GMFRS Be Moor Aware - wildfire campaign

Social media pack 2023

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: manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/

Social media pack

Below are template posts for use across social media and assets have been resized for each platform. ALT text has also been supplied for each image.

Please tag in GMFRS (@manchesterfire) where you can when posting.



Social media content

Сору	Image	Alt Text
General messaging twitter		
See a wildfire? Get to a safe place and then call		Stop Wildfire. Be Moor Aware. Artwork of
999 and ask for the fire service 📜	STOP	a hand made out of flames.
More manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/	WILDFIRE	
#BeMoorAware		
If you're planning on spending some time on		Be Moor Aware. No fires, BBQs or
the moors, please remember to:		fireworks. Fine of up to £2,500 and/or
	ware.	prison sentence. Artwork of a hand made out of flames.
NEVER have a barbecue or fire in the		out of flames.
countryside	NO FIRES, BEGS OF HERWORKS FINE OF UP TO £2,500 AND/OR PRISON SENTENCE	
NEVER set off fireworks in the countryside		
ALWAYS dispose of any rubbish safely		
#BeMoorAware		
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manchesterfire.gov.uk/your-safety/fire-		
safety/seasonal-safety/countryside-safety/		

Moorland fires destroy the food that lots of our wildlife need to survive These fires have a shocking impact on the birds and animals that make the moors their home. Please act responsibly and protect the moors	PRE DE COMPANS FINE OF UP TO \$2,500 AND/OR PRISON SENTENCE	Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence. Artwork of a hand made out of flames.
#BeMoorAware		
manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/		
A huge number of firefighters and resources are needed to control a wildfire. They		Stop Wildfire. Be Moor Aware. Artwork of a hand made out of flames.
can also cause a lot of damage and disruption.		
Please #BeMoorAware and act responsibly when enjoying the moorlands. Never have a barbecue or start a fire.	STOP WILDFIRE	
manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/		
NEVER have a barbecue, fire or fireworks on the moors.	30 BS	Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or
There are fines of up to £2,500 and/or a prison sentence.	NO FIRES, BAGS OF RIBEWORKS FINE OF UP TO £2,500 AND/OR PRISON SENTENCE	prison sentence. Artwork of a hand made out of flames.
manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/		
Wildfires spread very quickly and cause lots of		Stop Wildfire. Be Moor Aware. Artwork of
damage and destruction. Please act responsibly and protect the moors	STOP WILDFIRE	a hand made out of flames.

If you witness illegal activity report it to Crimestoppers on 0800 555 111 If you are out enjoying the countryside, please		Stop Wildfire. Be Moor Aware. Artwork of
make sure you dispose of any rubbish correctly and safely.	STOP WILDFIRE	a hand made out of flames.
Find out more manchesterfire.gov.uk/your-safety/fire-	A Bhaire.	
safety/seasonal-safety/countryside-safety/ #BeMoorAware		
General messaging Facebook		
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999 and ask for the fire service 🗐	STOP W	a hand made out of flames.
#BeMoorAware	WILDFIRE State Sta	
If you're planning on spending some time on		Be Moor Aware. No fires, BBQs or
the moors, please remember to:	be aware.	fireworks. Fine of up to £2,500 and/or prison sentence. Artwork of a hand made
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✓ ALWAYS dispose of any rubbish safely		
#BeMoorAware		

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If you are out enjoying the countryside, please make sure you dispose of any rubbish correctly and safely.

Find out more manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/#BeMoorAware



Stop Wildfire. Be Moor Aware. Artwork of a hand made out of flames.

General messaging Instagram

See a wildfire? Get to a safe place and then call 999 and ask for the fire service

#BeMoorAware



Be Moor Aware. Artwork of a hand made out of flames.

If you're planning on spending some time on the moors, please remember to:

NEVER have a barbecue or fire in the countryside

NEVER set off fireworks in the countryside

✓ ALWAYS dispose of any rubbish safely

#BeMoorAware



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Weather specific reminders twitter		
It's looking like a sunny weekend, so we are reminding people to stay safe whilst out on the moors and enjoying the countryside. NEVER have a barbecue or start any kind of fire on the moors	DO HEES BROS OF REPWORS FINE OF UP TO £2,500 AND/OR PRISON SENTENCE	Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence. Artwork of a hand made out of flames.
The warm weather is here to stay! If you are going out to enjoy the countryside please remember to act responsibly and protect the moors	DE BEAST OF HIEWORKS FINE OF UP TO \$2,500 AND/OR PRISON SENTENCE	Be Moor Aware. No fires, BBQs or fireworks. Fine of up to £2,500 and/or prison sentence. Artwork of a hand made out of flames.

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