Office for Product
Safety & Standards

# Online marketplaces safety campaign

## Stakeholder toolkit

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# About the campaign

The **online marketplaces safety 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.

**The campaign has been created in two phases.**
Phase 1 is aimed at young adult consumers, and phase 2 is aimed at consumers aged 65 and over. Tailored assets and example social media posts for each audience are available in this toolkit.

# 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**

**www.facebook.com/ProductSafetyUK**

**www.linkedin.com/company/office-for-product-safety-and-standards/**

**www.instagram.com/safetyandstandards/**

# Phase 1: Young adults

The following social media assets and example posts are designed for consumers aged 16 to 25.

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**.

Campaign dates: Thursday 27 November to Thursday 11 December 2025.

# 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.
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#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.

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#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.

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#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.

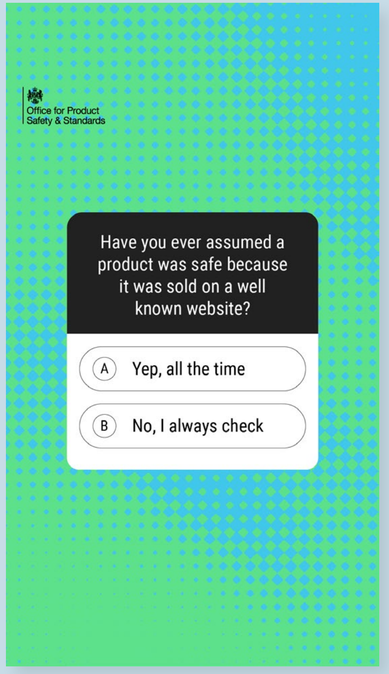
For full guidance, visit https://www.gov.uk/guidance/my-safety-online-shopping

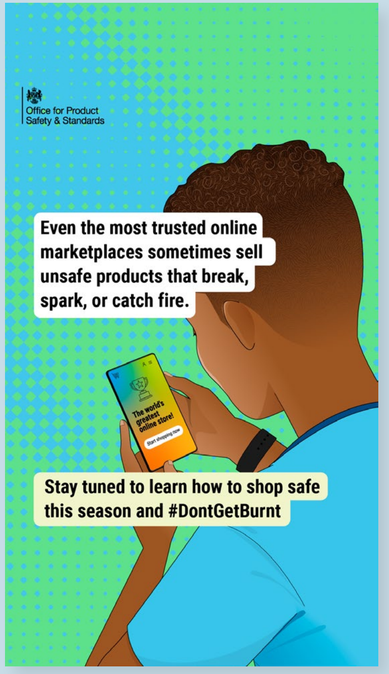
#DontGetBurnt #CheckBeforeYouCheckout #VerifyThenBuy #BuySafeBeSafe

# Consumer example social media posts

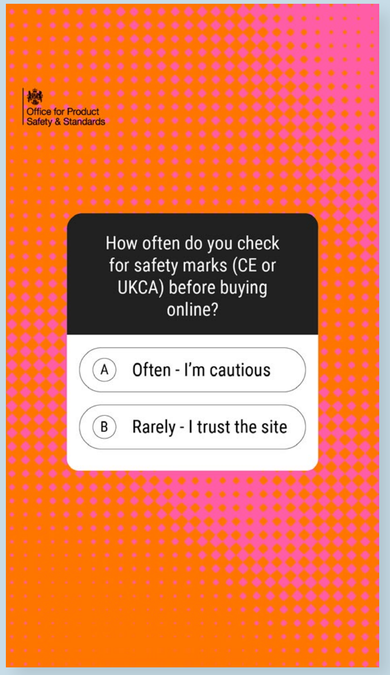
## Story assets are available to download.

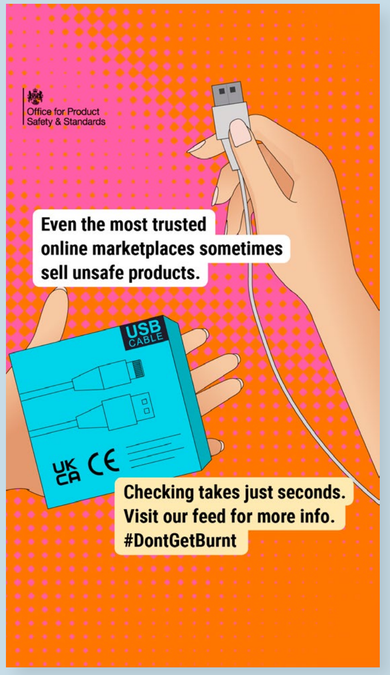
### Launch story




### Reinforce story




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

# Phase 2: 65+

The following social media assets and example posts are designed for consumers aged 65 and over.

The tone of voice is supportive and encouraging. Messaging is clear and straightforward. We don’t want to put the audience off shopping online – we want to empower them to shop safely.

Download the **full social media campaign in English and Welsh**.

Campaign dates: Thursday 19 February to Thursday 5 March 2026.

# Consumer example social media posts

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

**Core checklist**

**Example social media post**

Buying from online marketplaces can be a convenient way to find what you need. And with a few simple checks, it can be safer too:

- **Check the seller** – their name, location, and how long they've been selling
- **Read reviews** – look for detailed comments, not just star ratings
- **Check product details** – look for instructions, warnings, and what it's made from
- **Look for trusted safety marks** – like UKCA or CE
- **Check for recalls** – search 'product recalls' on GOV.UK

You don't need to be an expert to shop safely online.
You just need to know what to look for.

#CheckBeforeYouCheckout #VerifyThenBuy #BuySafeBeSafe

# Consumer example social media posts

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

**Focus on sellers and reviews – carousel**

**Example social media post**

Online marketplaces often have many sellers offering similar products.

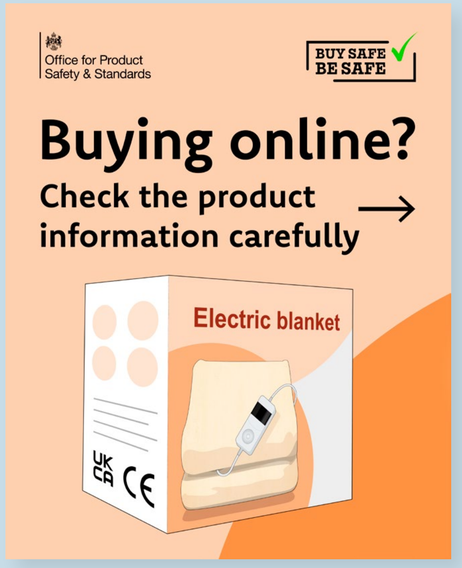
Taking a few minutes to check who you're buying from, and how other shoppers have reviewed them, can help you avoid problems later.

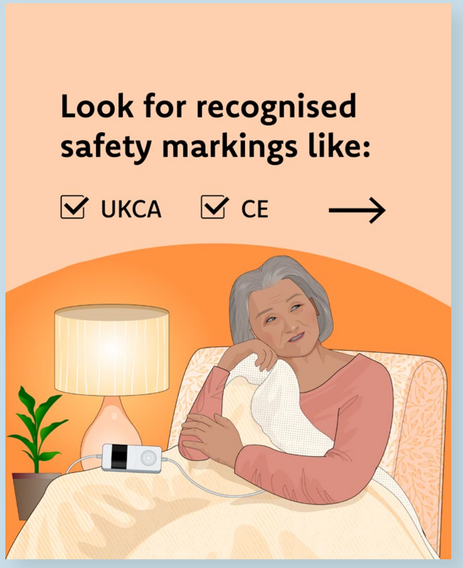
#CheckBeforeYouCheckout
#VerifyThenBuy #BuySafeBeSafe

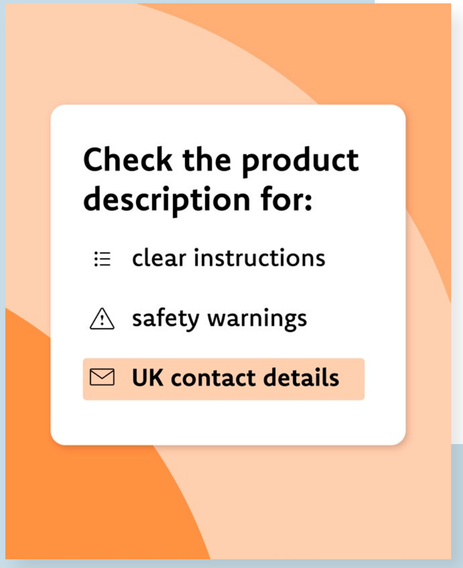
# Consumer example social media posts

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

**Focus on safety marking and product info – carousel**




**Example social media post**

Online marketplaces should give you enough information to understand how to safely use the products they're selling.

If important details are missing or hard to find, it's OK to stop and look elsewhere.

#CheckBeforeYouCheckout
#VerifyThenBuy #BuySafeBeSafe

# Consumer example social media posts

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

**Focus on recalls**

**Example social media post**

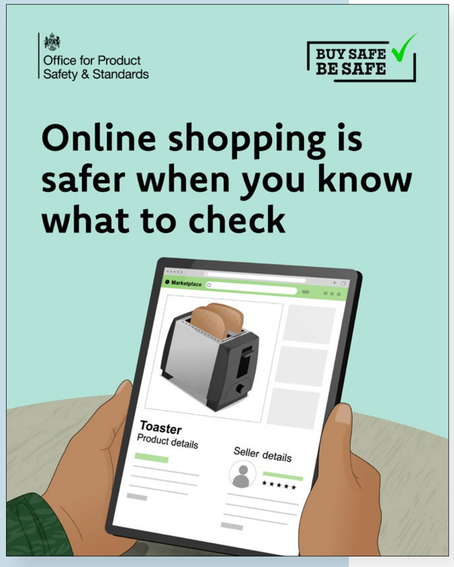
Sometimes products are recalled if a safety issue is found.

Alongside checking the seller, reviews and product details, you might want to check whether a product has been recalled.

Search ‘product recalls’ on GOV.UK.
It only takes a moment, and it helps you make safe choices when shopping online.

#CheckBeforeYouCheckout
#VerifyThenBuy #BuySafeBeSafe

**Repeat and raise confidence**




**Example social media post**

You don’t need special knowledge to shop safely online, you just need a few simple checks.

Before you buy, remember:

- check the seller
- read reviews
- look for clear product information
- check for trusted safety marks (e.g. UKCA or CE)
- see if the product has been recalled on GOV.UK

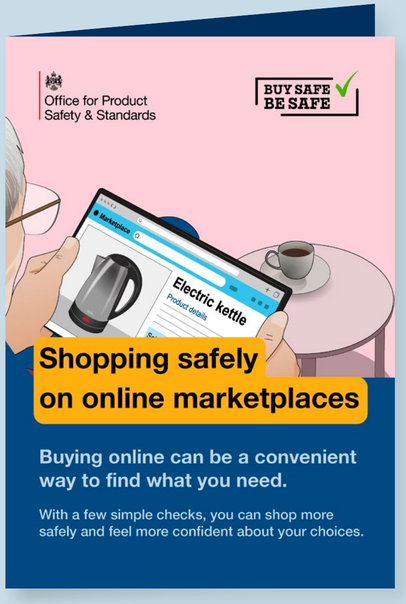
Taking your time helps you shop online with confidence.

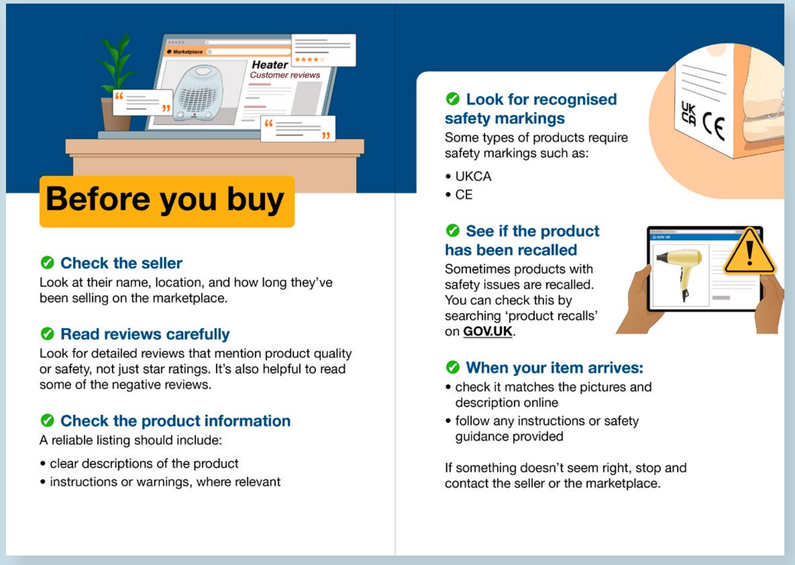
#CheckBeforeYouCheckout #VerifyThenBuy #BuySafeBeSafe

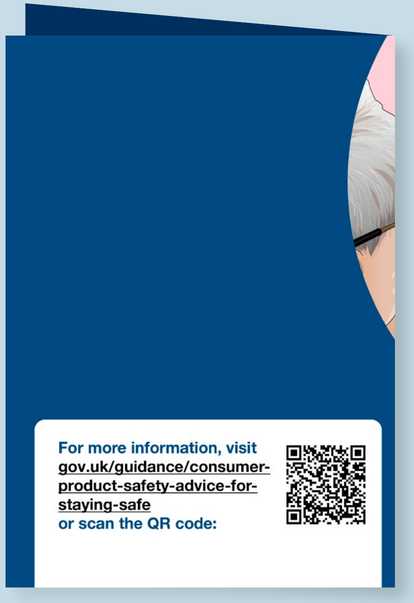
# Consumer example leaflet

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

### Focus on shopping safely



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# Thank you