



**ASK A**



**CHANGE MAKER**

BASF Member Toolkit

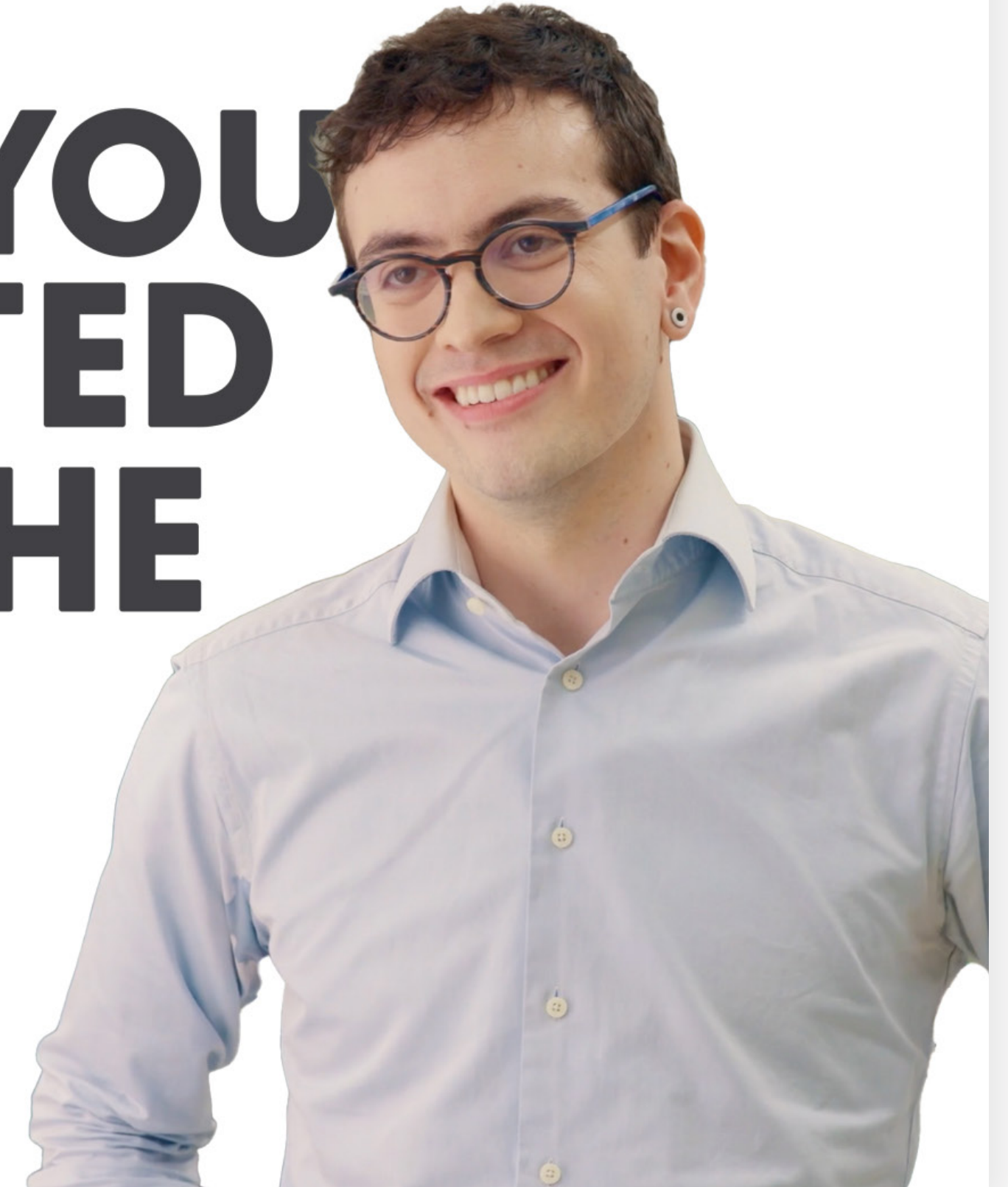
MAY 2024

Video

Social Graphics

Best Practices

**WHAT ARE YOU  
MOST EXCITED  
ABOUT IN THE  
PLASTICS  
INDUSTRY?**



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**WHAT DO YOU  
LOVE ABOUT  
WORKING IN  
PLASTICS?**



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# WHY DON'T WE RECYCLE MORE PLASTICS?



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# APM SOCIAL MEDIA ENGAGEMENT – BEST PRACTICES

- Video
- Social Graphics
- Best Practices**

Follow APM on all active platforms:

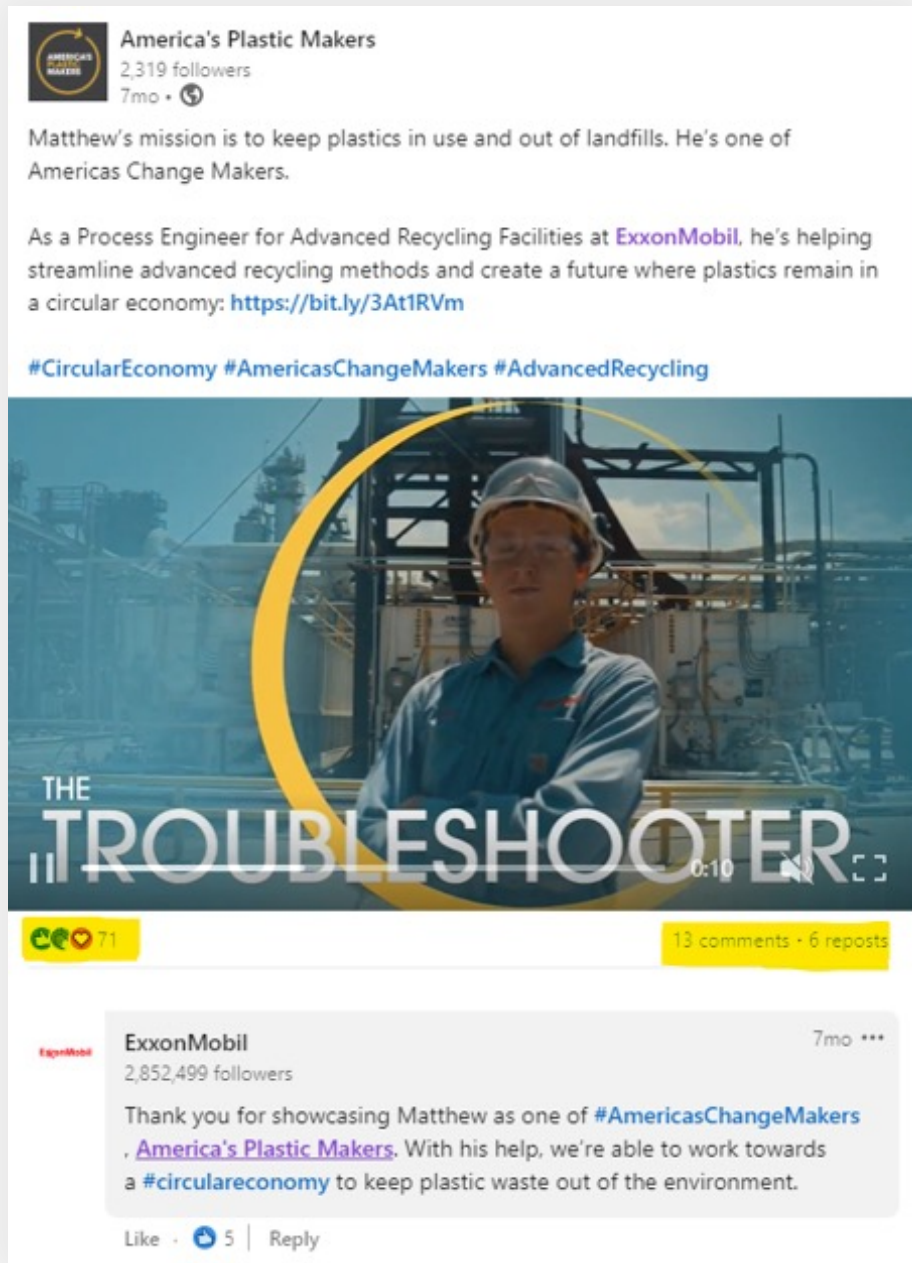


Both corporations and team members should engage with APM social posts, particularly America’s Change Makers.

By liking, commenting and sharing APM posts, employees can signal to their networks that this content is insightful and relevant to their role, company and field.

All positive engagement from your company and employees expands the reach of APM posts, helping increase awareness of APM core messaging.

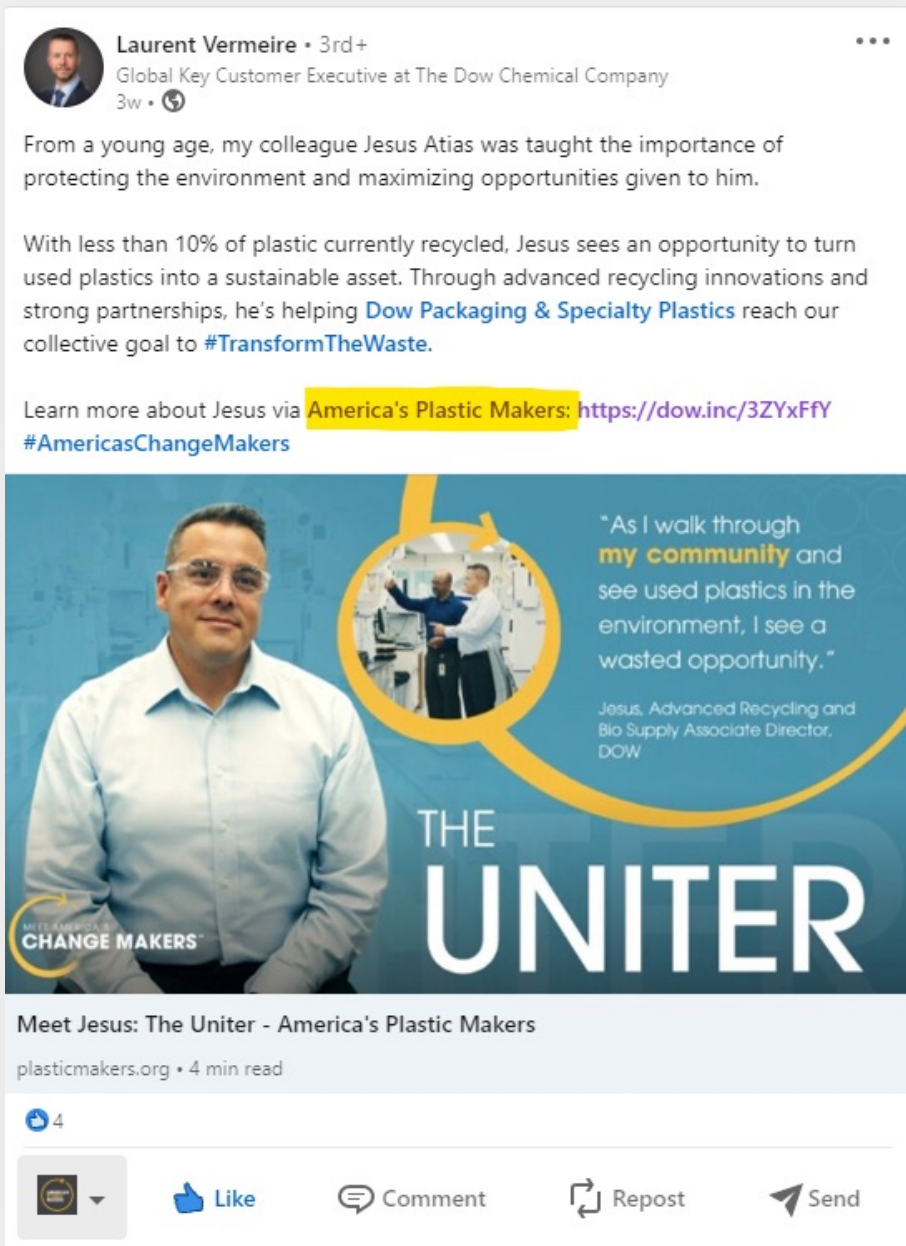
Examples of positive engagement include:



Liking and Commenting on America’s Plastic Makers Posts



Sharing America’s Plastic Makers Posts



Tagging America’s Plastic Makers in Your Posts