ProtectUK

RUN HIDE TELL - Digital Communications Toolkit

Counter Terrorism Policing (CTP) is sharing simple advice with the public that could save lives during a firearms or weapons attack.

Using RUN HIDE TELL

The terrorist threat to our communities remains very real, it is important to be prepared and know how to protect yourself by remembering RUN HIDE TELL.

Our core mission is to keep the public safe, that is why we are reminding the public how to stay safe in the event of an attack.

Important: RUN HIDE TELL is personal advice and should not be used by a business or

organisation as part of its incident planning.

If you are seeking incident response advice for your business or organisation, please visit the Guide Shelter Report guidance page.

Below, you can download free social media assets to help raise awareness of the RUN HIDE TELL advice.

If you are a business or organisation, you can still help to raise awareness of the RUN HIDE TELL advice for the general public. However, please confirm with your security manager or responsible person that sharing the RUN HIDE TELL advice does not conflict with your organisation's security plans before doing so.

About the campaign

RUN HIDE TELL is safety advice for the public to follow if they are caught up in a firearms or weapons attack.

It was first made public in December 2015 and has been promoted multiple times over the years to raise public awareness of the safety advice.

The National Counter Terrorism Security Office and the Personal, Social, Health and Economic (PSHE) Association have also produced free lesson plans on RUN HIDE TELL aimed at 11- to 16-year-olds.

In April 2026, CTP will be proactively promoting the RUN HIDE TELL advice to raise awareness among the public. This will help ensure that the public knows the advice and can immediately implement it during an attack.

How you can help

The content below is free to download and use across your social media channels.

Please confirm with your security manager or responsible person that the RUN HIDE TELL advice does not conflict with your organisation's security plans. If it does not conflict, then you may use it on other digital channels, such as your website, newsletters, and digital screens at your site.

You can also send us photos and videos of the campaign in action. You can contact us with any questions or queries by email at: nctphq.comms@met.police.uk.

Digital Static Content – English

Creative

Download here

Portrait 9x16

Portrait 4x5

Landscape 16x9

Landscape 4x3

Square 1x1

Digital Video Content – English

Portrait 9x16

Landscape 4x3

Landscape 16x9

Portrait 3x4

Square 1x1

Digital Static Content – Welsh

Asedau	Lawrlwythwch yma
	Portread 9x16
	Portread 4x5
	Llydan 16x9
	Llydan 4x3
	Sgwâr 1x1

Digital Video Content – Welsh

Asedau	Lawrlwythwch yma
	Portread 9x16
	Llydan 4x3
	Llydan 16x9
	Portread 3x4
	Sgwâr 1x1

Suggested Social Media copy

You can use this messaging alongside the social media assets above. Please localise for your channels and audiences.

Example one
Stop scrolling. Reading this could help save lives.
Counter Terrorism Policing is asking you to remember Run Hide Tell.
[INSERT SOCIAL MEDIA STATIC OR VIDEO]

Example two
The terrorism threat level in the UK is currently **SEVERE meaning an attack is highly likely**. Being prepared can help save lives.

In the event of a firearms or weapons attack, Counter Terrorism Policing advises you to remember Run Hide Tell:
[INSERT SOCIAL MEDIA STATIC OR VIDEO]

Example three

Sadly, the terrorist threat to our communities remains very real. We’re asking you to remember three words that could help save lives.
In the event of a terrorist attack, Counter Terrorism Policing advises you to Run Hide Tell:
[INSERT SOCIAL MEDIA STATIC OR VIDEO]

Negeseuon a Awgrymir ar gyfer y Cyfryngau Cymdeithasol
Gallwch ddefnyddio'r negeseuon hyn ochr yn ochr â'r asedau ar gyfer y cyfryngau cymdeithasol uchod. Cofiwch addasu’r rhain ar gyfer eich sianeli a'ch cynulleidfaoedd.

Enghraifft 1
Stopiwch sgrolio. Gallai darllen hwn helpu i achub bywydau.
Mae Plismona Gwrthderfysgaeth yn gofyn i chi gofio Rhedwch, Cuddiwch, Dywedwch.
[LLUN NEU FIDEO AR GYFER Y CYFRYNGAU CYMDEITHASOL]

Enghraifft 2
Mae lefel y bygythiad o ymosodiad terfysgol yn y DU yn DIFRIFOL ar hyn o bryd sy'n golygu bod ymosodiad yn debygol iawn. Gall bod yn barod helpu i achub bywydau.

Os bydd ymosodiad ag arfau neu arfau tanio, mae Plismona Gwrthderfysgaeth yn eich annog i gofio Rhedwch, Cuddiwch, Dywedwch:
[LLUN NEU FIDEO AR GYFER Y CYFRYNGAU CYMDEITHASOL]

Enghraifft 3
Yn anffodus, mae perygl gwirioneddol o fygythiad terfysgol yn ein cymunedau o hyd. Rydym yn gofyn i chi gofio tri gair a allai helpu i achub bywydau.
Os bydd ymosodiad terfysgol, mae Plismona Gwrthderfysgaeth yn eich annog i gofio Rhedwch, Cuddiwch, Dywedwch:
[LLUN NEU FIDEO AR GYFER Y CYFRYNGAU CYMDEITHASOL]

Please share our content and tag us:
• X (formerly known as Twitter): @TerrorismPolice
• Facebook: @CounterTerrorismPoliceUK
• Instagram: @TerrorismPolice
• LinkedIn: @CounterTerrorismPolicing
• Website: https://www.counterterrorism.police.uk/runhidetell

KEYWORDS

RUN HIDE TELL
TOOLKIT
DIGITAL COMMUNICATIONS
WELSH TRANSLATION
DIGITAL ASSETS
POSTER
SOCIAL MEDIA
VIDEO
NACTSO GUIDANCE VIDEOS

PAGE CATEGORY

DIGITAL TOOLKITS