



**GREATER  
MANCHESTER**  
**FIRE AND RESCUE SERVICE**

## **‘Be Moor Aware’ - wildfire campaign**

### **Social media pack 2024**




#### **Key messages:**








- Act responsibly on the moors - no BBQs, fires or fireworks
- Dispose of all your rubbish correctly, do not litter
- If you see a fire, call 999 and ask for the fire service
- Anonymously report deliberate firesetting to FireStoppers
- Consequences of starting a fire can result in a fine and/or prison
- 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

#### **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 use #BeMoorAware and tag us (@manchesterfire) where you can when posting.

Copy	Image	Alt Text
<b>General messaging – Facebook and X</b>		
<p>See a wildfire? Get to a safe place and then call 999 and ask for the fire service 🚒</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"> <li>🚫 NEVER have a barbecue or fire in the countryside</li> <li>🚫 NEVER set off fireworks in the countryside</li> <li>✅ ALWAYS dispose of any rubbish safely</li> </ul> <p>#BeMoorAware</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>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>Stop wildfire. Be Moor Aware. Artwork of a hand made out of flames.</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>#BeMoorAware</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>Wildfires spread very quickly and cause lots of damage and destruction.</p> <p>Please act responsibly and protect the moors </p> <p> If you see a fire, call 999 and ask for the fire service.</p> <p>Anonymously report deliberate firesetting to FireStoppers on 0800 169 5558.</p> <p>#BeMoorAware</p>		<p>Stop wildfire. Be Moor Aware. Artwork of a hand made out of flames.</p>
<p>If you are out enjoying the countryside, please make sure you dispose of any rubbish correctly and safely.</p> <p>#BeMoorAware</p>		<p>Stop wildfire. Be Moor Aware. Artwork of a hand made out of flames.</p>

## General messaging - Instagram

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

#BeMoorAware



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✓ ALWAYS dispose of any rubbish safely

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These fires have a shocking impact on the birds and animals that make the moors their home.

Please act responsibly and protect the moors ❤️

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## Weather specific reminders – Facebook and X

☀️ 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 🔥

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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 ❤️

Our message is simple: NEVER have a fire or barbecue on the moors 🚫

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