

## Summer Vigilance Campaign Digital Toolkit – Sporting Events

### ProtectUK publication date

20/05/2026

The UK's sporting calendar is packed across the summer, bringing large crowds together to watch, celebrate and enjoy major events.

### A summer of sporting events

From international fixtures like the ICC Women's T20 Cricket World Cup in June and July, to fan activity around the FIFA World Cup 2026, and major moments including the Glasgow Commonwealth Games, communities across the country will come together in stadiums, fan zones and public spaces.

These shared experiences create vibrant, high-footfall environments – making them a great opportunity to promote vigilance and help keep people safe while they enjoy the event.

The materials on this page are designed for use in and around sporting venues or fan zones.

We also have [materials that feature police officers and summer bunting](#) which may be more suitable.

### Football materials

## Digital and social media content

Asset	How to use	Download	Download Welsh version
<b>Video – Inside Football Stadium</b>		<a href="#">Full portrait (9:16) image (1080 x 1350)</a>	<a href="#">Fideo portread (1080 x 1920)</a>
Encouraging football fans to stay alert and tell security if they see anything that doesn't feel right.		<a href="#">Landscape (16:9) image (1920 x 1080)</a>	<a href="#">Fideo llydan (1920 x 1080)</a>
Portrait video can be 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.			
<b>Image – Inside Football Stadium</b>		<a href="#">Square image (1080 x 1080)</a>	<a href="#">Delwedd sgwâr (1080x1080)</a>
Encouraging football fans 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		<a href="#">Full portrait (9:16) image (1080 x 1350)</a>	<a href="#">Delwedd portread (1080 x 1920)</a>
		<a href="#">Feed portrait (4:5) image (1080 x 1350)</a>	<a href="#">Delwedd portread (4:5) (1080 x 1350)</a>
		<a href="#">Landscape (16:9) image (1920 x 1080)</a>	<a href="#">Delwedd llydan (1920 x 1080)</a>

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 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**

*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](https://www.gov.uk/act).*

*In an emergency call 999.*

*Remember, action counters terrorism.*

## **Social media message #2**

*Watching [INSERT MATCH FIXTURE] today?*

*Help us to keep everyone safe.*

*If you see anything that doesn't feel right, report it to a steward, or police.*

*In an emergency call 999.*

*Remember, action counters terrorism.*

## **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.*

## Printable poster

Asset	How to use	Download	Download Welsh version
	<b>Poster – Inside Football Stadium</b>	<a href="#">A4</a>	<a href="#">A4</a>
	Encouraging football fans to stay alert and tell security if they see anything that doesn't feel right.		
	A4 poster available to download and print and use internally on notice boards, backs of toilet doors etc. Or externally in key locations for members of the public to see.		

## Audio files

Asset	How to use	Download
Audio clip	This can be played on a tannoy system at events or venues.	<a href="#">Audio</a>

## 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](http://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](http://ProtectUK).*

## Fan zone materials

### Digital and social media content

Asset	How to use	Download	Download Welsh version
	Video – Fan Zone Area	<a href="#">Full portrait (9:16) image</a>	

Encouraging sports fans [\(1080 x 1350\)](#) [Fideo portread \(1080 x 1920\)](#)  
in fan zones to stay alert [Landscape \(16:9\) image](#)  
and tell security if they [\(1920 x 1080\)](#) [Fideo llydan \(1920 x 1080\)](#)  
see anything that  
doesn't feel right.

Portrait video can be 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.

**Image – Fan Zone Area** [Square image \(1080 x 1080\)](#) [Delwedd sgwâr \(1080x1080\)](#)  
Encouraging sports fans  
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### **Social media message #1**

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*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](https://www.gov.uk/ACT).*

*In an emergency call 999.*

*Remember, action counters terrorism.*

### **Social media message #2**

*Watching [INSERT MATCH FIXTURE] today?*

*Help us to keep everyone safe.*

*If you see anything that doesn't feel right, report it to a steward, or police.*

*In an emergency call 999.*

*Remember, action counters terrorism.*

## 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.*

## Printable posters

Asset	How to use	Download	Download Welsh version
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	Encouraging sports fans in fan zones to stay alert and tell security if they see anything that		

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A4 poster available to download and print and use internally on notice boards, backs of toilet doors etc. Or externally in key locations for members of the public to see.

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

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### Internal message

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*The key advice is:*

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## Cricket materials

### Digital and social media content

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	Encouraging cricket fans to stay alert and tell security if they see anything that doesn't feel right.	<a href="#">Feed portrait (4:5) image (1080 x 1350)</a> <a href="#">Landscape (16:9) image (1920 x 1080)</a>	<a href="#">Fideo llydan (1920 x 1080)</a>
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	For feed posts, platforms		

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Encouraging cricket fans to stay alert and tell security if they see anything that doesn't feel right.

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*In an emergency call 999.*

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## **Social media message #2**

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**KEYWORDS**

SPORTS

PUBLIC EVENTS

SUMMER VIGILANCE

VIGILANCE

VIGILANCE MESSAGING

VENUES AND PUBLIC SPACES

VENUES

SOCIAL MEDIA

MEDIA RESOURCES

STAFF

VOLUNTEERS

VIGILANCE CAMPAIGN

SUMMER CAMPAIGN

SUMMER

DIGITAL ASSETS

TOOLKIT

SOCIAL MEDIA

POSTER

COMMUNICATIONS

SECURITY MINDED COMMUNICATIONS

CAMPAIGN MATERIALS

**PAGE CATEGORY**

DIGITAL TOOLKITS