ProtectUK

Summer Campaign Digital Toolkit

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Since 2021, Counter Terrorism Policing's summer campaign has supported partners across the UK to help the public stay alert while enjoying summer events and busy locations.

Keeping vigilant this summer

Each year, the campaign is used by venues, event organisers, transport hubs and businesses to make vigilance messaging visible and consistent during periods of increased activity. The campaign has been promoted by Glastonbury, Wimbledon, The O2, Wembley, Tottenham Hotspur and more.

The summer months bring more people together in public spaces – from major events and festivals, to everyday travel and leisure. We also know that these events and venues can be attractive targets for terrorist activity.

With recent changes to the UK's threat level, it's more important than ever that event organisers and businesses across the country do their part to keep customers and the public safe this summer.

Promoting the summer campaign is also a powerful way of using communications as an extra layer of protective security. By supporting the campaign and using **security-minded communications,** you could help to deter hostile activity at major events.

That's why we are calling on event organisers and businesses across the UK to help keep the public safe this summer by supporting the summer campaign using our free materials.

What this toolkit includes

This toolkit provides a range of ready-to-use materials, alongside tips to help you use the campaign assets:

- Social media images and videos
- Social media messaging
- Printable posters
- Audio announcements for tannoy systems
- Website messaging
- Guidance to staff and volunteers

The materials are designed for broad use and feature police officers and summer bunting, making them suitable for a wide range of organisations.

Sport, music and Pride events

The toolkit also includes bespoke assets for sporting events, music venues and festivals, and Pride events.

All materials are free and designed to be flexible across different channels and locations.

About the campaign

You can find useful information about the current national terrorism threat level on the MI5 website.

This campaign builds on established Action Counters Terrorism (ACT) messaging and encourages the public to stay alert while going about their daily lives.

It focuses on a simple, consistent message:

If you see something that doesn’t feel right, report it.

Research shows that the campaign makes people feel safe. It also shows that it increases willingness to report suspicious activity, improves awareness of what to look for, and helps people feel more confident in taking action.

Everyone has a part to play in keeping people safe, and supporting the campaign is a simple way to contribute. Public awareness is strong that safety is a shared responsibility – from police officers and security professionals, through to local businesses and the wider community.

The role of partners

Partners play a key role in amplifying vigilance messaging, reinforcing in places people use every day or at big events.

By using these materials, you can:

- Make vigilance messaging visible in your environment
- Support public awareness and confidence
- Contribute to a consistent national approach

Your support helps embed awareness of the campaign in a way that is visible, familiar and reassuring.

Did you know?

> ***The campaign also acts as a deterrent to hostile actors who maybe planning an attack.***
>
> ***Using these materials, online and on-site, helps to add an additional free layer of protective security for your business or organisation.***

How to get started

Start by familiarising yourself with the campaign materials.

You can also access tailored content for sporting events, music events and festivals, and Pride events.

Welsh language materials are also available.

Next, consider where the campaign will be most visible in your setting. They can be used across a range of touchpoints seen by staff and the public, as well as hostile actors:

- Digital screens and websites
- Posters in public-facing and staff areas (for example entrances, exits, queuing areas, staff rooms and facilities)
- Social media channels
- Staff communications, such as intranets, all-staff emails, and newsletters

Think about how these channels connect across the customer journey – from arrival to departure.

Consistent, repeated messaging across these points helps reinforce awareness and builds confidence to act.

Supporting your staff

Staff are an important part of effective vigilance. We encourage organisations to:

- Ensure staff understand the campaign message
- Support staff to report concerns
- Promote ACT Awareness e-learning and related training

Contact the campaign team

Need materials in a different format? Want to add your logo to show support? How about providing a photo to localise the materials? The campaign team can help.

If you need support using this toolkit, or have questions about the campaign, please contact: nctphq.comms@met.police.uk

And don't forget to send photos of how you've used the materials.

Campaign materials and resources

Campaign materials

The materials in this section are designed for broad use and feature police officers and summer bunting, making them suitable for a wide range of organisations.

We recommend that sporting events, music events and festivals, and Pride events use the tailored assets created specifically for those audiences.

Campaign materials and resources

Asset	How do I use this?	View and download	View and download Welsh asset
Videos	**Video #1 – Police Officer** Featuring a police officer encouraging the public to stay alert and tell security if they see anything that doesn't feel right. Portrait video can be	Square video (1080 x 1080) Portrait video (1080 x 1920) Landscape video (1920 x 1080)	Fideo sgwâr (1080 x 1080) Fideo portread (1080 x 1920) Fideo llydan (1920 x 1080)

	used for Reels and Stories on Instagram and Facebook. For feed posts, platforms like Instagram, Facebook, X, and LinkedIn support square, portrait and landscape formats, although portrait video is now often preferred for better mobile engagement.		
Images	**Image #1 – Police Officer** Featuring a police officer encouraging the public to stay alert and tell security if they see anything that doesn't feel right.	Square image (1080 x 1080) Full portrait (9:16) image (1080 x 1350) Feed portrait (4:5) image (1080 x 1350) Landscape (16:9) image (1920 x 1080)	Delwedd sgwâr (1080x1080) Delwedd portread (1080 x 1920) Delwedd portread (4:5) (1080 x 1350) Delwedd llydan (1920 x 1080)
Poster	**Poster #1 – Police Officer** Poster featuring a police officer encouraging the public to stay alert and tell security if they see anything that doesn't feel right.	English A4	Welsh A4
Email signature	**Police Officer email signature** This image can be added to the bottom of all signatures throughout the campaign period to be used as an	Image for email signature	

	awareness of the campaign.		

Digital and social media content

More visual resources

Asset	How do I use this?	View & download	View & download Welsh asset
	Image #2 – Summer Bunting	Square image (1080 x 1080)	Delwedd sgwâr (1080x1080)
	Encouraging the public to stay alert and tell security if they see anything that doesn't feel right. Portrait images can be used for full-screen formats such as Stories and Reels on Instagram and Facebook. For feed posts, platforms like Instagram, Facebook, X and LinkedIn support square, portrait and landscape images, although portrait formats are now often preferred for better mobile	Full portrait (9:16) image (1080 x 1350) Feed portrait (4:5) image (1080 x 1350) Landscape (16:9) image (1920 x 1080)	Delwedd portread (1080 x 1920) Delwedd portread (4:5) (1080 x 1350) Delwedd llydan (1920 x 1080)

engagement.

Recommended website and social media messaging

When planning to go to an event or venue, the public often visit an organisation's website or social media website. This is the same for hostiles.

We have provided some suggested wording for the security section or pages of your website, or to accompany the materials on your social media channels.

Please feel free to tailor to your organisation or event.

We encourage you to work with your Counter Terrorism Security Advisor (CTSA) on messaging that's relevant for your event or venue, which can help to add an extra layer of protective security to your organisation and events.

Social media message #1

Enjoying the summer sun? Stay alert and be aware of your surroundings. Report anything that doesn't feel right to security or report online in confidence at gov.uk/ACT

In an emergency call 999.

Remember, action counters terrorism.

Neges cyfryngau cymdeithasol #1

Mwynhau haul yr haf? Byddwch yn wyliadwrus ac yn ymwybodol o'r hyn sydd o'ch cwmpas. Riportiwch unrhyw beth nad yw'n teimlo'n iawn i swyddogion diogelwch neu riportiwch ar-lein yn gyfrinachol yn gov.uk/ACT

Mewn argyfwng, ffoniwch 999.

Cofiwch, mae gweithredu'n trechu terfysgaeth.

Social media message #2

Out and about today? Stay alert and be aware of your surroundings. If you see anything that doesn't feel right report online in confidence at gov.uk/ACT

In an emergency always call 999.

Remember, action counters terrorism.

Neges cyfryngau cymdeithasol #2

Mynd allan heddiw? Byddwch yn wyliadwrus ac yn ymwybodol o'r hyn sydd o'ch cwmpas. Os gwelwch chi unrhyw beth nad yw'n teimlo'n iawn, riportiwch ar-lein yn gyfrinachol yn gov.uk/ACT

Mewn unrhyw argyfwng, ffoniwch 999.

Cofiwch, mae gweithredu'n trechu terfysgaeth.

Social media message #3

Looking forward to joining us at @EVENTNAME?

Have a great time and look out for each other. If you see something that doesn't feel right, trust your instincts and tell security or report online at gov.uk/ACT.

In an emergency call 999.

Remember, action counters terrorism.

Neges cyfryngau cymdeithasol #3

Edrych ymlaen at ymuno â ni yn @EVENTNAME?

Mwynhewch eich hun a gofalwch am eich gilydd. Os gwelwch chi rywbeth nad yw'n teimlo'n iawn, gwrandewch ar eich greddf a riportiwch ar-lein yn gov.uk/ACT.

Mewn argyfwng, ffoniwch 999.

Cofiwch, mae gweithredu'n trechu terfysgaeth.

Website message

***Do summer safely**.*

We are working with Counter Terrorism Policing to help keep everyone safe this summer. We are supporting their summer campaign, encouraging the public to stay alert and report anything that doesn't feel right to security.

We all have a role to play in keeping each other safe. Your safety is our priority and that's why we have [INSERT SECURITY MEASURES IN PLACE].

You can play your part by trusting your instincts, and if you see something that doesn't feel right, tell security. Our teams will take every report seriously. You won't be wasting their time.

Here are some quick tips to help you have a safe and enjoyable time:

• Arrive early, allowing more time for security checks and measures
• Be patient with security checks. It might seem inconvenient, but they are in place to help you.
• Keep it simple and minimise what you carry. Fewer bags to search will speed up entry.
• Stay alert and look out for each other. If you see something that doesn't feel right, tell security. Don't leave it to someone else.
• Don't leave bags unattended. Never agree to look after a stranger's bag, no matter how genuine they seem.
• If there is an incident, listen to staff and any announcements.

In an emergency, always call 999.

Have an amazing time, and if you see something that doesn't feel right, report it to security straight away. Thank you for playing your part.

Website message in Welsh

Gwnewch yr haf yn ddiogel

Rydyn ni'n gweithio gyda Phlismona Gwrthderfysgaeth i helpu i gadw pawb yn ddiogel yr haf hwn. Rydyn ni'n cefnogi eu hymgyrch haf sy'n annog y cyhoedd i barhau'n wyliadwrus ac i roi gwybod i staff diogelwch am unrhyw beth nad yw'n teimlo'n iawn.

Mae gan bob un ohonom rôl i'w chwarae er mwyn cadw'n gilydd yn ddiogel. Eich diogelwch chi yw ein blaenoriaeth ni a dyna pam mae gennym [INSERT SECURITY MEASURES IN PLACE].

Gallwch chi wneud eich rhan drwy ddilyn eich greddf, ac os gwelwch chi rywbeth nad yw'n teimlo'n iawn, dwedwch wrth staff diogelwch. Bydd ein timau'n cymryd pob adroddiad o ddifrif. Fyddwch chi ddim yn gwastraffu eu hamser.

Dyma ychydig o gynghorion cyflym i'ch helpu i fwynhau a chadw'n ddiogel:
• Cyrhaeddwch yn gynnar, gan ganiatáu rhagor o amser ar gyfer gwiriadau a mesurau diogelwch
• Byddwch yn amyneddgar gyda gwiriadau diogelwch. Efallai eu bod yn anghyfleus, ond maen nhw yno i'ch cadw chi'n ddiogel.
• Cadwch bethau'n syml ac ewch â chyn lleied o bethau â phosib gyda chi. Bydd llai o fagiau i'w harchwilio yn cyflymu'ch mynediad.
• Byddwch yn wyliadwrus a gofalwch am eich gilydd. Os gwelwch chi rywbeth nad yw'n teimlo'n iawn, dwedwch wrth staff diogelwch. Peidiwch â gadael pethau i bobl eraill.

• Peidiwch â gadael bagiau heb oruchwyliaeth. Peidiwch fyth â chytuno i ofalu am rhywun dieithr, dim ots pa mor gredadwy ydyn nhw.
• Os bydd digwyddiad, gwrandewch ar aelodau staff ac unrhyw gyhoeddiadau.

Mewn argyfwng, ffoniwch 999.

Gobeithio cewch chi amser anhygoel, ac os gwelwch chi rywbeth nad yw'n teimlo'n iawn, riportiwch hynny i staff diogelwch ar unwaith. Diolch yn fawr am wneud eich rhan.

Recommended messaging to staff and volunteers

Engaging with your staff and volunteers is an important aspect of embedding vigilance.

This is content that you can use on your internal-facing channels, for example, staff newsletters and your intranet, alongside images from the toolkit.

Internal message

Do Summer Safely – we're supporting Counter Terrorism Policing's summer campaign.

We're supporting Counter Terrorism Policing's Summer campaign. The campaign is encouraging the public to look out for each other, trust their instincts and report anything that doesn't feel right.

We can support by sharing the need to be alert among people attending events over the summer.

The key advice is:

- *If you see something that doesn't feel right report it to security or online at gov.uk/ACT. In an emergency dial 999.*
- *Trust your instincts, you won't be wasting our time.*
- *Anyone can complete the ACT e-Learning on ProtectUK, this will help you be prepared in the event of a terrorist attack.*

Security guidance and ACT e-Learning can also be found on ProtectUK.

Internal message in Welsh

Cynnwys ydy hwn y gallwch ei ddefnyddio ar eich sianeli ar gyfer cynulleidfa fewnol, er enghraifft, cylchlythyrau staff a'ch mewnrwyd, ochr yn ochr â lluniau o'r pecyn.

Gwnewch yr haf yn ddiogel – rydym yn cefnogi ymgyrch haf Plismona Gwrthderfysgaeth.
Rydym yn cefnogi ymgyrch haf Plismona Gwrthderfysgaeth. Mae'r ymgyrch yn annog y cyhoedd i ofalu am ei gilydd, i roi ffydd yn eu greddf ac i riportio unrhyw beth nad yw'n teimlo'n iawn.
Gallwn ni gefnogi drwy rannu'r angen i fod yn wyliadwrus ymhlith pobl sy'n mynychu digwyddiadau dros yr haf. Mae'r ymgyrch hon yn cyd-fynd ag ***ymgyrch #ByddSaffByddDdiogel*** *sy'n cyflwyno'r un negeseuon allweddol ar gyfer gwyliau a digwyddiadau cerddoriaeth.*

Y cyngor allweddol ydy:

- *Os gwelwch chi rywbeth nad yw'n teimlo'n iawn rhowch wybod i swyddogion diogelwch neu riportiwch ar-lein yn gov.uk/ACT. Mewn argyfwng, ffoniwch 999.*
- *Dilynwch eich greddf, fyddwch chi ddim yn gwastraffu ein hamser.*
- *Gall unrhyw un gwblhau e-Ddysgu ACT ar ProtectUK, bydd hyn yn eich helpu i fod yn barod os bydd ymosodiad terfysgol.*

Mae modd cael canllawiau diogelwch ac e-Ddysgu ACT hefyd ar lwyfan ProtectUK.

KEYWORDS
SUMMER
SUMMER CAMPAIGN
DIGITAL
DIGITAL ASSETS
TOOLKIT
SOCIAL MEDIA
POSTER
COMMUNICATIONS
SECURITY MINDED COMMUNICATIONS
CAMPAIGN
CAMPAIGN MATERIALS
VIGILANCE CAMPAIGN

VIGILANCE
SUMMER VIGILANCE

PAGE CATEGORY
DIGITAL TOOLKITS