

Summer Vigilance Campaign Digital Toolkit – Pride Events

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The UK's Pride season brings communities together across the summer, with celebrations taking place in towns and cities nationwide.

Pride events this summer

From major events such as Pride in London and Manchester Pride, to regional parades and local celebrations, large crowds gather to mark inclusivity, identity and community in public spaces.

These vibrant, high-footfall events provide an important opportunity to promote vigilance and help keep people safe while they celebrate.

The materials on this page are designed for use at Pride events and in surrounding areas.

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

Pride materials

Digital and social media content

Asset	How to use	Download	Download in Welsh version
Video – Pride Flag		Full portrait (9:16) image (1080 x 1350)	Fideo sgwâr (1080 x 1080)
Encouraging everyone at Pride events to stay alert and tell security if they see anything that doesn't feel right.		Feed portrait (4:5) image (1080 x 1350)	Fideo portread (1080 x 1920)
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.		Landscape (16:9) image (1920 x 1080)	Fideo llydan (1920 x 1080)
Image – Pride Flag		Square image (1080 x 1080)	Delwedd sgwâr (1080x1080)
Encouraging everyone at Pride events to stay alert and tell security if they see anything that doesn't feel right.		Full portrait (9:16) image (1080 x 1350)	Delwedd portread (1080 x 1920)
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		Feed portrait (4:5) image (1080 x 1350)	Delwedd portread (4:5) (1080 x 1350)
		Landscape (16:9) image (1920 x 1080)	Delwedd llydan (1920 x 1080)

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although portrait formats
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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

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

In an emergency always 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 in Welsh version
	Poster – Inside Football Stadium	A4	A4

Encouraging everyone at

Pride events 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.	Audio

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](#).

KEYWORDS

VENUES AND PUBLIC SPACES

VENUES

PRIDE

PRIDE EVENT

EVENT SECURITY

SUMMER

SUMMER CAMPAIGN

DIGITAL ASSETS

TOOLKIT

SOCIAL MEDIA

POSTER

COMMUNICATIONS

CAMPAIGN

SECURITY MINDED COMMUNICATIONS

CAMPAIGN MATERIALS

SUMMER VIGILANCE

VIGILANCE CAMPAIGN

PAGE CATEGORY

DIGITAL TOOLKITS

