



Vapes communications Social media toolkit

Help prevent battery fires caused by binned vapes and save precious materials from going to waste!

SOCIAL MEDIA POSTS

Every week, over 8 million vapes are thrown in the bin when they could've been recycled (*latest research as of [Dec 2024](#)*). When electricals containing hidden batteries, including vapes, are improperly disposed of, they can get crushed or damaged and spark dangerous fires in bin lorries and recycling centres. We also lose the precious materials inside them forever.

While the UK ban of single-use vapes on 1st June 2025 is a welcome step, new vapes with similar price points and look-and-feel, such as “big puff” and pod models, are [still set to cause significant environmental challenges](#). Without more available drop-off points for recycling and proper education and awareness for consumers, vapes will continue to be binned, causing fires and harming the environment.

Use our Vapes Social Media Toolkit to help people do the right thing and recycle their vapes. The Recycle Your Electricals handles are below – **please tag us** when you create your own posts about recycling electricals. This will help you increase your reach, and enable content on batteries to be grouped together so people can easily find it.

- Facebook @RecycleYourElectricals
- Twitter @RecycleElectric
- Instagram @RecycleYourElectricals_
- LinkedIn @company/MaterialFocus
- TikTok @recycleyourelectricals_



Key campaign hashtag is below – please use this when you post about the Recycle Your Electricals campaign.


- #RecycleYourElectricals
- #DontBinItBagit
- #NeverBinHiddenBatteries
- #NeverBinVapes
- #HypnoCat



If you're sending people to our site for more information on recycling electricals - the best **web address** to direct people to is <https://www.recycleyourelectricals.org.uk/> where they'll get an overview of the campaign as well as all the information they need to find their nearest reuse or recycling point.



KEY MESSAGES


- Never bin batteries or electricals items, including vapes
- Every week, 8.2 million vapes (such as single-use, pod and big puff) are thrown away or recycled incorrectly – equivalent to 13 every second ([Dec 2024 research](#))
- There are hidden batteries inside electricals, including vapes - when these electricals are thrown away in household bins, the batteries get crushed in bin lorries and recycling centres and can cause fires.
- While the UK ban of single-use vapes is a welcome step, new vapes including “big puff” and pod models are still set to cause significant environmental challenges. Without more available drop-off points for recycling, and improving awareness for consumers, vapes will continue to be binned, causing dangerous, preventable fires and harming the environment. ([May 2025 research](#))
- Fires caused by binned batteries and electricals, such as vapes, are on the rise across the UK. Over 1,200 fires in the last year were caused by batteries. ([May 2024 research](#))
- Vapes, and anything with a plug, battery or cable can be recycled - even the cables themselves!
- The lithium inside the vapes thrown away could instead be powering 10,127 electric car batteries every year ([Dec 2024 research](#))
- More people are recycling single-use vapes in-store: 20% this year compared to 8% last year. Retailer recycling is improving, but more easily-accessible recycling options are needed ([Dec 2024 research](#))
- Search **‘recycle your electricals’** to find your designated vape and other electrical recycling points: www.recycleyourelectricals.org.uk


Theme	Platform	Copy	Asset
Infographic - 8 mil vapes are thrown away every week	Facebook / Instagram	<p>Over 8 million vapes are binned every week. That's 8 million missed chances to save valuable materials from being lost to landfill.</p> <p>While the UK ban on 1st June is a welcome step in tackling the vape crisis, new vape models with similar look-and-feel and price points continue to flood the market. And without more available drop-off points for recycling and better awareness, vapes will continue to be binned, which can lead to dangerous, preventable fires if they're crushed or damaged in bin lorries and recycling centres. 🔥</p> <p>The good news is ALL types of vapes - from vape pods, "big puff" and new disposable-like models - can be recycled and turned into something new.</p> <p>So never bin your vapes, or any electrical with a hidden battery. Make sure you always recycle them separately from your household waste and recycling.</p> <p>[insert details for vape collection point if available in your area], or recycle your vape at your local retailer. Visit @recycleyourelectricals_ to find all your local vape and other electrical recycling points.</p> <p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags #NeverBinHiddenBatteries #Dontbinitbagit #DisposableVapeBan #VapeBan</p>	 <p>Every week 8 million vapes are binned when they could've been recycled</p> <p>recycle your electricals</p>
	X	<p>Over 8 million vapes are binned every week. That's 8 million missed chances to save valuable materials from being lost to landfill.</p> <p>All types of vapes can and should always be recycled. Find your local drop-off point today: https://ow.ly/A6ZW50UpVoy+ #RecycleYourElectricals</p>	 <p>Every week, over 8 million vapes are binned, when they could've been recycled</p> <p>recycle your electricals</p>

<p>Infographic - 13 vapes binned every second</p>	<p>Facebook / Instagram</p>	<p>It's easy to think something so small won't matter. But if we throw vapes or other battery-powered electricals in with our general rubbish or recycling, they can get crushed and spark dangerous fires in bin lorries and recycling centres. 🚚🔥</p> <p>While the ban on single-use vapes is a welcome step in tackling the environmental damage caused by vapes, new models are still set to cause environmental and fire risks - and therefore should always be recycled.</p> <p>You can help stop vape waste and prevent fires in your community. [insert details for vape collection point if available in your area], or recycle your vape at your local retailer. Visit @recycleyourelectricals_ to find all your local vape and other electrical recycling points.</p> <p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags #NeverBinHiddenBatteries #Dontbinitbagit #DisposableVapeBan #VapeBan</p>	
	<p>X</p>	<p>It's easy to think something so small won't matter. But if we throw vapes or electricals with batteries in our general rubbish, they can get crushed and spark dangerous fires in bin lorries and recycling centres. 🚚🔥</p> <p>Always recycle them separately: https://ow.ly/A6ZW50UpVoy+</p>	

Did you know vape pods can be recycled?	Facebook / Instagram	<p>With single-use vapes banned in the UK from June 2025, many people will start using new models like rechargeable vapes and 'vape pods'.</p> <p>But did you know that a vape pod is an electrical item that can be recycled? And it's easier than you think! ♻️</p> <p>All shops that sell vapes and vape pods are legally required to take back old ones for recycling, so it should be as easy to recycle them as it is to buy them.</p> <p>So remember - never bin your vapes or vape pods! When yours has reached the end of its life, [insert details for vape collection point if available in your area], or recycle your vape at your local retailer. Visit @recycleyourelectricals_ to find all your local vape and other electrical recycling points.</p> <p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags #NeverBinHiddenBatteries #Dontbinitbagit #DisposableVapeBan #VapeBan</p>	
	X	<p>Did you know that a vape pod is an electrical item that can be recycled? And it's easier than you think! ♻️</p> <p>Visit @recycleelectric to find all your recycling points for vapes, vape pods and other electricals.</p>	
Infographic - 10,000 electric vehicles	Facebook / Instagram	<p>Your old vape could help power the future.</p> <p>Hidden within their plastic and aluminium casings, vapes contain a range of precious materials - including lithium. In the UK, we're needlessly binning over 8 million lithium-filled vapes that could power thousands of electric vehicles instead.</p> <p>Never bin them, recycle ALL your vapes separately from your household waste and recycling.</p> <p>[insert details for vape collection point if available in your area], or recycle your vape at your local retailer. Visit @recycleyourelectricals_ to find all your local vape and other electrical recycling points.</p> <p>Have you tried recycling your vape at a local retailer? Share your experience via @recycleyourelectricals_ and help improve vape recycling across the UK: https://ow.ly/O7vu50UpWtO+</p>	 <p>Infographic V1</p>

		<p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags</p> <p>#NeverBinHiddenBatteries #Dontbinitbagit #DisposableVapeBan #VapeBan</p>	
	<p>Twitter</p> <p>272 characters</p>	<p>In the UK, we're needlessly binning over 8 million lithium-filled vapes that could power thousands of electrical vehicles instead.</p> <p>Never bin vapes or electricals - use @recycleelectric's locator to find your local drop-off point here: https://ow.ly/A6ZW50UpVoy+</p>	 <p>Infographic V2</p>
<p>Infographic - 77% of vapers want more info</p>	<p>Facebook / Instagram</p>	<p>Do you know how to recycle your old vape? The good news is, it's easier than you think!</p> <p>With the UK banning single-use vapes from 1st June, many vapers will be switching to new, rechargeable models. However, once these reach the end of their life, they still need to be recycled safely and responsibly.</p> <p>The good news is ALL vapes can be recycled - and it's easier than you think!</p> <p>All shops that sell vapes are legally required to take back old vapes for recycling, so it should be as easy to recycle them as it is to buy them.</p> <p>Your voice matters! 😊 If your local retailer doesn't have a recycling point, switch to one that does – and tell us about it. Share your experience via @recycleyourelectricals_ and help us improve vape recycling across the UK: https://ow.ly/O7vu50UpWtO+</p> <p>Every vape recycled helps prevent battery fires and saves valuable materials from going to waste. Visit @recycleyourelectricals_ to find all your local vape and other electrical recycling points.</p> <p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags</p> <p>#NeverBinHiddenBatteries #Dontbinitbagit #DisposableVapeBan #VapeBan</p>	

	X	<p>Did you know that all shops that sell vapes are legally required to take back old vapes for recycling?</p> <p>Have you tried recycling your vape at a local retailer? Share your experience via @recycleyourelectric and help improve vape recycling across the UK: https://ow.ly/A6ZW50UpVoy+</p> <p>#RecycleYourElectricals</p>	
HypnoCat assets			
Ask HypnoCat - vape ban	Facebook / Instagram	<p>Have no fear Mike - HypnoCat's here from @recycleyourelectricals_ to answer your burrrrrning questions.</p> <p>From June, single-use vapes are out - BUT that doesn't mean all vapes disappear.</p> <p>Big puff? Pods? Rechargeables? These are some of the new vapes coming in after the ban, which are similar to the disposable ones. Like anything with a plug, battery or cable, these electricals must NEVER be thrown in the bin and must always be recycled.</p> <p>If we throw vapes or electricals with batteries in our general rubbish, they can get crushed and spark dangerous fires in bin lorries and recycling centres. 🗑️🔥</p> <p>Repeat after me, my furless friends... I wiiiill recycle ALL my vapes separately from my household rubbish and recycling.</p> <p>[insert details for vape collection point if available in your area], or recycle your vape at your local retailer. Visit @recycleyourelectricals_ to find all your local vape and other electrical recycling points.</p> <p>Gooooood humans.</p> <p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags #NeverBinHiddenBatteries #Dontbinitbagit #DisposableVapeBan #VapeBan</p>	
	X	<p>It is I, HypnoCat!</p> <p>The vape ban is coming – but big puff, pods & rechargeables still need to be recycled. 🔥 Don't bin them – they can cause fires.</p>	

		<p>♻️ Recycle them at your local vape retailer. 📍 Find your drop-off at @recycleelectric</p> <p>#AskHypnoCat #VapeRecycling</p>	
HypnoCat - Never Bin Vapes	Facebook / Instagram	<p>Greetings, fellow recyclers - it is I, HypnoCat from @recycleyourelectricals_!</p> <p>Did you know vapes contain batteries hidden within them? When vapes are binned or incorrectly disposed of, they can get crushed or damaged in bin lorries and recycling centres and start fires.</p> <p>Never bin them, recycle ALL your vapes separately from your household waste and recycling.</p> <p>➡️ Rechargeable vape with a removable battery? Dispose of the battery safely in a battery recycling bin, then drop the rest in a vape recycling bin. If there isn't one available or you can't remove the battery, recycle the whole thing with your other small electricals.</p> <p>➡️ Single-use vape? Leave the battery inside and recycle the whole thing in a vape recycling bin. If there isn't a separate bin for vapes, recycle them with other small electricals.</p> <p>[insert details for vape collection point if available in your area], or recycle your vape at your local retailer. Visit @recycleyourelectricals_ to find all your local vape and other electrical recycling points.</p> <p>#NeverBinVapes #RecycleYourElectricals #insert local hashtags</p>	
	Twitter 280 characters	<p>Greetings - it is I, HypnoCat!</p> <p>Did you know vapes have batteries hidden within them?</p> <p>When vapes are incorrectly disposed of, they can get crushed in bin lorries & recycling centres and start fires.</p> <p>So never bin them! Find local vape recycling via @recycleelectric</p>	

STORE SIGNAGE

Signage options to place near your vape collection tube/point (included on our [Resources section](#)) -



Ready-to-use versions



Partnership/editable versions



In-store strut cards



Alt signage versions

The editable versions of these files are available in **InDesign**. If you are experiencing any issues or need any support, please contact branding@materialfocus.org.uk.