

# #TrialPeriod

## Social media and digital content



### Social media content to support #TrialPeriod campaign

We've prepared a selection of ready-made posts for you to share on Facebook, Instagram and Twitter for the #TrialPeriod campaign with the objective of raising awareness and encouraging the uptake of reusable period products. Please use these and feel free to adapt to your tone of voice and target audience. Images and animations for each channel are also available for separate download at [www.zerowastepartners.org.uk/trialperiod](http://www.zerowastepartners.org.uk/trialperiod)

#### Facebook

Menstrual cups. Reusable pads. Period pants. See which of these planet-loving reusable period products works for you this #TrialPeriod with Zero Waste Scotland. Find out more at [www.trialperiod.scot](http://www.trialperiod.scot)

We're supporting the Zero Waste Scotland #TrialPeriod campaign this month to raise awareness of reusable period products – an environmentally friendly alternative to single-use plastic disposables. Could you give a menstrual cup, cloth pads or period pants a go? Find out more at [www.trialperiod.scot](http://www.trialperiod.scot)

Did you know that 427.5 million single-use period products are disposed of every year in Scotland? A switch to reusable alternatives like menstrual cups, cloth pads and period pants could help reduce the environmental impact. This month, we're supporting the #TrialPeriod campaign from Zero Waste Scotland to help raise awareness of the benefits of reusables. Find out more at [www.trialperiod.scot](http://www.trialperiod.scot)

#### Twitter

We're delighted to show our support for #TrialPeriod from @ZeroWasteScot, a four week-campaign to raise awareness of reusable period products and the environmental impacts of menstrual waste #ESIF find out more at [www.trialperiod.scot](http://www.trialperiod.scot)

Time for a #TrialPeriod this month? With 427.5 single use period products going to waste every year in Scotland @ZeroWasteScot asks if you could make the switch to reusables? #ESIF [www.trialperiod.scot](http://www.trialperiod.scot)



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1 in 10 Scots are using reusable menstrual products for a comfortable, cost-saving, convenient and more sustainable period. Could you make the switch this #TrialPeriod with @ZeroWasteScot #ESIF [www.trialperiod.scot](http://www.trialperiod.scot)

### Instagram

#TrialPeriod from #ZeroWasteScotland is a campaign to raise awareness of reusable menstrual products and help tackle the 427.5 million single-use, plastic containing disposable pads and tampons we currently use in Scotland every year – could you opt for a #plasticfreeperiod this month and give it a try?

Menstrual cups, reusable cloth pads and period pants are three great reusable alternatives to single-use period products – this month #ZeroWasteScotland is encouraging the switch to these products in the launch of the #TrialPeriod campaign

Could you make the switch to a planet-loving period product? Menstrual cups. Reusable pads. Period pants. See which of these reusable period products works for you this #TrialPeriod from #ZeroWasteScotand

**Suggested hashtags on Instagram:** #TrialPeriod #PlasticFreePeriods #ESIF #ZeroWaste #BeatPlasticPollution #EndPeriodPlastic #PeriodPositive

### Digital content

#### Time you took a #TrialPeriod?

The environmental impact of single-use period products is staggering. 427.5 million single-use period products are disposed of every year in Scotland, containing plastics and synthetic materials. Even worse, one pad can take as much as 500 years to fully break down. On average, it's estimated that one woman will dispose of 11,000 period products in her lifetime.

Here's the good news. In a recent survey by Zero Waste Scotland, 76% of people said they'd consider trying a reusable period product – would you? By giving reusables a #TrialPeriod you can reduce your environmental impact and have a comfortable, leak-free, more sustainable and hygienic period. Menstrual cups, reusable cloth pads and period pants are three alternatives available which can offer all of these benefits. For more information on the range of options available, visit [www.trialperiod.scot](http://www.trialperiod.scot)

