

## Counter Terrorism Summer Campaign 2023 Digital Toolkit

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With a summer full of events such as Pride, Wimbledon, cricket, bank holidays and marathons, we need to consider the part we can play in keeping everyone safe.

Counter Terrorism Policing's Summer campaign aims to encourage businesses and the public to trust their instincts and report anything that doesn't feel right.



## **Counter Terrorism Summer Campaign Overview**

It's important to remember that the terror threat hasn't gone away. The threat to the UK from terrorism is substantial, meaning an attack is likely.

The CT Summer campaign builds on many years of award winning Action Counters Terrorism (ACT) campaigns.

## **The campaign aims to:**

1. Make the public aware of how we can all play our part in defeating terrorism
2. Increase confidence in reporting something that doesn't feel right and awareness of how to report
3. Encourage event organisers, staff and security to take action to support the CT effort, such as encouraging all staff to refresh on ACT e-Learning and promoting the summer campaign materials

## **The campaign is aimed at:**

- Adults visiting summer events and crowded places
- Workforce in key sectors including retail, security, outdoor entertainment sector and the events industry

Counter Terrorism Policing will be sharing engaging and summer-focused content across our channels.

The threat from terrorism is evolving all the time, so these communications materials are designed to be used in a range of locations and scenarios.

We want organisations, businesses and other partners to use our content natively on their channels and amplify our safety messages.

## **How to use the Toolkit**

### **You can support our Summer campaign by:**

1. Posting, sharing or re-tweeting our social media assets and using them on your social media channels using the hashtag *#CommunitiesDefeatTerrorism*
2. Creating internal communications via emailers, newsletters or other means to showcase the campaign and educate staff on key messaging
3. Consider local media opportunities & encouraging local businesses and partners to adopt and

use the toolkit

## **Content and Resources**

New content and resources will be updated here in April 2024. However, if you require any content in the meantime, please email: [nctphq.comms@met.police.uk](mailto:nctphq.comms@met.police.uk)

## **Welsh Assets**

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## **Suggested messaging and social media copy**

Find below suggested messaging you can use for your internal communications and social media content.

### **Use contextual messages i.e.**

- Do summer safely
- If you are going to xxxxx event today
- Keep the ball moving (football)/ Let the games continue (sports)

**Use clear language around identifying suspicious behaviour, but no need to specify particular behaviours i.e.**

- If something doesn't feel right

### **Instil confidence in the general public i.e.**

- Trust your instincts
- You won't be wasting our time
- Let's keep each other safe

### **Always include a clear Call to Action:**

- Report at [gov.uk/ACT](https://gov.uk/ACT)
- Tell security or the police
- Tell a steward or security (for major events)
- If you see something that doesn't feel right, report it at [gov.uk/ACT](https://gov.uk/ACT)
- In an emergency call 999

### **Social media messaging suggestions:**

- You can use this messaging alongside your own imagery or the campaign content
- Please adapt, localise and amend for your channels and audiences. These are suggestions, and we encourage you to tailor the messaging to your audiences

### **Summer Socialising**

- While you're out and about this summer, stay alert. If you see something that doesn't feel right, trust your instincts and ACT. Report in confidence at [gov.uk/ACT](https://gov.uk/ACT)
- In an emergency call 999. [#CommunitiesDefeatTerrorism](https://twitter.com/CommunitiesDefeatTerrorism)

### **Summer Events**

- Security is a team effort. Stay alert and be aware of your surroundings. Report anything that doesn't feel right to a steward or the police. Trust your instincts and ACT
- In an emergency call 999. #CommunitiesDefeatTerrorism

## **Football**

- Keep your eye on the ball, both on and off the pitch. Be aware of your surroundings. If something doesn't feel right, report it to a steward. Trust your instincts and ACT
- In an emergency call 999. #CommunitiesDefeatTerrorism

## **General Sporting**

- Security is a team effort. Stay alert and be aware of your surroundings. Report anything that doesn't feel right to a steward or the police. Trust your instincts and ACT
- In an emergency call 999. #CommunitiesDefeatTerrorism

## **Stadiums**

- Security is a team effort. When you are in our stadium, be aware of your surroundings. Report anything that doesn't feel right to a steward. Trust your instincts and ACT
- In an emergency call 999. #CommunitiesDefeatTerrorism

## **Social channels**

**Please repost, tag and share content from Counter Terrorism Policing's channels, in addition to posting from your own channels:**

Twitter: [@TerrorismPolice](https://twitter.com/TerrorismPolice)

Facebook: [@CounterTerrorismPoliceUK](https://www.facebook.com/CounterTerrorismPoliceUK)

Instagram: @[TerrorismPolice](#)

LinkedIn: @[CounterTerrorismPolicing](#)

Website: [www.gov.uk/ACT](http://www.gov.uk/ACT)

## Internal Communications Template

**Please adapt the template article below for use within your organisation:**

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

We're supporting Counter Terrorism Policing's Summer campaign. The campaign aims to encourage the public to report anything which 'doesn't feel right' and to 'trust their instincts'.

We can support by sharing the need to be vigilant among people celebrating sporting, stadium and crowd events taking place over the summer. This campaign complements the **#BeSafeBeSound campaign** which offers the same key messages for festivals and music events.

The key advice is:

- If you see something that doesn't feel right report it at [gov.uk/ACT](http://gov.uk/ACT) or a member of staff/security. 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.

Access to CT guidance and ACT e-Learning can also be found on ProtectUK platform and app.

### KEYWORDS

SUMMER

EVENTS

EVENT SAFETY

PUBLIC EVENTS  
FOOTBALL MATCH  
SOCIALISING  
SPORTS

**PAGE CATEGORY**  
DIGITAL TOOLKITS