



Retailers 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. Make sure customers and staff know to use dedicated battery and electrical recycling points in-store.**
- 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 direct staff and customers to recycle them separately using your in-store recycling points.
- Small everyday items sold in retailers like vapes, headphones and kids' toys often have hidden batteries inside. These can cause fires if they end up in your bins. They also contain valuable materials like lithium, gold, steel and copper, which can be recovered and reused in new products.
- 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 electricals before recycling and place them in the dedicated in-store battery bin. If batteries can't be removed safely, recycle the whole item at your in-store electrical take-back point or direct customers to the nearest one. Search '**recycle your electricals**' to find local options.
- If an item can't be fixed, donated or sold on, always recycle old electricals. Anything with a plug, battery or cable can be recycled, including the plugs, batteries and cables themselves.
- Search '**recycle your electricals**' to find all your local electrical and battery drop-off points including in-store locations, 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.

**Feel free to use this template copy alongside images of your in-store drop-off points

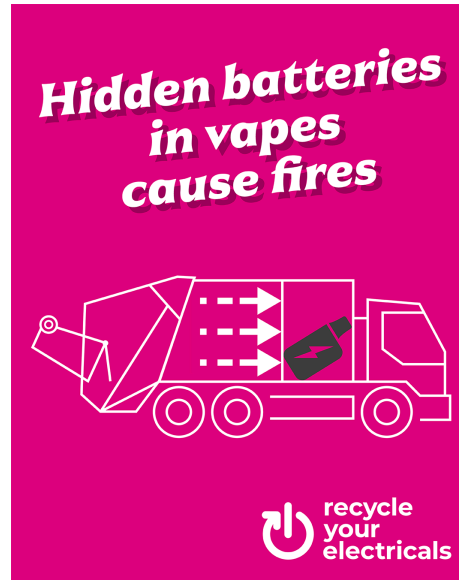
Theme	Platform	Copy	Asset
Battery social media posts			
HypnoCat 15" battery fire video	Facebook / Instagram	<p>I am HypnoCat, @recycleyourelectricals' master purrrsuader and recycling crusader.</p> <p>Listen closely, my furless friend. Your old electricals have the power to spark FIRES if you throw them in the wrong bin. Bring your old batteries and electricals to your local store and recycle them safely.</p> <p>Repeat after me, I wiiiill recycle my old batteries and electricals separately from my household rubbish and recycling! Gooooood humans.</p> <p>Recycle them safely, in store. [or insert bespoke information]</p> <p>Find a store near you: https://bit.ly/4oSdCfx</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. Recycle in store, for free [or insert bespoke information]. https://bit.ly/4hNyQZN</p> <p>#RecycleYourElectricals</p>	

1.6 billion thrown away	Facebook/ Instagram	<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>That's why we recycle your old electricals and batteries in-store, for free - to save precious materials and help prevent battery fires in the local community. Simply bring them in and drop them off at [or insert bespoke information].</p> <p>So remember - never bin your electricals! Always recycle them separately at a specific battery or electrical recycling point. Find all your local drop-off points by using @recycleyourelectricals_ locator: https://bit.ly/4oSdCfx</p> <p>#RecycleYourElectricals</p>	[insert image of your drop-off point, or someone using your recycling point]
	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>Recycle them safely in store: https://bit.ly/4oSdCfx [or insert bespoke information]</p>	
Fires in bin lorries	Facebook / Instagram	<p>⚠️ Never bin batteries, recycle them in store!</p> <p>It may be tempting to chuck your batteries in with the rest of your rubbish. But here's the problem.. loose batteries and batteries hidden inside your electricals can get crushed in bin lorries or recycling centres and cause fires.</p>	

		<p>Don't be the one to start a fire, never bin batteries or electricals - always recycle them separately from your household rubbish and recycling.</p> <p>You can bring all your old batteries and electricals to be recycled in-store for free. Simply [insert relevant drop off/collection details]</p> <p>Or use @recycleyourelectricals_ recycling locator to find your nearest recycling point: https://ow.ly/71ON50UpW16+</p> <p>#RecycleYourElectricals #NeverBinHiddenBatteries #BatteryFireSafety #ElectricalRecycling [insert local hashtags]</p>	
	X	<p>Never bin loose or hidden batteries as they could spark huge fires when crushed in bin lorries.</p> <p>You can recycle your old batteries in-store for free. Visit [insert link] for more information.</p>	
Recycle batteries in-store	FB / Insta	<p>Most people are in the habit of recycling batteries, but many of the UK public have said they have binned batteries as they didn't know what to do with them.</p> <p>So here's the good news.. you can recycle them in-store for free! Batteries should always be recycled separately from household rubbish and recycling, as they can cause fires when crushed.</p> <p>That's why we provide battery recycling points in all of our stores. Customers are able to bring their old batteries and place them in the battery recycling tubes in-store, for free.</p> <p>Visit [insert link] for more information.</p>	

		#RecycleYourElectricals @Recycleyourelectricals_	 <p>A recycling poster with a pink background. The text reads: 'Recycle your batteries here' in large, bold, white letters. Below it, in smaller white text: 'If you have old batteries, you can recycle them in-store for free'. At the bottom, there are illustrations of various types of batteries (AA, AAA, 9V, etc.) and a small logo that says 'recycle your electricals'.</p>
	Twitter	<p>Many of the UK public have admitted to binning batteries - all batteries should be recycled separately, never thrown away!</p> <p>Drop off your old batteries in-store in our battery recycling tubes.</p> <p>Visit [insert link] for more information.</p>	

Theme	Platform	Copy	
Vape social post			

Vape - battery fire awareness	Facebook/Instagram	<p>⚠️ Never bin your old vapes. You can recycle them safely in store!</p> <p>Electricals like cameras, vapes, electric toothbrushes and headphones all have batteries hidden inside them. But if these items are thrown away in household rubbish or recycling bins, they can get crushed in bin lorries and recycling centres and cause serious fires.</p> <p>At [store name], you can recycle your old vapes and other small electricals in-store for free! Visit [insert link] for more information.</p> <p>Or use @recycleyourelectricals_'s locator to find all your local drop-off points.</p>	
	X	<p>⚠️ Binning your vape or electrical could cause a fire ⚠️</p> <p>At [store name], you can recycle your old vapes and other small electricals in-store for free! Visit [insert link] for more information.</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).