

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

**Social media pack 2025**

**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.
* If you live in a rural area or an area prone to grass or wildfires - check your property and surroundings for fire hazards and manage vegetation, to reduce the risk of a fire spreading to your property.

Be reactive to the 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.

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| **Copy** | **Image** | **Alt Text** |
| **General messaging – Facebook and X** | | |
| See a wildfire? Get to a safe place and then call 999 and ask for the fire service 🚒  #BeMoorAware |  | Stop wildfire. 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 |  | 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. |
| 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 ❤  #BeMoorAware |  | 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. |
| 🚒 A huge number of firefighters and resources are needed to control a wildfire. They 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. Be Moor Aware. Artwork of a hand made out of flames. |
| 🚫NEVER have a barbecue, fire or fireworks on the moors.  There are fines of up to £2,500 and/or a prison sentence.  #BeMoorAware |  | 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. |
| Wildfires spread very quickly and cause lots of damage and destruction.  Please act responsibly and protect the moors ❤  📞If you see a fire, call 999 and ask for the fire service.  Anonymously report deliberate firesetting to FireStoppers on 0800 169 5558.  #BeMoorAware |  | Stop wildfire. Be Moor Aware. Artwork of a hand made out of flames. |
| If you are out enjoying the countryside, please make sure you dispose of any rubbish correctly and safely.  #BeMoorAware |  | Stop wildfire. Be Moor Aware. Artwork of a hand made out of flames. |
| 🔥 Wildfires can quickly spread.  📞If you see a fire, call 999.  If you live in a rural area or an area prone to grass or wildfires - check your property and surroundings for fire hazards and manage vegetation, to reduce the risk of a fire spreading to your property.  #BeMoorAware |  | Stop wildfire. Be Moor Aware. Artwork of a hand made out of flames. |
| **General messaging - Instagram** | | |
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| 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 |  | 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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| **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 🔥  #BeMoorAware |  | 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 ❤  Our message is simple: NEVER have a fire or barbecue on the moors 🚫  #BeMoorAware |  | 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. |
| ☀ 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.  🚫 Our message is simple: NEVER have a fire or barbecue on the moors.  #BeMoorAware |  | 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. |
| **Weather specific reminders - Instagram** | | |
| ☀ 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 🔥  #BeMoorAware |  | 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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