



**Campaign
communication kit**
DDIY – Don't Do It
Yourself

**Never DIY
electrical work.**

Always leave it to
the professionals.

ABOUT THIS KIT



This campaign communication kit provides a centralised set of materials to support the consistent campaign messaging for the “DDIY” campaign.

In this easy-to-use kit you will find:

- key messages
- social media posts for sharing
- helpful links.

Visit electricalsafety.qld.gov.au/ddiy for campaign assets.

KEY MESSAGES

Campaign purpose key message:

The electrical safety campaign, DDIY – Don't Do It Yourself, aims to prevent fatality and serious injury of Queensland DIY-ers by communicating the dire consequences of DIY electrical work, and the importance of always using a licensed professional.

Overarching key messages:

- Never DIY electrical work. Always leave it to the professionals.
- Never DIY electrical work. It's not worth risking your life.
- Times when it's ok to DIY Fail – trying to fix a wonky table or hanging up a shelf incorrectly ... times when it's not – DIY electrical work.
- Check your electrician is licensed by using our [Electrical Licence Search](#) – never DIY electrical work. It's not worth risking your life.
- It may be tempting to consider saving some money, or you might think it seems simple enough to DIY electrical work but unless you are qualified, trained and licensed there are lots of risks you just won't know about, and it's not worth risking your life.
- Whether that's installing a light switch or power point, replacing a light fitting with a ceiling fan, repairing electrical equipment, constructing an extension lead or replacing a plug on the end of an extension lead, you should **always** use a licensed electrician.

SOCIAL MEDIA

You are welcome to use the below posts on your own channels or share one of ours!

Facebook: [@ElectricalSafetyOffice](#)

LinkedIn: [@Workplace Health and Safety Queensland](#)

YouTube: [@WorkSafeQueensland](#)



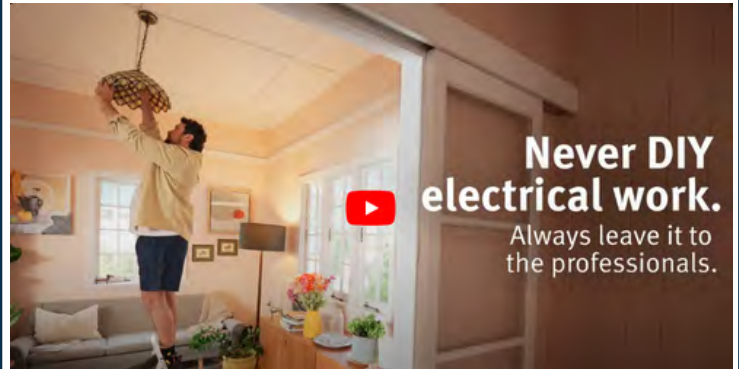
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Suggested asset

Never DIY electrical work. It's not worth risking your life.

Always leave it to the professionals.

Find out more at www.electricalsafety.qld.gov.au/ddiy



🔧 Times when it's ok to DIY Fail – trying to fix a wonky table or hanging up a shelf incorrectly ... times when it's not – DIY electrical work.

Doing your own electrical work can have dire consequences. It's not worth risking your life. Always leave it to the professionals.

Find out more at www.electricalsafety.qld.gov.au/ddiy



HELPFUL LINKS

Website links

- [Campaign landing page](#)
- [Electrical licence search](#)
- [Buying and using electrical equipment](#)
- [Report unlicensed or dangerous electrical work](#)

Guidance

- [Electricity in the home](#)

