

GMFRS Be Moor Aware - wildfire campaign

Social media pack 2023



**GREATER
MANCHESTER**
FIRE AND RESCUE SERVICE

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




Copy	Image	Alt Text
General messaging twitter		
<p>See a wildfire? Get to a safe place and then call 999 and ask for the fire service 🚒</p> <p>More 📍 manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p> <p>#BeMoorAware</p>		<p>Stop Wildfire. Be Moor Aware. Artwork of a hand made out of flames.</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>#BeMoorAware</p> <p>📍 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. Artwork of a hand made out of flames.</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>👉 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. Artwork of a hand made out of flames.</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>👉 manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/</p>		<p>Stop Wildfire. Be Moor Aware. Artwork of a hand made out of flames.</p>
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<p>Wildfires spread very quickly and cause lots of damage and destruction.</p> <p>Please act responsibly and protect the moors ❤️</p>		<p>Stop Wildfire. Be Moor Aware. Artwork of a hand made out of flames.</p>



<p>If you witness illegal activity report it to Crimestoppers on 0800 555 111</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  manchesterfire.gov.uk/your-safety/fire-safety/seasonal-safety/countryside-safety/ #BeMoorAware</p>		<p>Stop Wildfire. Be Moor Aware. Artwork of a hand made out of flames.</p>
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<p>Weather specific reminders twitter</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>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.</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>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.</p>

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