
- 🧻 Fireworks
- 🧻 Fourth of July barbeque leftovers

If you answered none of the above, you are correct! 🧻🚫 In fact, the only things that *can* be flushed responsibly are toilet paper & toilet seat covers, bodily waste, and flushable wipes. If your wipes say “Do Not Flush” on the packaging, then do not flush!

Pro Tip: Always keep a trash can near the toilet!

Help us celebrate #FlushSmartMonth this July by learning more about the importance of responsible flushing and spreading the word. Check out the Responsible Flushing Alliance’s website at <https://flushsmart.org/>

Sample Post #2:

🧻 Did you know that July is #FlushSmartMonth?

💰 Did you know that improper flushing can cause public agencies (and the ratepayers they represent) millions of dollars every year?

🚫 Did you know that one very simple yet important step in responsible flushing is checking for the “Do Not Flush” symbol on wipes packaging?

Well, now you do! Learn more 🍌 fun flushing facts 🍌 and the simple habits you can practice in your home from our friends at the @Responsible Flush Alliance. <https://flushsmart.org/>

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