

Partner social media toolkit

Communications messaging and assets for Gloucestershire Fire and Rescue Service (GFRS)

For use for **Summer 2023**



Accountable



Integrity



Empower



Respect



Excellence



Gloucestershire
Fire and Rescue Service

Working together for a safer Gloucestershire

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Introduction

About this toolkit

The main aim of this partner social media toolkit is for easy to access assets and social media messaging for partners and organisations to use on their own platforms to help Gloucestershire Fire and Rescue Service spread safety messaging about our key topics throughout Summer.

As a service we've outlined the main cause for incidents in Gloucestershire and we hope that by sharing this messaging that we can prevent this happening.

You will find suggested social content and images in the following slides. The assets are sized for Twitter and Facebook (we encourage you to post on Nextdoor too if you have an account). We've added in optional emojis and hashtags too which we recommend using depending on the platform.



Introduction

About this toolkit – continued...

Accessibility

Please ensure that all images posted on social media make use of the 'alt text' function and duplicate any words that appear in a graphic so the same information is accessible to those using screen readers. 'Alt Text' is included in this toolkit so please use this where necessary.

If you have any questions about this toolkit please do not hesitate to contact us:
communications@gloucestershire.gov.uk

Facebook: www.facebook.com/GlosFireandRescueService/

Twitter: www.twitter.com/Glosfire

Nextdoor: <https://nextdoor.co.uk/pages/gloucestershire-fire-and-rescue-service>



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Barbeque Safety

Draft social media posts

Facebook character limit: 63,206 characters max

Twitter character limit: 280 characters max

#BBQSafety #FireKills #ProtectTheCountyside

1. Having a BBQ this weekend?

Keep them away from wooded or dry grass areas, fences and hedges ✓

Don't leave it unattended and make sure it's fully extinguished when you're finished - not only is it a fire risk, but you don't want to serve your guests burnt burgers 🍔

(@glosfire/@GlosFireandRescueService)

2. If you're planning on using a disposable BBQ ensure it's placed on an even surface on bricks or paving slabs, do not place on grass or a bench.

Always follow safety guidelines on the packaging of your specific barbecue - outdoor fires can spread quickly 🚒

(@glosfire/@GlosFireandRescueService)

3. A British summer isn't complete without a barbecue ✓

Before you start sizzling away, don't forget to read our tips for staying safe whilst having fun with family and friends 🍔

See here 🖱️ <https://www.gloucestershire.gov.uk/glosfire/your-safety/safety-outdoors/barbecue-safety/>

(@glosfire/@GlosFireandRescueService)

4. Stay wildfire aware...

🚫 Avoid campfires

🔍 Only BBQ in designated areas

🚬 Ensure cigarettes are out

🗑️ Take your litter home - especially glass bottles

Call 999 if you discover a fire. Stay safe, tell fire control the location, size and any relevant information.

(@glosfire/@GlosFireandRescueService)

Barbeque Safety

Assets and Alt Text

Alt text: Photo shows a barbeque on fire in front of trees. Wording on the right hand side: “Don’t burn the mood”. Gloucestershire Fire and Rescue Service logo sits on the bottom right hand corner



[Facebook](#)

[Twitter](#)

[Instagram](#)

(follow the link to the correct asset and right-click image to save)

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Water Safety

Draft social media posts

Facebook character limit: 63,206 characters max

Twitter character limit: 280 characters max

#BeWaterAware #WaterSafety #DrowningPrevention #FloatToLive

1. Fancy a dip? Check out our tips...

- ✗ Never swim alone in case you need help
- ✗ Don't dive or jump straight into open water

Enjoy open water safely and #BeWaterAware

For water safety advice: <https://www.gloucestershire.gov.uk/glosfire/your-safety/safety-outdoors/water-safety/>

(@glosfire/@GlosFireandRescueService)

2. Are you aware of the hidden dangers?

Before getting into open water you should always consider the risks that you can't see, such as objects in the water, cold water shock and the currents that lie beneath the water△

(@glosfire/@GlosFireandRescueService)

3. Cold water can shock your body into breathlessness no matter the weather. You can't judge the temperature from above the waterline.

Remember #FloatToLive

- 🔄 Lean back & use your arms & legs to help you float
- 👂 Get control of your breathing
- 🛟 Call for help or swim to safety

4. In 2022, 226 people accidentally drowned in the UK. Many of these people were taking part in activities near water and had no intention of entering the water△

Make sure you know what to do if you or someone else falls in.

<https://www.gloucestershire.gov.uk/glosfire/your-safety/safety-outdoors/water-safety/>

(@glosfire/@GlosFireandRescueService)

Water Safety

Assets and Alt Text

Alt text: Photo shows a red and white life ring on water waves. Wording on the left hand side: “Fancy a dip? Check out our tips”. Gloucestershire Fire and Rescue Service logo sits on the bottom right hand corner



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[Twitter](#)

[Instagram](#)

(follow the link to the correct asset and right-click image to save)

Water Safety

Assets and Alt Text

Alt text: Photo shows a collection of sharp objects including rocks, a shopping trolley and a traffic cone on the bottom of the water. There are also snowflake graphics to show the temperature of the water. Wording in the centre: “Are you aware of the hidden dangers”. Gloucestershire Fire and Rescue Service logo sits on the bottom right hand corner



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Drink/drug drive safety

Draft social media posts

Facebook character limit: 63,206 characters max

Twitter character limit: 280 characters max

#RoadSafety #DontDriveandDrive #DontRiskIt

1. Is it the morning after the night before? 🤔

If you're seeing this post it's a sign that you shouldn't drive if you're still feeling the effects of last night ✘

Remember you could still be over the drink drive limit.

(@glosfire/@GlosFireandRescueService)

2. Don't put yourself, your passengers and all other road users at risk ✘

The only safe option is not to drink alcohol and drive 🚗

Pick a safer option, including taxis, buses, designated driver, walking home if possible or staying overnight.

(@glosfire/@GlosFireandRescueService)

3. A good mate doesn't let a friend drink and drive.

Be that good mate and interfere if you think a friend is intending to drive after drinking or taking drugs.

(@glosfire/@GlosFireandRescueService)

4. Don't let the party crash you...

✘ Don't get behind the wheel if you're under the influence

✘ Don't drink and drive – plan how you're going to get home before you go out.

Why risk it? Get home safe.

(@glosfire/@GlosFireandRescueService)



Drink/drug drive safety

Assets and Alt Text

Alt text: Photo shows a crashed car in the direction of a bottle of beer and bag of drug substance. Wording in the centre: “Don’t let the party crash you”. Gloucestershire Fire and Rescue Service logo sits on the bottom right hand corner



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Safe and Well

Draft social media posts

Facebook character limit: 63,206 characters max

Twitter character limit: 280 characters max

#SaferGloucestershire #SafeandWell

1. When was the last time you checked in? 🗓️

(@glosfire/@GlosFireandRescueService) have a dedicated team of operational firefighters and Community Safety Advisors that conduct 'Safe and Well' visits at people's homes throughout Gloucestershire.

More info here: <https://www.gloucestershire.gov.uk/glosfire/your-safety/safe-and-well/>

2. Do you know someone who may benefit from a (@glosfire/@GlosFireandRescueService) Safe and Well visit? 🏠

Check in with a neighbour this week and direct them to the service.

Complete the form below to request a visit or call 0800 180 41 40 and speak to the team.

<https://www.glosfire.gov.uk/forms/Newhomesafety.asp>

3. (@glosfire/@GlosFireandRescueService) offer free home fire safety visits to people across Gloucestershire.

This is your friendly reminder to check-in with family, friends or neighbours, particularly those who are more vulnerable, or in need of some support.

Apply for a visit: <https://www.gloucestershire.gov.uk/glosfire/your-safety/safe-and-well/>

4. What is Safe and Well? 🗓️

A dedicated team conduct 'Safe and Well' visits at people's homes throughout Gloucestershire giving fire safety advice, and general well-being checks 🏠

Book a visit for yourself, or on behalf of someone else:

<https://www.gloucestershire.gov.uk/glosfire/your-safety/safe-and-well/>

(@glosfire/@GlosFireandRescueService)



Safe and Well

Assets and Alt Text

Alt text: Photo shows a collection of diverse people stood facing forwards. Wording in the centre: “When was the last time you checked in?”. Gloucestershire Fire and Rescue Service logo sits on the bottom right hand corner

When was the last time you checked in?



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Smoke alarm testing

Draft social media posts

Facebook character limit: 63,206 characters max

Twitter character limit: 280 characters max

#TestItTuesday #OnIsNotEnough #PressToTest

1. Don't wait until it's too late!

- 🔊 Never disconnect your alarms or take batteries out
- 🔊 If you can, position the alarm on the ceiling in the middle of a room, in the hallway or on the landing so you can hear an alarm throughout your home
- 🔊 Test your alarms regularly

2. Reasons to test your smoke alarms this Tuesday...

- ✓ Easy to test
- ✓ Keeps you and your household safe
- ✓ They can give you valuable seconds in which to escape from a fire at home

Push the button, not your luck!

For more safety tips: www.gloucestershire.gov.uk/glosfire/your-safety/safety-in-the-home/smoke-alarm-advice/

3. When was the last time you checked your smoke alarm?

Test your smoke alarms every week by pressing the test button until the alarm sounds. If it doesn't sound, check the battery or replace the alarm.

Don't forget about your carbon monoxide alarm too!

4. Can you help a vulnerable relative or neighbour to check their smoke alarm? 🗝️

They may need support in doing so, and it only takes a second to press the button until you hear the beep 🔊

Don't forget to test your own too.

#PressToTest



Smoke alarm testing

Assets and Alt Text

Alt text: Photo shows a smoke alarm on the ceiling above building smoke. Wording in the centre: “Don’t wait until it’s too late!”. Gloucestershire Fire and Rescue Service logo sits on the bottom right hand corner



[Facebook](#)

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(follow the link to the correct asset and right-click image to save)