






GMFRS Be Moor Aware / Wildfire Campaign Social Media Pack 2022



Key Messages:


- Act responsibly on the Moors - no BBQs, fires, or fireworks
- Dispose of all your rubbish correctly, do not litter
- Report any suspicious activity or call 999 if you see a fire
- Consequences of starting a fire can result in a fine and/or prison (case study)
- Wildfires cause serious damage to wildlife and use a lot of resources from the fire service to put out
- Be reactive to weather forecast – specific posts for sunny/dry weather
- Use #BeMoorAware, @WYFRS @NTYorkshire @OfficialUnitedUtilities and link to website: <https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/>

Copy	Image	Alt Text
General messaging		
<p>See a wildfire? Get to a safe place and then call 999 and ask for the fire service 🚒</p> <p>More 📍 https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p> <p>#BeMoorAware</p>	 <p>The image shows a handprint where the fingers are flames. To the left, the text reads 'STOP WILDFIRE' in bold white letters on a black background.</p>	<p>Stop Wildfire. Be Moor Aware.</p>
<p>If you're planning on spending some time on the moors, please remember to:</p> <ul style="list-style-type: none"> 🚫 NEVER have a barbecue or fire in the countryside 🚫 NEVER set off fireworks in the countryside ✅ ALWAYS dispose of any rubbish safely 	 <p>The image features a handprint of flames. To the left, it says 'be moor aware.' with a small logo. Below that are three circular icons: a crossed-out fire, a crossed-out BBQ, and a crossed-out firework. At the bottom, it reads 'NO FIRES, BBQS OR FIREWORKS' and 'FINE OF UP TO £2,500 AND/OR PRISON SENTENCE'.</p>	<p>Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence.</p>

<p>#BeMoorAware</p> <p>👉 https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p>		
<p>Moorland fires destroy the food that lots of our wildlife need to survive 🔥</p> <p>These fires have a shocking impact on the birds and animals that make the moors their home.</p> <p>Please act responsibly and protect the moors ❤️</p> <p>#BeMoorAware</p> <p>👉 https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p>		<p>Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence.</p>
<p>🚒 A huge number of firefighters and resources are needed to control a wildfire. They can also cause a lot of damage and disruption.</p> <p>Please #BeMoorAware and act responsibly when enjoying the moorlands. Never have a barbecue or start a fire.</p> <p>👉 https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p>		<p>Stop Wildfire. Be Moor Aware.</p>

<p>🚫 NEVER have a barbecue, fire or fireworks on the moors.</p> <p>There are fines of up to £2,500 and/or a prison sentence.</p> <p>👉 https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p>		<p>Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence.</p>
<p>Wildfires spread very quickly and cause lots of damage and destruction.</p> <p>Please act responsibly and protect the moors ❤️</p> <p>If you witness illegal activity report it to Crimestoppers on 0800 555 111</p>		<p>Stop Wildfire. Be Moor Aware.</p>
<p>If you are out enjoying the countryside, please make sure you dispose of any rubbish correctly and safely.</p> <p>Find out more 👉 https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/ #BeMoorAware</p>		<p>Stop Wildfire. Be Moor Aware.</p>
<p>Weather specific reminders</p>		

<p>☀️ It's looking like a sunny weekend, so we are reminding people to stay safe whilst out on the moors and enjoying the countryside.</p> <p>NEVER have a barbecue or start any kind of fire on the moors 🔥</p> <p>👉 https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p>	 <p>The poster features the text 'be moor aware.' at the top left. Below it are three circular icons: a hand holding a lit match, a hand holding a lit barbecue, and a hand holding a lit firework. To the right is a large, glowing handprint made of flames. At the bottom, it reads 'NO FIRES, BBQS OR FIREWORKS', 'FINE OF UP TO £2,500', and 'AND/OR PRISON SENTENCE'.</p>	<p>Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence.</p>
<p>The warm weather is here to stay! ☀️</p> <p>If you are going out to enjoy the countryside please remember to act responsibly and protect the moors ❤️</p> <p>Our message is simple: NEVER have a fire or barbecue on the moors 🚫</p> <p>👉 https://manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p>	 <p>The poster features the text 'be moor aware.' at the top left. Below it are three circular icons: a hand holding a lit match, a hand holding a lit barbecue, and a hand holding a lit firework. To the right is a large, glowing handprint made of flames. At the bottom, it reads 'NO FIRES, BBQS OR FIREWORKS', 'FINE OF UP TO £2,500', and 'AND/OR PRISON SENTENCE'.</p>	<p>Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence.</p>
<p>☀️ As the warm weather continues, we want to remind people to act responsibly and protect the moors if you are going out to enjoy the countryside.</p> <p>🚫 Our message is simple: NEVER have a fire or barbecue on the moors.</p>	 <p>The poster features the text 'be moor aware.' at the top left. Below it are three circular icons: a hand holding a lit match, a hand holding a lit barbecue, and a hand holding a lit firework. To the right is a large, glowing handprint made of flames. At the bottom, it reads 'NO FIRES, BBQS OR FIREWORKS', 'FINE OF UP TO £2,500', and 'AND/OR PRISON SENTENCE'.</p>	<p>Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence.</p>

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