# #CookSafeGM partner toolkit

Communications messaging and assets for Greater Manchester Fire and Rescue Service (GMFRS) ‘Cook Safe’ campaign. For use **from 19 July until the end of August 2024**.

The main aim of the ‘Cook Safe’ campaign is to provide information about cooking and kitchen fire safety for residents, focusing on five key messages:

* Never leave your cooking unattended
* It’s easy to get distracted while cooking
* Take care when frying - hot oil or fat can easily catch fire​
* Try oven chips or use a thermostat controlled fryer instead of a chip pan
* Never cook if you’ve been drinking alcohol

## Images

Assets featured in the suggested posts below can be downloaded from:

Website: [GMFRS Cook Safe](https://www.manchesterfire.gov.uk/your-safety/campaigns/cook-safe/)

They are grouped by size for Facebook/X and Instagram.

## Accessibility

Please ensure that all images posted on social media make use of the 'alt text' function and wording that we have supplied.

You can find further guidance and how to do this for different platforms below and for further advice on writing image descriptions, see here: <https://www.rnib.org.uk/rnibconnect/technology/making-your-social-media-accessible>

## Facebook and X

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| Image preview | Copy | Image Title |
| Cartoon image in white lines of a pan over a flame, with orange and yellow cartoon flames rising behind it. On the poster in block white lettering it reads "Keep looking when cooking. Never leave cooking unattended".  ALT text – Keep looking when cooking. Never leave cooking unattended. Artist image of a pan in flames. | We all need to take care when cooking  🥘 Never leave cooking unattended  📺 Don’t get distracted while cooking  🍳Take care when frying - hot oil or fat can easily catch fire  🍟Don’t use a chip pan  Find out more cooking safety tips from @manchesterfire  #CookSafeGM | Keep looking unattended |
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| Cartoon image in white lines of a frying pan over a flame, with orange and yellow cartoon flames rising behind it. On the poster in block white lettering it reads "Keep an eye when you fry. Hot oil or fat can easily catch fire".  ALT text – Keep an eye when you fry. Hot oil or fat can easily catch fire. Artistic image of a frying pan in flames. | Keep an eye when you fry  ⚠️Never fill a pan more than one-third full of fat or oil  ✅Ensure food is dry before putting it in hot oil, so it doesn’t splash  ⚠️If the oil starts to smoke, it’s too hot – turn off the heat and let it cool  #CookSafeGM | Keep an eye |
| Cartoon image in white lines of a sauce pan over a flame, with orange and yellow cartoon flames rising behind it. On the poster in block white lettering it reads "Keep looking when cooking. Distraction leads to fire".  ALT text – Keep looking when cooking. Distraction leads to fire. Artist image of a pan in flames. | Cooking a delicious meal? Keep looking when cooking:  ❌Don’t let yourself get distracted by your phone, TV or someone at the door  ❌Don't leave your cooking unattended  Read more cooking safety tips on @manchesterfire website  #CookSafeGM | Keep looking distraction |
| Cartoon image in white lines of a chip pan over a flame, with orange and yellow cartoon flames rising behind it. On the poster in block white lettering it reads "Ban the chip pan. Switch to a safer option. Try oven chips or use a thermostat controlled fryer".  ALT text – Ban the chip pan. Switch to a safer option. Try oven chips or use a thermostat controlled fryer. Artistic image of a chip pan in flames. | Chip pan fires can kill 🔥  We recommend you try oven alternatives or use a thermostat-controlled fryer  Thermostatically controlled deep fat fryers that plug into the wall are much safer to use  Read more cooking safety tips visit @manchesterfire  #CookSafeGM | Ban the chip pan |
| Cartoon image in white lines of a sauce pan, with orange and yellow cartoon flames rising behind it. On the poster in block white lettering it reads "Keep looking when cooking. Never leave cooking unattended".  ALT text – Recipe for disaster. Never drink and cook. Artistic image of a chip pan, a pint and a glass of wine in flames. | 🍺🍷Drinking and cooking is a recipe for disaster 🔥  Don’t cook if you've had a drink – prepare something beforehand or order a takeaway instead  #CookSafeGM | Recipe for disaster |

## Instagram

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