



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, 6.3 million vapes and pods are binned, instead of being recycled. When electricals containing batteries, including vapes, are improperly disposed of, they can get crushed and cause dangerous fires in bin lorries and recycling centres. Over 1,200 fires in the last year were caused by batteries (May 2024 research).

While total vape sales have fallen since the ban on single-use vapes in 2025, rechargeable pod devices are now the most popular category. These new models continue to cause significant environmental challenges, as over 80% of all replacement pods bought end up being binned. With nearly 80% of consumers stating there is not enough information on vape recycling, vapes and pods will continue to be binned, causing preventable 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 vapes and batteries to be grouped together so people can easily find it.

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


Key campaign hashtags – please use these when you post about the Recycle Your Electricals campaign.



- #RecycleYourElectricals
- #DontBinItBagit
- #NeverBinBatteries
- #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
- Always recycle vapes and other electricals separately from your regular rubbish or recycling
- Every week, 6.3 million vapes and pods are thrown away or recycled incorrectly
- 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 cause fires
- 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 plugs, batteries and cables themselves!
- Search '**Recycle Your Electricals**' to find shops where you can drop them off

Theme	Platform	Copy	Asset
Infographic - millions of vapes are thrown away every week	Facebook / Instagram	<p>Millions of vapes and pods are still being thrown away every week in the UK.</p> <p>When vapes and pods are binned, their hidden lithium batteries can be crushed in bin lorries and recycling centres, sparking dangerous fires and wasting valuable materials. 🔥</p> <p>The good news is vapes, pods and anything with a plug, battery or cable can be recycled! Never bin vapes or pods, always recycle them separately from your regular rubbish and recycling.</p> <p>Use @recycleyourelectricals_ Locator to find shops where you can drop them off safely: https://bit.ly/46M8lQa</p> <p>#NeverBinVapes #RecycleYourElectricals #NeverBinHiddenBatteries #DontBinitBagit</p>	
	X	<p>Millions of vapes and pods are still binned every week. When crushed, their lithium batteries can spark dangerous fires. 🔥</p> <p>Never bin vapes or pods, recycle them separately. Use @recycleyourelectrics Locator to find where you can drop them off safely: https://bit.ly/46M8lQa</p>	

			 <p>Image description: Pink graphic with vape icons; text says vapes and pods can be recycled at the shop where they were bought</p>
Video infographic	Facebook / Instagram	<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 cause dangerous fires in bin lorries and recycling centres. 🚚🔥</p> <p>Every week, over 6 million vapes and pods are thrown away in the UK. That's 6 million items binned when they could have been recycled.</p> <p>Never bin vapes, pods or other electricals. Always recycle them separately from your household rubbish and recycling.</p>	 <p>Image description: Assorted used vapes and pods scattered on a</p>

		<p>Use @recycleyourelectricals_ Locator to find shops where you can drop them off safely: https://bit.ly/46M8lQa There are thousands of drop-off points across the UK, your nearest may be closer than you think!</p> <p>#NeverBinVapes #NeverBinHiddenBatteries #RecycleYourElectricals</p>	dark surface; text reads 'Always recycle your old vapes and pods.'
	X	<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://bit.ly/46M8lQa</p>	
9 million bought	Facebook / Instagram	<p>9 million vapes and pods are bought every week in the UK alone. That's 9 million opportunities to recycle!</p> <p>Since the ban in June 2025, more people than ever are using rechargeable vapes with replacement pods. 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 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 #NeverBinHiddenBatteries #Dontbinbagit #VapeBan</p>	 <p>Image description: Pink graphic with vape illustration; text says in the UK 9 million vapes and pods are bought every week.</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! ♻️ All shops that sell them are legally required to take back the old ones for recycling.</p> <p>Visit @recycleelectric to find all your recycling points for vapes, pods and other electricals: https://bit.ly/46M8lQa</p>	


<p>Infographic - 80% 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>Many vapers have now switched to new, rechargeable models. However, once these reach the end of their life, they still need to be recycled safely and responsibly.</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. Next time you buy a new vape, be sure to take your old one with you to be recycled!</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 #NeverBinHiddenBatteries #Dontbinitbagit #DisposableVapeBan #VapeBan</p>	<div data-bbox="1675 212 2168 710">  <p><i>Almost</i> 80% of consumers <i>want more information on how to recycle vapes</i></p> <p>recycle your electricals</p> </div> <p>Image description: Hand dropping a vape into a pink recycling bin; text says 80% of consumers want more information on recycling vapes.</p>
	<p>X</p>	<p>Most people want to do the right thing – but many aren't sure how.</p> <p>80% of consumers say there isn't enough information on how to recycle vapes. The good news is, it's easier than you think!</p> <p>Use @recycleyourelectric Locator to find local shops and drop-off points: https://bit.ly/46M8lQa</p>	



Image description: A pink graphic poster featuring the text "Almost 80% of consumers want more information on how to recycle vapes." A silhouette of a hand drops a vape into the large "80%" digits, while a pile of vapes.

HypnoCat

HypnoCat -
Never Bin
Vapes

Facebook /
Instagram

Greetings, fellow recyclers - it is I, HypnoCat from @recycleyourelectricals_!

Did you know vapes contain batteries hidden within them? If we throw vapes or electricals with batteries in our general rubbish, they can get crushed and cause dangerous fires in bin lorries and recycling centres. 🗑️🔥

Big puff? Pods? Rechargeables? Like anything with a plug, battery or cable, all of these electricals must NEVER be thrown in the bin and must always be recycled.

Repeat after me, my furless friends... I wiiiill recycle ALL my vapes separately from my household rubbish and recycling.

[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.

Gooooood humans.

#NeverBinVapes #RecycleYourElectricals #insert local hashtags
#NeverBinHiddenBatteries #Dontbinitbagit #VapeBan

Twitter
280
characters

Greetings - it is I, HypnoCat!

Did you know vapes have batteries hidden within them?

When vapes are incorrectly disposed of, they can get crushed in bin lorries & recycling centres and start fires.

So never bin them! Find where you can drop them off safely by visiting @recycleelectric's Locator!



Image description: Bright pink cat with hypnotic eyes on a bin, surrounded by vapes; text says never bin them, recycle your old vapes.