

# HENNEPIN COUNTY

## MINNESOTA

## Backyard composting media kit

### About backyard composting

Composting is one of the best opportunities to reduce our trash – about 25 percent what we throw away is organic materials like food scraps and compostable paper that could be put to better use as compost. Composting involves collecting food scraps and non-recyclable paper to be turned into compost in a bin in your yard. This process creates a nutrient-rich material that can be used in gardens and landscaping projects.

### Resources to promote backyard composting

Ways to educate the public about backyard composting:

- Use the sample newsletter articles to share on your organization's website or in your newsletters. These are editable so you can customize the length or message.
- Use the sample social media posts to share through your social media channels. These are editable so you can customize the message and website.
- Share the composting in your backyard flyer (<https://www.hennepin.us/-/media/hennepinus/residents/recycling/documents/compost-in-your-backyard.pdf>). Printed copies can be ordered from <https://environmentalresources.hennepin.us/items>
- Share Hennepin County's Climate Action article about composting at home: <https://www.hennepin.us/climate-action/what-we-can-do/composting-at-home>
- Follow and reshare messages posted on the Hennepin County Environment and Energy social media channels: [Hennepin Environment on Facebook](#), [Hennepin Environment on Instagram](#), and [@hennepinenviro on Twitter](#).
- Share the information and resources available at <https://www.hennepin.us/composting>

### Contact

For more information about backyard composting, contact:

- Kira Berglund, Composting & Recycling Specialist, [Kira.Berglund@hennepin.us](mailto:Kira.Berglund@hennepin.us)
- Emily Johnson, Environmental Educator, [Emily.Johnson@hennepin.us](mailto:Emily.Johnson@hennepin.us)

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Updated August 2022



## Sample newsletter article

# Hennepin County offers free backyard composting webinars and workshops

Start recycling your food scraps and yard waste into compost—right in your own backyard. About 25 percent what we throw away is organic materials like food, napkins and paper towels that could be put to better use as compost. Hennepin County offers free online webinars and in-person workshops to help you get started.

## Free backyard composting webinars and workshops

Composting & Recycling Specialist Kira Berglund will share tips for backyard composting in free online webinars and an in-person workshop. Learn how to set up your compost pile, what materials you can compost, how to get the mix right, and more.



### Webinar dates:

- Monday, September 12 from 6:30 p.m. to 7:30 p.m. Virtual. [Register here.](#)
- Friday, September 30 from noon to 1 p.m. Virtual. [Register here.](#)

### In-person workshop:

- Tuesday, September 20 from 7 to 8 p.m. In-person. [Register here.](#)
  - Location: Brooklyn Park Library, 8500 W. Broadway Ave. Brooklyn Park, MN 55445

**Registration:** There is no charge to sign up, but space is limited, and registration is required.

Learn more about backyard composting in Hennepin County at [www.hennepin.us/composting](http://www.hennepin.us/composting).

Questions? Contact [environment@hennepin.us](mailto:environment@hennepin.us).

# Social media posts

Suggested hashtags: #Compost #BackyardComposting

To use images and graphics: right click on image and select save as picture. Alt text for you to use is included with the pictures and graphics.

## Post 1: Make a difference with composting

**Facebook:** Make a difference with composting! About 25 percent what we throw away is organic materials like food, napkins and paper towels that could be put to better use as compost. Composting provides a feel-good benefit, helps the environment, and results in a visible reduction in trash. Learn more at [www.hennepin.us/composting](http://www.hennepin.us/composting).

**Twitter:** Make a difference with composting! About 25 percent what we throw away is organic materials that could be put to better use as compost. Composting provides a feel-good benefit, helps the environment, and visibly reduces your trash. Learn more at [www.hennepin.us/composting](http://www.hennepin.us/composting).

**Instagram:** Make a difference with composting! About 25 percent what we throw away is organic materials like food, napkins, and paper towels that could be put to better use as compost. Composting provides a feel-good benefit, helps the environment, and results in a visible reduction in trash.



**Image alt text:** Mother and son preparing food in kitchen with small compost container on counter.

## Post 2: Register for a backyard composting webinar or in-person workshop

**Facebook:** Start turning food scraps and yard waste into compost—right in your own backyard! Hennepin County is holding online webinars to help you get started. Registration is free but required. Pick one of the following dates and register.

- Monday, September 12 from 6:30 p.m. to 7:30 p.m. Virtual. [Register here.](#)
- Tuesday, September 20 from 7 to 8 p.m. In-person. [Register here.](#)
  - Location: Brooklyn Park Library, 8500 W. Broadway Ave. Brooklyn Park, MN 55445
- Friday, September 30 from noon to 1 p.m. Virtual. [Register here.](#)

**Twitter:** Start turning food scraps and yard waste into compost—right in your own backyard! Hennepin County is holding online webinars to help you get started. Registration is free but required. Learn more and register here: [www.hennepin.us/composting](http://www.hennepin.us/composting)



**Image alt text:** Woman reaching into outdoor compost bin.



**Image alt text:** Man dumping bowl of food scraps into outdoor compost bin.



### Post 3: Give back to nature with backyard composting

**Facebook:** Give back to nature by composting in your backyard! About 25 percent what we throw away is organic materials like food, napkins, and paper towels that could be put to better use as compost. Learn more at [www.hennepin.us/composting](http://www.hennepin.us/composting).

**Twitter:** Give back to nature by composting in your backyard! About 25 percent what we throw away is organic materials like food, napkins, and paper towels that could be put to better use as compost. Learn more at [www.hennepin.us/composting](http://www.hennepin.us/composting).

**Instagram:** Give back to nature by composting in your backyard! About 25 percent what we throw away is organic materials like food, napkins, and paper towels that could be put to better use as compost.



**Image alt text:** Woman turning compost in compost bin with pitchfork.



**Image alt text:** Gloved hands scooping compost into garden.

## Post 4: How backyard composting works

**Facebook:** Food scraps are a resource, not a waste! Here's how backyard composting works:

1. Get a compost bin. Many lawn and garden stores sell compost bins.
2. Separate and collect your food scraps, coffee grounds, paper towels, and other organic materials in your home and layer them with brown materials, such as dry leaves, in your compost bin.
3. Maintain your compost pile by turning it with a shovel or pitchfork weekly or monthly. In six months to a year, the materials are recycled into nutrient-rich compost.
4. Compost can be used in gardens and at farms to add nutrients to the soil to help plants grow.

Learn more at [www.hennepin.us/composting](http://www.hennepin.us/composting).

**Twitter:** Food scraps are a resource, not a waste! Start composting in your backyard by collecting food scraps and other organic materials, layering them with dry leaves, and mixing once a month. Nutrient-rich compost can be used to help gardens grow! [hennepin.us/composting](http://hennepin.us/composting)

**Instagram:** Food scraps are a resource, not a waste! Start composting in your backyard by collecting food scraps and other organic materials, layering them with brown materials such as dry leaves in your compost bin, and mixing once a month. Nutrient-rich compost can be used to help gardens grow!



**Image alt text:** Person dumping bowl of food scraps into outdoor compost bin.



## Post 5: Important items to keep out of your compost pile

**Facebook:** It is important to keep some materials out of your compost pile. The items below will not break down well in a backyard compost pile:

- Meat, fish, or dairy products
- Greasy foods
- Weeds with seeds
- Pet waste
- Cloth
- Compostable utensils or cups that look like plastic

**Twitter:** It is important to keep some materials out of your compost pile because they will not break down well and may cause your pile to smell. Avoid meat, fish, and dairy products in your backyard pile. Learn more [www.hennepin.us/composting](http://www.hennepin.us/composting).

**Instagram:** It is important to keep some materials out of your compost pile because they will not break down well and may cause your pile to smell. Some items to keep out of your compost pile include: meat, fish, dairy products, and pet waste.



**Image alt text:** Two young girls creating holes in a raised garden bed to plant seedlings.