

REQUIREMENTS/EXPECTATIONS

- Minimum of one Instagram grid post or reel, TikTok video and/or Facebook post
- Made live before **3rd November**
- Remains live throughout bonfire season/celebrations
- Tag @wyfrs
- Direct people to the campaign landing page at www.westyorksfire.gov.uk/bonfire-night-safety
- Use **#BonfireSafe**
- Send your image(s) and caption to amy.kot@westyorksfire.gov.uk or @wyfrs on Instagram or TikTok for proofing prior to posting
- Ensure the post or reel is set up as a collaboration on Instagram and enable the 'Disclose post content' toggle on TikTok
- Ensure your analytics is on/accessible before posting on TikTok (found through creator tools)
- If you exhibit any behaviours that contradict current restrictions, you will be terminated from the campaign

EXAMPLES

Last year @WYFRS responded to 427 bonfire-related incidents. Let's work together to help prevent the misuse of bonfires and fireworks this autumn and continue to respect our firefighters.

In an emergency, or if you are in immediate danger, always call 999.

#BonfireSafe

The safest way to enjoy the Bonfire celebrations is by attending an organised event. But if you are planning on hosting your own celebrations, follow @WYFRS bonfire tips to ensure you keep you, and those around you safe - www.westyorksfire.gov.uk/bonfire-night-safety

#BonfireSafe

Be #BonfireSafe and always follow The Firework Code. Don't let one night leave you scarred for life.

For more information visit: www.westyorksfire.gov.uk/bonfire-night-safety

I'm supporting @WYFRS #BonfireSafe campaign this year. Help our firefighters reduce the number of bonfire-related incidents across West Yorkshire.

Celebrate safely with WYFRS Bonfire Night dos and don'ts www.westyorksfire.gov.uk/bonfire-night-safety -

#BonfireSafe