



Office for Product
Safety & Standards

Online marketplaces safety campaign

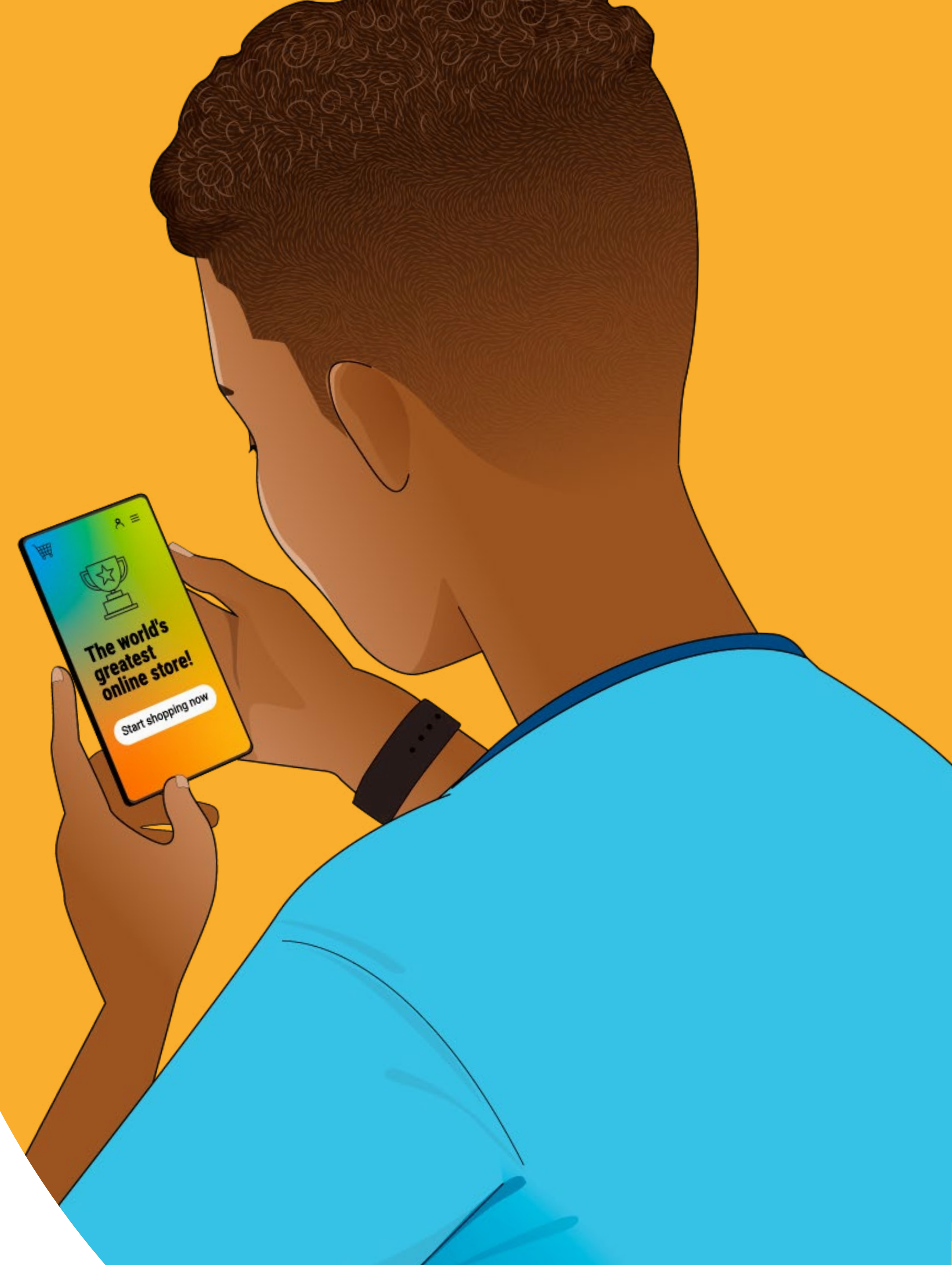
Stakeholder toolkit

Campaign dates:
27 November to 11 December 2025



Contents

- 03 About the campaign
- 04 How you can support
- 05 Campaign assets
- 06 Consumer example social media posts
- 10 Posting schedule



About the campaign

The **online marketplaces safety campaign**, or #DontGetBurnt campaign, aims to improve consumer safety when shopping via online marketplaces by reducing the number of unsafe products purchased. It does this by raising awareness about the potential safety risks and encouraging simple safety checks before purchasing.

Target audience:

- **Young adults** (16-25 years old).

Campaign dates:

- **Main activity:** 27 November to 11 December.
- **Key events:** Black Friday (28 November), Cyber Monday (1 December), and lead-up to Christmas (25 December).

Our campaign will create a pause and cut through the hype of November/December deals to make young shoppers stop, think and check before purchasing.

How you can support

This toolkit gives you everything you need to help spread the message of **online marketplace safety**; from clear, ready-to-use messaging to engaging, shareable campaign assets.

By working together, we can help **build a culture of safe and informed online shopping**, reducing the risk of injury from unsafe products and empowering consumers to shop responsibly.

Here's how you can get involved:

- **Post on social media:** Share campaign messages using the suggested copy and ready-made assets included in this toolkit.
- **Engage with our content:** Like, comment, and share posts from our official campaign channels to help the message reach even further.
- **Use the campaign hashtags:**
#DontGetBurnt #CheckBeforeYouCheckout
#VerifyThenBuy #BuySafeBeSafe
- **Tag the accounts for OPSS:**
 -  [www.X.com/OfficeforSandS](https://www.x.com/OfficeforSandS)
 -  www.facebook.com/ProductSafetyUK
 -  www.linkedin.com/company/office-for-product-safety-and-standards/
 -  www.instagram.com/safetyandstandards/

Campaign assets

The following social media assets and example posts are designed for consumers aged 16-25. They focus on raising awareness of unsafe products on online marketplaces and educating through quick safety checks.

The assets are evergreen, but the supporting post copy is tailored to the content plan on page 10.

The tone of voice is direct, relatable and confident. Supporting copy should be straight-talking and avoid jargon. Messaging should feel supportive and encouraging, not patronising or lecturing.

Download the [full social media campaign in English and Welsh](#).

Consumer example social media posts

Assets are available to download (including Welsh language versions).

Launch post



Example social media post

Did you know that even the most well known online marketplaces sometimes list unsafe products?

Online marketplaces can host thousands of third-party sellers, and not all products are checked.

Before you buy, make sure you:

- Check the seller: Research their name, location, and how long they've been selling.
- Read their reviews: Focus on detailed reviews mentioning safety, not just star ratings.
- Verify product descriptions: Check for usage instructions, warnings and safety marketing (UKCA or CE), and information on materials.
- Check if the product has been recalled. Search 'product recalls' on GOV.UK.

Stop. Check. Don't get burnt.

For full guidance, visit <https://www.gov.uk/guidance/my-safety-online-shopping>

#DontGetBurnt #CheckBeforeYouCheckout
#VerifyThenBuy #BuySafeBeSafe

Educate 1



Example social media post

Black Friday deals might seem like a bargain, but cheap doesn't always mean safe.

Some deals sometimes lead to products that break, catch fire, or cause electric shocks.

Before you buy, make sure you:

- Check the seller: Research their name, location, and how long they've been selling.
- Read their reviews: Focus on detailed reviews mentioning safety, not just star ratings.
- Verify product descriptions: Check for usage instructions, warnings and safety marketing (UKCA or CE), and information on materials.
- Check if the product has been recalled. Search 'product recalls' on GOV.UK.

Stop. Check. Don't get burnt.

For full guidance, visit <https://www.gov.uk/guidance/my-safety-online-shopping>

#DontGetBurnt #CheckBeforeYouCheckout
#VerifyThenBuy #BuySafeBeSafe

Consumer example social media posts

Assets are available to download (including Welsh language versions).

Educate 2



Example social media post

Even trusted online marketplaces sometimes list unsafe tech that breaks, causes electric shocks, or even catches fire.

Cyber Monday deals might move fast, but safety checks only take seconds.

Before you buy, make sure you:

- Check the seller: Research their name, location, and how long they've been selling.
- Read their reviews: Focus on detailed reviews mentioning safety, not just star ratings.
- Verify product descriptions: Check for usage instructions, warnings and safety marketing (UKCA or CE), and information on materials.
- Check if the product has been recalled. Search 'product recalls' on GOV.UK.

Stop. Check. Don't get burnt.

For full guidance, visit
<https://www.gov.uk/guidance/my-safety-online-shopping>

#DontGetBurnt #CheckBeforeYouCheckout
#VerifyThenBuy #BuySafeBeSafe

Educate 3



Example social media post

You know a good deal when you see one – but even smart shoppers get caught out by unsafe products.

One study found that nearly 1 in 4 people had bought a counterfeit electrical product online.

Before you buy, make sure you:

- Check the seller: Research their name, location, and how long they've been selling.
- Read their reviews: Focus on detailed reviews mentioning safety, not just star ratings.
- Verify product descriptions: Check for usage instructions, warnings and safety marketing (UKCA or CE), and information on materials.
- Check if the product has been recalled. Search 'product recalls' on GOV.UK.

Stop. Check. Don't get burnt.

For full guidance, visit
<https://www.gov.uk/guidance/my-safety-online-shopping>

#DontGetBurnt #CheckBeforeYouCheckout
#VerifyThenBuy #BuySafeBeSafe

Consumer example social media posts

Assets are available to download (including Welsh language versions).

Reinforce 1



Example social media post

December's best deals? The ones that don't put you or your loved ones at risk.

Even well known online marketplaces sometimes host sellers listing unsafe products – from chargers and smart tech to kitchen appliances and beauty tools.

Before you wrap up that purchase, make sure that you:

- Check the seller: Research their name, location, and how long they've been selling.
- Read their reviews: Focus on detailed reviews mentioning safety, not just star ratings.
- Verify product descriptions: Check for usage instructions, warnings and safety marketing (UKCA or CE), and information on materials.
- Check if the product has been recalled. Search 'product recalls' on GOV.UK.

Stop. Check. Don't get burnt.

For full guidance, visit

<https://www.gov.uk/guidance/my-safety-online-shopping>

#DontGetBurnt #CheckBeforeYouCheckout

#VerifyThenBuy #BuySafeBeSafe

Reinforce 2



Example social media post

Christmas presents should spark joy, not fires, yet unsafe products bought online sometimes cause electric shocks, burns, and even house fires.

You've put thought into that gift, make sure it's safe too.

Before you buy, make sure you:

- Check the seller: Research their name, location, and how long they've been selling.
- Read their reviews: Focus on detailed reviews mentioning safety, not just star ratings.
- Verify product descriptions: Check for usage instructions, warnings and safety marketing (UKCA or CE), and information on materials.
- Check if the product has been recalled. Search 'product recalls' on GOV.UK.

Stop. Check. Don't get burnt.

For full guidance, visit

<https://www.gov.uk/guidance/my-safety-online-shopping>

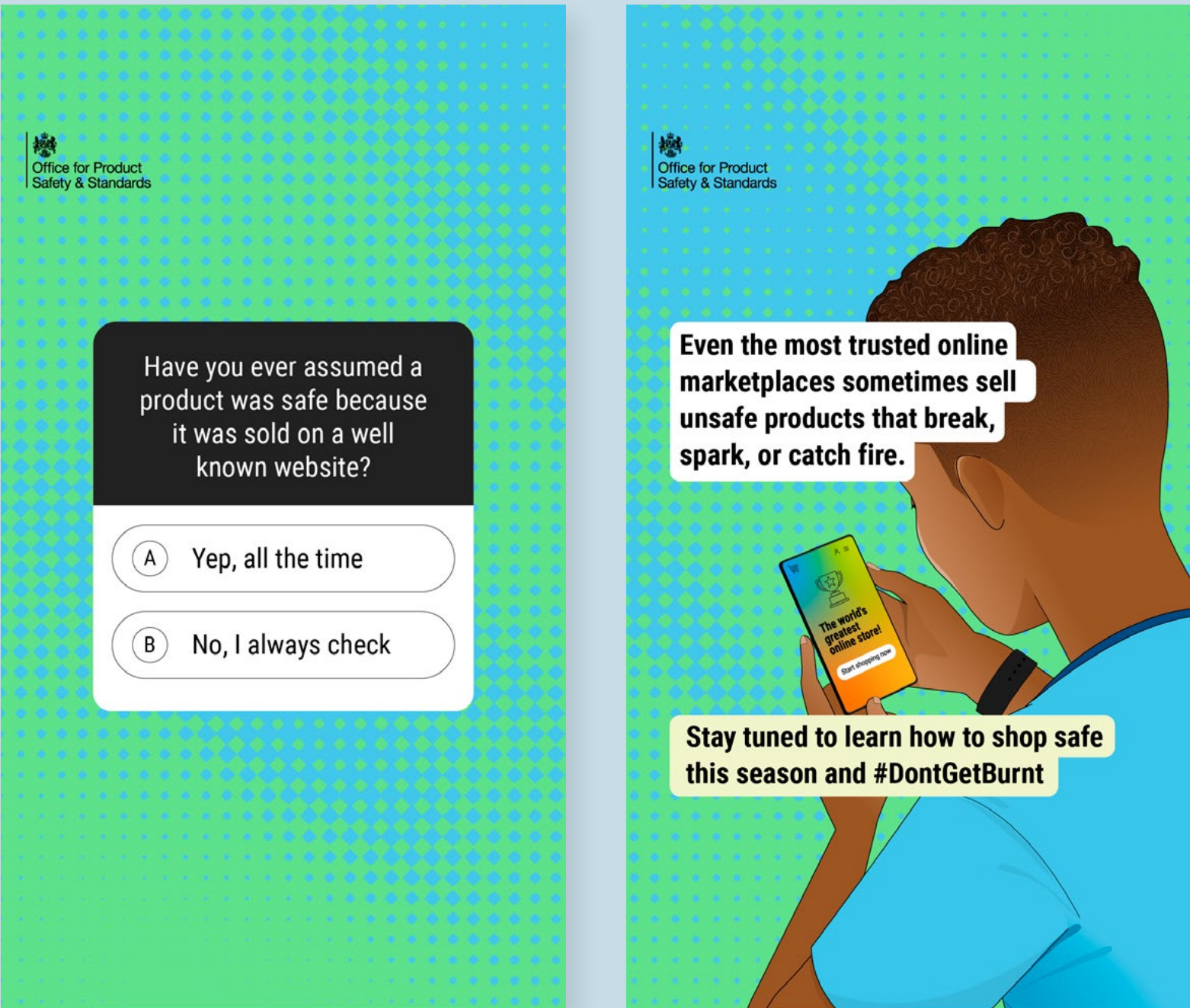
#DontGetBurnt #CheckBeforeYouCheckout

#VerifyThenBuy #BuySafeBeSafe

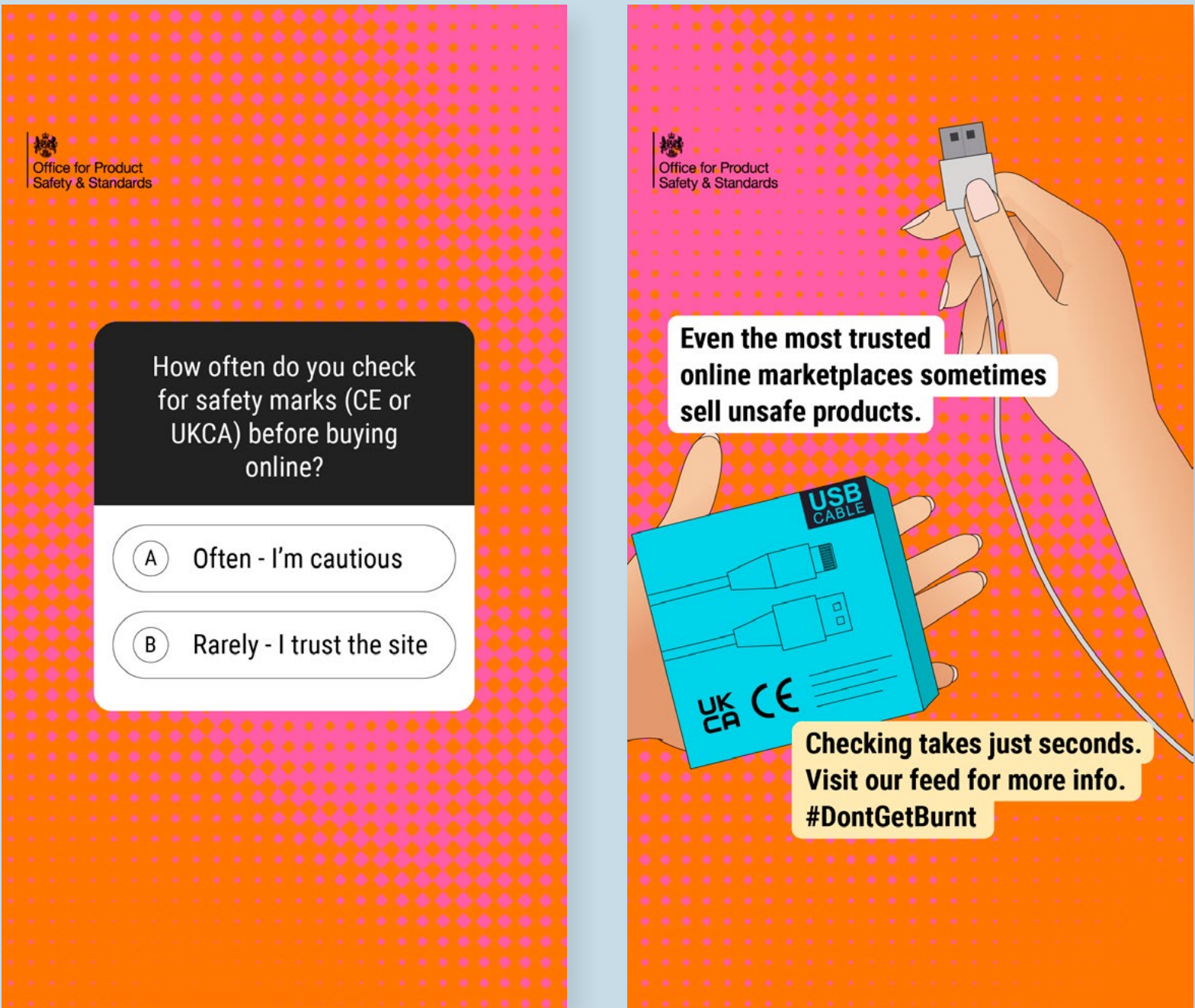
Consumer example social media posts

Story assets are available to download.

Launch story



Reinforce story



Polls shown are not downloadable and are for visual purposes only. Polls will need to be created in-app when posting.

Posting schedule

27 November to 11 December 2025

Posting date	Objective	Asset theme	Asset name
27/11/2025	Raise awareness	Campaign launch – break assumption, reveal risk	Launch post
27/11/2025	Raise awareness	Campaign launch – break assumption, reveal risk	Launch story
28/11/2025	Educate	Teach checks	Educate 1
01/12/2025	Educate	Teach checks	Educate 2
03/12/2025	Educate	Teach checks	Educate 3
05/12/2025	Reinforce/prompt	Nudge safe behaviour	Reinforce 1
09/12/2025	Reinforce/prompt	Nudge safe behaviour	Reinforce story
11/12/2025	Reinforce/prompt	Nudge safe behaviour	Reinforce 2



Office for Product
Safety & Standards

Thank you