



Battery fire social media toolkit

Prevent fires by helping more people to recycle batteries and electricals safely

SOCIAL MEDIA POSTS

Our research in 2024 shows there were [over 1,200 fires](#) in bin lorries and recycling centres across the UK. And all of these fires were caused by binned batteries and electricals.

Use our battery fire communications toolkit to help prevent battery fires in your local community. 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
- #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


- **Binned batteries and electricals spark fires when crushed in bin and recycling lorries. Never bin or recycle them in your general rubbish or recycling bins at home. Always recycle them separately at specific battery or electrical recycling points**
- Never bin or recycle batteries or electricals in your general rubbish or recycling bins at home, at work or on the street.
- Binned batteries and electricals are causing more and more fires in bin and recycling lorries across the UK, putting real lives at risk and polluting our communities.
- Binning your batteries or electricals puts workers and your community at risk
- Never bin or recycle batteries or electricals in your general rubbish or recycling bins at home. They get crushed and damaged inside bin and recycling lorries and start fires.
- If it lights up, moves, buzzes or puffs and isn't plugged in, it's powered by a battery. That means it must never go into general recycling or rubbish bins - at home, at work, or on the street. Always recycle it separately at specific battery or electrical recycling points
- Small everyday items like vapes, headphones and kids toys often have 'hidden batteries' inside, which cause fires when crushed in bin and recycling lorries. They also contain valuable materials like lithium, gold, steel and copper, which can be recovered and recycled into anything from children's playgrounds to lifesaving medical equipment.
- Stop battery fires! Never bin electricals or batteries. Always recycle them separately to keep bin workers and our communities safe.


How to recycle safely


- If possible, remove batteries from your electricals and recycle them separately at a battery recycling point. If you can't remove the batteries safely, recycle the whole electrical at your nearest electrical recycling point. Search 'recycle your electricals' to find all your local battery and electrical drop-off points.
- If you can't fix, donate or sell it, always recycle your old electricals! Anything with a plug, battery or cable can be reused or recycled - including the plugs, batteries and cables themselves.
- Search '**recycle your electricals**' to find all your local electrical and battery drop-off points, or visit: www.recycleyourelectricals.org.uk. With over 30,000 drop-off points, it's easier than you think!


*All of these assets are for organic use only. If you're interested in running a paid campaign, please contact us directly.

Theme	Platform	Copy	Asset
Battery social media posts			
HypnoCat 15" battery fire video	Facebook / Instagram	<p>I am HypnoCat, @recycleyourelectricals_' master purrrrsuader and recycling crusader.</p> <p>Repeat after me, my furless friends - NEVER bin or recycle batteries or electricals in your general rubbish or recycling bins at home, at work or on the street. They can spark FIRES when crushed in bin or recycling lorries. 🔥</p> <p>Aalways recycle them separately. Use @recycleyourelectricals Locator to find where you can drop them off safely: https://bit.ly/4oSdCfx</p> <p>[or insert bespoke information]</p> <p>#RecycleYourElectricals #BatteryFireSafety #ElectricalRecycling [insert local hashtags]</p>	
	X	<p>Binned batteries or electricals can spark FIRES when crushed in bin lorries. 🔥</p> <p>Repeat after me - always recycle batteries and electricals separately from your household rubbish and recycling.</p> <p>Visit @recycleelectric to find where to drop them off safely: https://bit.ly/4hNyQZN</p>	

Over 1,200 fires	Facebook / Instagram	<p>⚠ Don't let your old batteries go up in smoke ⚠</p> <p>Never throw loose batteries or electricals containing hidden batteries in the bin or with your household recycling. Otherwise they can get crushed in bin lorries and at recycling centres, and spark serious and dangerous fires.</p> <p>Research in 2024 by @recycleyourelectricals_ found that there were over 1,200 battery fires across the UK in one year alone 🔥 and the problem is getting worse. These fires are endangering lives, having a significant impact on local communities and causing air pollution spikes.</p> <p>Don't let your battery cause the next fire. Always recycle batteries and electricals separately from your household rubbish and recycling at a designated drop-off point. Use @recycleyourelectricals_ Locator to find where you can drop them off safely: https://bit.ly/4oSdCfx</p> <p>[or insert bespoke information]</p> <p>#RecycleYourElectricals [insert local hashtags]</p>	
	X	<p>⚠ Don't let your old batteries go up in smoke ⚠</p> <p>Binned batteries and electricals are causing dangerous fires in bin lorries and at recycling centres.</p> <p>Recycle batteries separately and use @recycleelectric's locator to find your local battery drop-off point: https://bit.ly/4hNyQZN [or insert bespoke information]</p>	
1.6 billion thrown away	Facebook/ Instagram	<p>While many of us are already recycling, the latest research by @recycleyourelectricals_ found that over 1.6 billion electricals with hidden</p>	

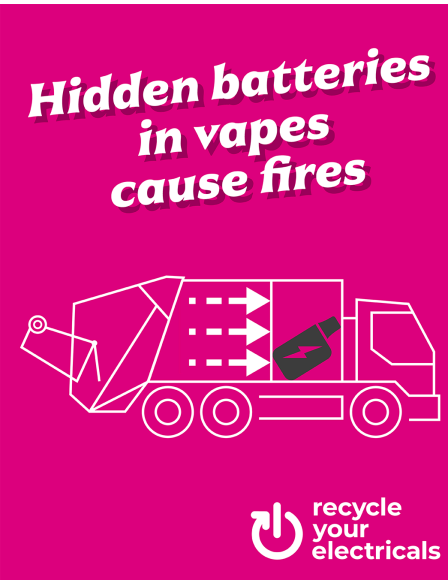
		<p>batteries were thrown away in one year alone. That's over 3,000 binned batteries a minute! 😬</p> <p>Small everyday items like vapes, headphones and kids toys often have 'hidden batteries' inside, which cause fires when crushed in bin and recycling lorries. They also contain valuable materials like lithium, gold, steel and copper, which can be recovered and recycled into anything from children's playgrounds to lifesaving medical equipment.</p> <p>So remember - never bin your electricals! Always recycle them separately at a specific battery or electrical recycling point. Find your local drop-off points by using @recycleyourelectricals_ locator: https://bit.ly/4oSdCfx</p> <p>[or insert bespoke information]</p> <p>#RecycleYourElectricals</p>	
	X	<p>Small items like vapes, headphones & toys have hidden batteries that spark fires when crushed in bin lorries! 🔥</p> <p>They contain precious materials that can be reused to make anything from playgrounds to medical equipment.</p> <p>Always recycle them separately: https://bit.ly/4oSdCfx [or insert bespoke information]</p>	
Fires in bin lorries	Facebook / Instagram	<p>⚠️ Never bin batteries ⚠️</p> <p>Binned batteries and electricals are causing more and more fires in bin and recycling lorries across the UK, putting real lives at risk and polluting our communities.</p>	


		<p>How exactly do these fires start?</p> <ol style="list-style-type: none"> 1 If binned, the battery or electrical is emptied into the bin lorry with your household rubbish or recycling 2 The lorry's powerful 'compacting blade' compresses the rubbish together in the back of the vehicle so that it can fit more in 3 If the battery gets crushed or damaged in this process, air and water can react together with the chemicals and batteries begin to spark which can start a fire! <p>Battery fires are particularly dangerous as the lithium in them releases its own oxygen. This intensifies the fire and makes it more difficult to extinguish.</p> <p>So remember, never bin batteries or electricals. Always recycle batteries separately from your household waste and recycling.</p> <p>Use @recycleyourelectricals_ Locator to find where you can drop them off safely: https://bit.ly/4oSdCfx</p> <p>[or insert bespoke information]</p> <p>#RecycleYourElectricals #NeverBinHiddenBatteries #BatteryFireSafety #ElectricalRecycling</p>	
X		<p>Binned batteries and electricals are causing more and more fires in bin and recycling lorries across the UK.</p> <p>So remember - never bin batteries! ⚠ Always recycle batteries separately. Use @recycleelectric's locator to find where to drop them off safely: https://bit.ly/4hNyOZN [or insert bespoke information]</p>	

HypnoCat - Never bin hidden batteries	Facebook/ Instagram	<p>Listen closely to HypnoCat, my furless friend. Your old electricals have the power to spark fires if you throw them in the wrong bin.</p> <p>If our old electricals or batteries end up in our general rubbish or recycling, they can get crushed or damaged in recycling and bin lorries and spark dangerous fires.</p> <p>Repeat after me, I wiiiiill recycle my old batteries and electricals separately from my household rubbish and recycling! Gooooood humans.</p> <p>Use @recycleyourelectricals_ Locator to find where to drop them off safely: https://bit.ly/4oSdCfx</p> <p>[or insert bespoke information]</p> <p>#RecycleYourElectricals [insert local hashtags]</p>	
	X	<p>Listen to HypnoCat, my furless friend. Your old electricals have the power to spark fires if you throw them in the bin.</p> <p>Always recycle your batteries and electricals separately from your household rubbish or recycling. Gooooood humans: https://bit.ly/4hNyQZN</p> <p>[or insert bespoke information]</p> <p>#RecycleYourElectricals [insert local hashtags]</p>	

Theme	Platform	Copy	
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Vape social post

Vape - battery fire awareness	Facebook/Instagram	<p>⚠️ Binning your vape could spark a fire ⚠️</p> <p>If we throw batteries or electricals like vapes in the wrong bin, they can get crushed in bin and recycling lorries and spark serious fires.</p> <p>Research in 2024 by @recycleyourelectricals showed that there were over 1,200 battery-related fires across the UK. And all of these were caused by crushed or damaged vapes and other electricals.</p> <p>Don't let your battery cause the next fire. Always recycle batteries and electricals separately from your household waste and recycling.</p> <p>Visit @recycleyourelectricals_ to find out where you can drop them off safely, or visit https://bit.ly/4oSdCfx</p> <p>[or insert bespoke information]</p> <p>#RecycleYourElectricals</p>	
	X	<p>⚠️ Binning your vape could spark a fire ⚠️</p> <p>If we throw batteries or electricals like vapes in the wrong bin, they can get crushed in bin and recycling lorries and spark serious fires. 🔥</p> <p>Find where to drop them off safely: https://bit.ly/4hNyQZN [or insert bespoke information]</p> <p>#RecycleYourElectricals</p>	

Theme	Platform	Copy	
FastTech social post			
FastTech	Facebook/ Instagram	<p>What do mini fans, charging cables, ear buds, vapes and LED balloons all have in common? They're just some of over 1 billion cheap, small 'FastTech' electricals that we bought in the UK in the last year.</p> <p>But just like Fast Fashion, FastTech items often have an incredibly short lifespan, and over half of them end up in the bin. If FastTech and other electricals end up in the bin, it's not only wasteful – the batteries inside them can get crushed or damaged and spark dangerous fires in bin lorries and at recycling centres 🔥</p> <p>By recycling our old FastTech items, the precious materials inside them can be reused for other products – from life-saving medical devices to children's playgrounds.</p> <p>Find all your local drop-off points by using @RecycleYourElectricals_ Locator – https://bit.ly/4oSdCfx</p>	
	X	<p>What do mini fans, cables and ear buds have in common? They're some of the over 1 billion FastTech items bought last year. But over half were binned.</p> <p>Binning FastTech risks batteries sparking dangerous fires in lorries or recycling centres 🔥. Always recycle FastTech - https://bit.ly/4hNyQZN</p>	

You can access our **online communication toolkits** and campaign assets [here](#). You'll find social media images with suggested copy, posters, press ads and media release templates etc. If you've not yet created an account, it takes 2 minutes to do - just [sign up](#) under your profession (e.g. as a local authority).