ProtectUK

Counter Terrorism Policing's Winter Campaign Communications Toolkit

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Counter Terrorism Policing's winter campaign encourages people to stay alert and help keep each other safe. You can help by sharing campaign messages with your customers, visitors and staff.

The winter season

With a winter season full of events, such as Christmas shopping, festive markets, pantomimes and concerts, we all have a role to play in keeping each other safe.

That's why Counter Terrorism Policing is once again running its annual winter campaign to encourage the public to stay alert and report anything that doesn't feel right.

You can help by sharing our campaign messages with your customers, visitors and staff that encourages them to stay alert for anything that doesn't feel right and report any concerns.

We want to make sure as many people feel reassured, stay alert and report their concerns this winter season. You can play a powerful role in helping us to reach even more people with these important messages.

Below you can download free content to support the campaign. These have all been tested among the public, who have found the messaging to be reassuring and memorable in encouraging them to make a report.

Campaign overview

This campaign is all about encouraging people to stay alert as they enjoy a winter season full of festive events and activities with family and friends.

The terror threat hasn't gone away. The threat to the UK from terrorism is substantial, which means an attack is likely. So, we're asking you to help us remind people to bear this in mind and act if something doesn't feel right.

Our research shows that some people are reluctant to report because they worry they will get it wrong or waste police time. We want to reassure them that they won't be wasting our time and it is important to trust their instincts if they feel that something isn't right.

How you can help

Our toolkit is designed to be used across your channels. Depending on what channels you have available, this could include:

- digital screens at your sites (public facing and back of house);
- posters to print and display at your sites (public facing and back of house);
- posts on your social media channels;
- stories for your staff-facing channels, such as intranets, all-staff emails and newsletters;
- stories on your public-facing channels, such as your website news section, your safety and security webpage, or emails to customers.

All assets in the toolkit are free to access and download and are available in English and Welsh.

Please find below links to view and downloads the creatives.

What we are doing

To help our safety messages reach as many people as possible, we are:

- advertising on social media;
- advertising around key areas with high footfall at Christmas such as Christmas markets;
- posting messages on CTP social media channels;

- promoting messages on CTP social media channels;
- working with media organisations to encourage them to promote the campaign;
- our counter terrorism security advisors (CTSAs) are working with partners to encourage them to share our messages and support the campaign.

How to use the communications toolkit

You can support our winter campaign by:

Posting, sharing or retweeting our social media assets and using them on your social media channels, using the hashtag #CommunitiesDefeatTerrorism

Creating internal communications via emailers, newsletters or other means to showcase the campaign and educate staff on key messaging.

Encouraging local businesses and partners to adopt and use the toolkit.

If you have any questions about how to use this toolkit, email NCTPHQ.Comms@met.police.uk. Unfortunately, due to constraints we are unable to provide bespoke materials.

Social Media, Digital Screens and Posters

How do I use this?	Description	Download here
	Promoting vigilance over the winter period. Staying safe while enjoying Christmas festivities. Can use a mix of the static and animated version of the asset. The assets are suitable for all platforms.	Square Video Wide Video Portrait Video Square Image Wide Image Portrait Image
	You won't be wasting our time.	Square Video
	Encourage to use this to promote	Wide Video

How do I use this?	Description	Download here

to visitors heading out to or on their way to Christmas events or out Christmas shopping in key shopping centres.

Portrait Video

Square Image

Wide Image

Portrait Image

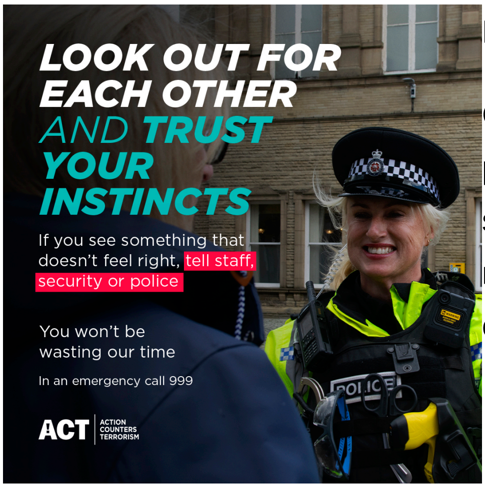
Event asset

To be used for visitors heading out to Christmas markets/shopping.

Square Image

Wide Image

Portrait Image



Police officer

Call to action, tell staff, security or police when using around supporting events where there may be a police presence or you can signpost to staff or security.

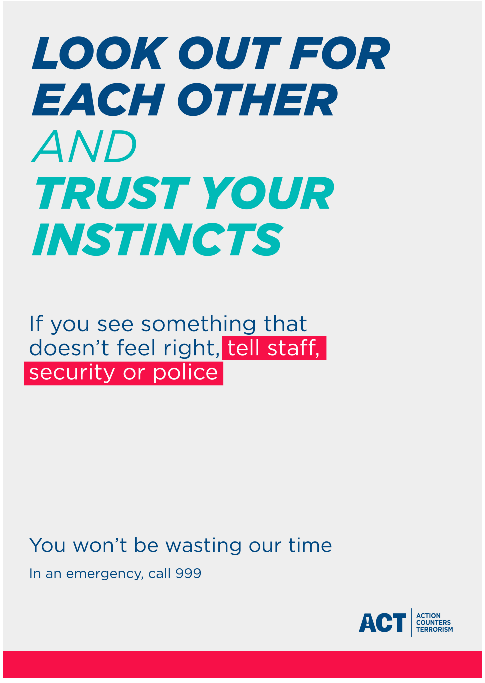
Square Image

Wide Image

Portrait Image

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

PDF

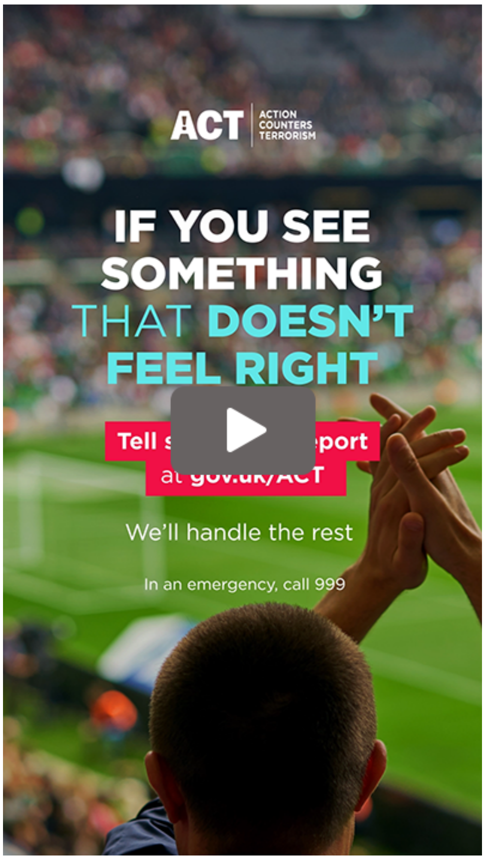
<table>
<tr><th>How do I use this?</th><th>Description</th><th>Download here</th></tr>
<tr><td>


</td><td></td><td></td></tr>
<tr><td>

</td><td>These can be added to the bottom of all signatures throughout the campaign period to be used as an awareness of the campaign</td><td>JPG</td></tr>
<tr><td>Sound</td><td>These can be shared with venues to play over their tannoy system at events or in shopping centres</td><td>Audio File</td></tr>
</table>

Football assets

Assets	How do I use this?	Download Here
	Football video Encouraging football fans to stay alert and tell security if they see anything that doesn't feel right. Portrait video can be used for Instagram stories and reels. Square videos can be used for Instagram, Twitter and Facebook posts.	Portrait 1080x1920 Wide 1920x1080



Football image

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

Portrait images can be used for Instagram stories and reels. Square images can be used for Instagram, Twitter and Facebook posts.

[Square 1080x1080](#)

[Portrait 1080x1920](#)

[Wide 1920x1080](#)

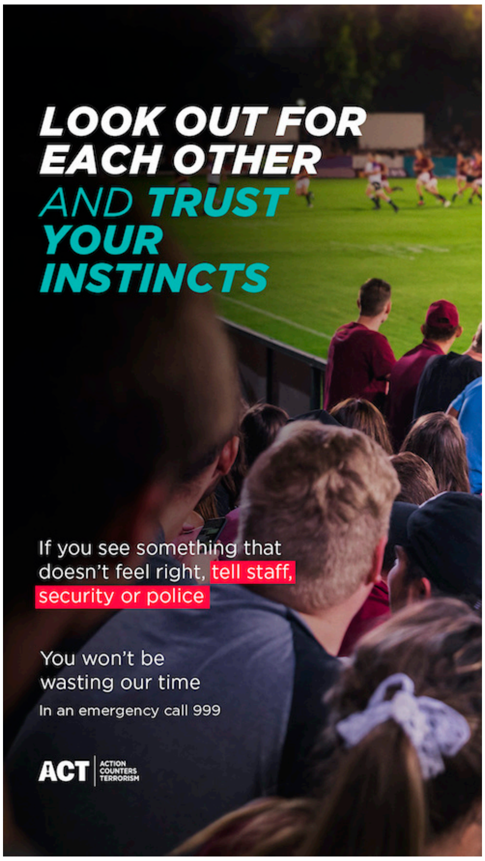
Football poster [A4]

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.

Rugby assets

Assets	How do I use this?	Download Here
	Rugby image Encouraging rugby fans to stay alert and tell security if they see anything that doesn't feel right. Portrait images can be used for Instagram stories and reels. Square images can be used for Instagram, Twitter and Facebook posts.	Square 1080x1080 Portrait 1080x1920 Wide 1920x1080



Social media messaging

You can use this messaging alongside your own imagery or the content in the campaign toolkit. Please localise for your channels and audiences:

Facebook

- We know the lead up to Christmas can be busy. We want you to enjoy the festivities safely. If you see something that doesn't feel right tell staff, security or police. In an emergency call 999.

#CommunitiesDefeatTerrorism

- It only takes a couple of minutes to report anything that doesn't feel right when you are out and about. Simply tell staff, security or police or report to gov.uk/ACT and share your concerns with us. In an emergency call ? 999. You won't be wasting our time.

#CommunitiesDefeatTerrorism

- Let’s keep each other safe this winter. If you see something that doesn’t feel right, trust your instincts and report it at gov.uk/ACT. In an emergency call 999.

#CommunitiesDefeatTerrorism

Instagram

- You can play your part in keeping people safe. Stay alert to people filming security ? exits, entrances or CCTV or anything that doesn’t feel right. Tell a member of staff, security or police, or report online at gov.uk/ACT you won’t be wasting our time. #CommunitiesDefeatTerrorism
- You can play a vital role in helping to keep everyone safe this Christmas. When you’re out and about, make sure you stay alert for

?Anyone filming ? exits, entrances or CCTV
?Any unattended bags ?
?Anything you hear ? or ? see, which doesn’t feel right
You won’t be wasting our time. Tell a member of staff, security or police. In an emergency call ?999

#CommunitiesDefeatTerrorism

X (formerly known as Twitter)

- We’re working with @terrorismpolice to keep {location} safe. Your safety is our priority. If you see something that doesn't feel right, tell staff, security or report online at gov.uk/ACT #CommunitiesDefeatTerrorism
- Your safety is our priority. When you’re out stay alert for:
  ?Anyone filming exits, entrances or CCTV
  ?Unattended bags
  ?Anything that doesn’t feel right
  If you see something that doesn’t feel right, tell security. In an emergency call 999.
  #CommunitiesDefeatTerrorism

- Let’s keep each other safe this winter. If you see something that doesn’t feel right, trust your

instincts and report it at gov.uk/ACT. In an emergency, call 999. You won't be wasting our time.
#CommunitiesDefeatTerrorism

LinkedIn

- Your safety and security is paramount, that's why we are supporting the Counter Terrorism Policing winter vigilance campaign. Tell us if you spot anything which doesn't feel right. We can all play our part in defeating terrorism, by reporting at gov.uk/ACT #CommunitiesDefeatTerrorism

- We take your safety and security seriously and we can all play a part in keeping everyone safe. That's why we are pleased to support the Counter Terrorism Policing winter campaign. If you see anything that doesn't feel right, tell staff, security or police. In an emergency call 999. #CommunitiesDefeatTerrorism

Social channels

Please share our content and tag us:

X (formerly known as Twitter): @TerrorismPolice
Facebook: @CounterTerrorismPoliceUK
Instagram: @TerrorismPolice
LinkedIn: @CounterTerrorismPolicing
Website: www.gov.uk/ACT

Other content

Internal-facing content

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

STARTS

We're supporting Counter Terrorism Policing's winter campaign

We're supporting Counter Terrorism Policing's campaign, which aims to encourage everyone to stay alert and help keep each other safe this winter.

Together, we want everyone to trust their instincts and report anything that doesn't feel right. And this includes all of you.

You can play a vital role. You know your surroundings better than anyone else and you know if something isn't right. This doesn't just apply to work but on your commute and where you live too.

Let's look out for each other by:

- Staying alert and trusting your instincts
- If you see or hear something that doesn't feel right at work xxxx INSERT SPECIFIC INFORMATION ABOUT WHAT YOU WANT YOUR STAFF TO DO AT WORK TO REPORT SUSPICIOUS ACTIVITY. In an emergency call 999
- Complete the free Action Counters Terrorism (ACT) e-learning OR LINK TO YOUR ELEARNING SYSTEM IF YOU EMBEDDED THIS PACKAGE ON YOUR SYSTEM

Let's keep each other safe this winter.

ENDS

Public-facing content

This is content that you can use on your public-facing channels, including your website and emails to customers, alongside images from the toolkit.

Simply fill in the gaps where indicated, with information that's relevant to your organisation.

It's up to you where you place this on your website. Some suggestions are:

- Safety and security
- About us
- News article

STARTS

Here at INSERT NAME OF ORGANISATION/EVENT, we take your safety and security seriously.

That's why we're supporting Counter Terrorism Policing's campaign to encourage everyone to help keep each other safe this winter.

We have security measures you can see and, of course, ones you can't.

We ask you to help by staying alert and trusting your instincts.

While you're with us, you will see our security team / stewards / staff DELETE AS APPROPRIATE DEPENDING ON WHO IS THERE TO HELP CUSTOMERS, who are there to help you if you need it.

If something doesn't feel right, tell them straight away and they will do the rest. You won't be wasting our time.

In an emergency, call 999.

Let's keep each other safe.

ENDS

Ymgyrch Gwyliadwriaeth y Gaeaf 2023/24 Pecyn Cymorth Digidol i Fusnesau

Pecyn Ymgyrch y Gaeaf Plismona Gwrthderfysgaeth

Mae ymgyrch y gaeaf Plismona Gwrthderfysgaeth yn annog pobl i barhau'n wyliadwrus ac i helpu i gadw ei gilydd yn ddiogel

Gallwch chi helpu drwy rannu negeseuon yr ymgyrch gyda'ch cwsmeriaid, ymwelwyr ac aelodau staff

Mae ein pecyn ar gael i chi ei ddefnyddio rhwng 25 Medi 2024 a 3 Ionawr 2025

Gyda thymor gaeaf sy'n llawn digwyddiadau, fel siopa Nadolig, marchnadoedd yr ?yl, pantomeimiau a chyngherddau, mae gan bob un ohonom rôl i'w chwarae i gadw ein gilydd yn ddiogel.

Dyna pam mae Plismona Gwrthderfysgaeth yn cynnal ymgyrch flynyddol y gaeaf unwaith eto er mwyn annog y cyhoedd i fod yn wyliadwrus ac i riportio unrhyw beth nad yw'n teimlo'n iawn.

Gallwch chi helpu drwy rannu negeseuon ein hymgyrch gyda'ch cwsmeriaid, ymwelwyr ac aelodau

staff, yn eu hannog i fod yn wyliadwrus rhag unrhyw beth nad yw'n teimlo'n iawn ac i roi gwybod am unrhyw bryderon.

Rydyn ni eisiau sicrhau bod cymaint â phosib o bobl yn teimlo'n dawel eu meddwl, yn parhau'n wyliadwrus ac yn rhoi gwybod am eu pryderon dros dymor y gaeaf hwn. Gallwch chi chwarae rôl bwerus yn ein helpu i gyrraedd mwy fyth o bobl gyda'r negeseuon hyn.

Isod, gallwch chi lawrlwytho deunyddiau am ddim i gefnogi'r ymgyrch. Mae'r rhain oll wedi cael eu profi ymhlith y cyhoedd, ac roeddent yn meddwl bod y negeseuon yn tawelu eu meddwl ac yn gofiadwy o safbwynt eu hannog i riportio.

Trosolwg o'r ymgyrch

Mae'r ymgyrch hon yn ymwneud ag annog pobl i barhau'n wyliadwrus wrth iddyn nhw fwynhau tymor gaeaf llawn digwyddiadau a gweithgareddau'r ?yl gyda'u teulu a'u ffrindiau.

Nid yw'r bygythiad gan derfysgaeth wedi diflannu. Mae'r bygythiad i'r Deyrnas Unedig gan derfysgaeth yn sylweddol, sy'n golygu bod ymosodiad yn debygol. Felly rydyn ni'n gofyn i chi ein helpu i atgoffa pobl i gadw hynny mewn cof ac i weithredu os nad yw pethau'n teimlo'n iawn.

Mae ein hymchwil yn dangos bod rhai pobl yn gyndyn i riportio oherwydd eu bod yn poeni y byddant yn cael pethau'n anghywir neu'n gwastraffu amser yr heddlu. Rydyn ni eisiau eu sicrhau na fyddan nhw'n gwastraffu ein hamser a'i bod yn bwysig iddyn nhw wrando ar eu greddf os byddan nhw'n teimlo nad yw pethau'n teimlo'n iawn.

Sut gallwch chi helpu

Mae ein pecyn wedi cael ei gynllunio ar gyfer ei ddefnyddio ar draws eich sianeli. Gan ddibynnu ar ba sianeli sydd ar gael gennych chi, gallai hynny gynnwys:

- sgriniau digidol yn eich safleoedd (yn wynebu'r cyhoedd a thu ôl i'r llenni);
- posteri i'w hargraffu a'u harddangos yn eich safleoedd (yn wynebu'r cyhoedd a thu ôl i'r llenni);
- postiadau ar eich sianeli cyfryngau cymdeithasol;
- straeon ar gyfer eich sianeli cyfathrebu â'r staff, fel eich mewnrwyd, negeseuon e-bost i'r holl staff a chylchlythyrau;
- straeon ar gyfer eich sianeli sy'n wynebu'r cyhoedd, fel adran newyddion eich gwefan,

tudalen diogelwch eich gwefan, neu negeseuon e-bost i gwsmeriaid.

Mae modd gweld a lawrlwytho’r holl asedau sydd yn y pecyn yn rhad ac am ddim ac maen nhw ar gael yn Gymraeg ac yn Saesneg.

Mae dolenni isod i chi gael gweld a lawrlwytho’r elfennau creadigol.

Beth rydyn ni'n ei wneud

Er mwyn helpu ein negeseuon diogelwch i gyrraedd cymaint o bobl â phosib, rydyn ni’n:

- hysbysebu ar y cyfryngau cymdeithasol;
- hysbysebu o gwmpas ardaloedd allweddol lle bydd niferoedd mawr o bobl yn mynd heibio, fel marchnadoedd y Nadolig/y stryd fawr/canolfannau siopa mawr.
- postio negeseuon ar sianeli cyfryngau cymdeithasol Plismona Gwrthderfysgaeth;
- hyrwyddo negeseuon ar sianeli cyfryngau cymdeithasol Plismona Gwrthderfysgaeth;
- gweithio gyda’r cyfryngau i’w hannog nhw i hyrwyddo’r ymgyrch;
- mae ein hymgynghorwyr diogelwch gwrthderfysgaeth yn gweithio gyda phartneriaid i’w hannog nhw i rannu ein negeseuon a chefnogi’r ymgyrch.

Sut i ddefnyddio’r pecyn

Gallwch chi ddefnyddio ein pecyn drwy:

Bostio, rhannu neu aildrydar ein hasedau cyfryngau cymdeithasol a’u defnyddio ar eich sianeli cyfryngau cymdeithasol chi, gan ddefnyddio’r hashnod #CymunedaunTrechuTerfysgaeth

Creu negeseuon mewnol drwy e-bost, cylchlythyrau neu gyfryngau eraill i roi llwyfan i’r ymgyrch ac addysgu staff yngl?n â’r negeseuon allweddol.

Annog busnesau lleol a phartneriaid i fabwysiadu a defnyddio’r pecyn.

Os oes gennych unrhyw gwestiynau yngl?n â sut y dylech ddefnyddio’r cynnwys hwn, e-bostiwch NCTPHQMailbox.Campaigns@met.police.uk. Bydd y cynnwys yn addas i’w ddefnyddio ar draws nifer o leoliadau a sefyllfaoedd. Yn anffodus, oherwydd cyfyngiadau, nid ydym yn gallu darparu

deunyddiau wedi'u teilwra.

Cynnwys cyfryngau cymdeithasol

Gallwch chi ddefnyddio'r negeseuon hyn ynghyd â'ch lluniau eich hunain neu'r cynnwys sydd ym mhecyn yr ymgyrch. Addaswch nhw ar gyfer eich sianeli a'ch cynulleidfaoedd chi yn lleol.

Facebook

Rydyn ni'n gwybod bod y cyfnod cyn y Nadolig yn gallu bod yn brysur. Rydyn ni'n awyddus i chi fwynhau'r dathliadau yn ddiogel. Os byddwch chi'n gweld rhywbeth nad yw'n teimlo'n iawn, dwedwch wrth aelod o staff, swyddog diogelwch neu'r heddlu. Mewn argyfwng, ffoniwch 999.

#CymunedaunTrechuTerfysgaeth

Dim ond munud neu ddau sydd eisiau i riportio unrhyw beth nad yw'n teimlo'n iawn pan fyddwch chi allan. Dwedwch wrth aelod o staff, swyddog diogelwch neu'r heddlu neu rhowch wybod ar gov.uk/ACT a rhannwch eich pryderon gyda ni. Mewn argyfwng, ffoniwch 999. Fyddwch chi ddim yn gwastraffu ein hamser.

#CymunedaunTrechuTerfysgaeth

Gadewch i ni gadw'n gilydd yn ddiogel y gaeaf hwn. Os gwelwch chi rywbeth nad yw'n teimlo'n iawn, gwrandewch ar eich greddf a riportiwch yn gov.uk/ACT. Mewn argyfwng, ffoniwch 999.

#CymunedaunTrechuTerfysgaeth

Instagram

Mynd allan i fwynhau hwyl yr ?yl? Gallwch chi chwarae'ch rhan yn cadw pobl yn ddiogel. Byddwch yn wyliadwrus rhag pobl yn ffilmio trefniadau ? diogelwch, allanfeydd, mynedfeydd neu gamerâu cylch cyfyng, neu unrhyw beth sydd ddim yn teimlo'n iawn. Dwedwch wrth aelod o staff, swyddog diogelwch neu'r heddlu neu riportiwch ar-lein yn gov.uk/ACT, fyddwch chi ddim yn gwastraffu ein hamser.

#CymunedaunTrechuTerfysgaeth

Gallwch chi chwarae rôl hanfodol yn helpu i gadw pawb yn ddiogel y Nadolig hwn. Pan fyddwch chi allan, byddwch yn wyliadwrus rhag

?Unrhyw un yn ffilmio ? allanfeydd, mynedfeydd neu gamerâu cylch cyfyng
?Unrhyw fagiau â neb gyda nhw ?
?Unrhyw beth y byddwch yn ei glywed ? neu ei weld ?, sydd ddim yn teimlo’n iawn
Fyddwch chi ddim yn gwastraffu ein hamser. Rhowch wybod i aelod o staff, swyddog diogelwch neu’r heddlu. Mewn argyfwng, ffoniwch ? 999

#CymunedaunTrechuTerfysgaeth

X (Twitter gynt)

Rydyn ni’n gweithio gyda @terrorismpolice i gadw {lleoliad} yn ddiogel. Eich diogelwch chi yw ein blaenoriaeth ni. Os gwelwch chi rywbeth nad yw’n teimlo’n iawn, dwedwch wrth aelod o staff, swyddog diogelwch neu riportiwch ar-lein yn gov.uk/ACT #CymunedaunTrechuTerfysgaeth

Eich diogelwch chi yw ein blaenoriaeth ni. Pan fyddwch chi allan, byddwch yn wyliadwrus rhag:
?Unrhyw un yn ffilmio allanfeydd, mynedfeydd neu gamerâu cylch cyfyng
?Bagiau â neb gyda nhw
?Unrhyw beth sydd ddim yn teimlo’n iawn

Os gwelwch chi rywbeth nad yw’n teimlo’n iawn, dwedwch wrth staff diogelwch. Mewn argyfwng, ffoniwch 999.

#CymunedaunTrechuTerfysgaeth

Gadewch i ni gadw’n gilydd yn ddiogel y gaeaf hwn. Os gwelwch chi rywbeth nad yw’n teimlo’n iawn, gwrandewch ar eich greddf a riportiwch yn gov.uk/ACT. Mewn argyfwng, ffoniwch 999. Fyddwch chi ddim yn gwastraffu ein hamser.

#CymunedaunTrechuTerfysgaeth

LinkedIn

Eich diogelwch chi ydy’r peth pwysicaf oll, dyna pam rydyn ni’n cefnogi ymgyrch gwyliadwriaeth y gaeaf Plismona Gwrthderfysgaeth. Dwedwch wrthon ni os gwelwch chi unrhyw beth nad yw’n teimlo’n iawn. Gallwn ni i gyd chwarae ein rhan yn curo terfysgaeth, drwy riportio yn gov.uk/ACT.

#CymunedaunTrechuTerfysgaeth

Rydyn ni o ddifrif yngl?n â'ch diogelwch a gallwn ni i gyd chwarae rhan yn cadw pawb yn ddiogel. Dyna pam rydyn ni'n falch o gefnogi ymgyrch y gaeaf Plismona Gwrthderfysgaeth. Os byddwch chi'n gweld unrhyw beth nad yw'n teimlo'n iawn, dwedwch wrth aelod o staff, swyddog diogelwch neu'r heddlu. Mewn argyfwng, ffoniwch 999.

#CymunedaunTrechuTerfysgaeth

Sianeli cymdeithasol

Rhannwch ein cynnwys a thagiwch ni.

X (Twitter gynt): @TerrorismPolice
Facebook: @CounterTerrorismPoliceUK
Instagram: @TerrorismPolice
LinkedIn: @CounterTerrorismPolicing
Gwefan: www.gov.uk/ACT

Cynnwys ar gyfer cynulleidfa fewnol

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'r lluniau o'r pecyn.

DECHRAU

Rydym yn cefnogi ymgyrch y gaeaf Plismona Gwrthderfysgaeth

Rydym yn cefnogi ymgyrch Plismona Gwrthderfysgaeth sydd â'r nod o annog pawb i fod yn wyliadwrus a helpu i gadw ei gilydd yn ddiogel y gaeaf hwn.

Gyda'n gilydd, rydyn ni am i bawb wrando ar eu greddf a riportio unrhyw beth nad yw'n teimlo'n iawn. Mae hynny'n cynnwys pob un ohonoch chi.

Gallwch chi chwarae rôl hanfodol. Rydych chi'n nabod eich cynefin yn well nag unrhyw un arall ac yn gwybod os oes rhywbeth sydd ddim yn iawn. Nid i'ch gwaith yn unig y mae hyn yn berthnasol, ond ar eich taith i'r gwaith a ble rydych chi'n byw hefyd.

Gadewch i ni ofalu am ein gilydd drwy:

- Fod yn wyliadwrus a gwrando ar eich greddf
- Os byddwch chi'n gweld neu'n clywed rhywbeth nad yw'n teimlo'n iawn yn y gwaith xxxx RHOWCH WYBODAETH BENODOL AM YR HYN RYDYCH CHI AM I'CH STAFF EI

WNEUD YN Y GWAITH I ROI GWYBOD AM WEITHGARWCH AMHEUS. Mewn argyfwng, ffoniwch 999.
- Cwblhewch yr e-ddysgu Gweithredu i Drechu Terfysgaeth (ACT) sydd am ddim NEU RHOWCH DDOLEN I'CH SYSTEM E-DDYSGU OS YDY'R PECYN HWN WEDI'I YMGORFFORI YN EICH SYSTEM.

Gadewch i ni gadw'n gilydd yn ddiogel y gaeaf hwn.

DIWEDD

Cynnwys ar gyfer y cyhoedd

Cynnwys ydy hwn y gallwch ei ddefnyddio ar eich sianeli sy'n wynebu'r cyhoedd, gan gynnwys eich gwefan a negeseuon e-bost i gwsmeriaid, ochr yn ochr â lluniau o'r pecyn.

Llenwch y bylchau gyda gwybodaeth sy'n berthnasol i'ch sefydliad chi, ble nodir hynny.

Dewiswch chi ble i osod hyn ar eich gwefan. Dyma rai awgrymiadau:

- Diogelwch
- Gwybodaeth amdanom ni
- Erthygl newyddion

DECHRAU

Yma yn RHOWCH ENW'R SEFYDLIAD/DIGWYDDIAD, rydyn ni o ddifrif yngl?n â'ch diogelwch.

Dyna pam rydyn ni'n cefnogi ymgyrch Plismona Gwrthderfysgaeth i annog pawb i gadw ei gilydd yn ddiogel y gaeaf hwn.

Mae gennym fesurau diogelwch y gallwch eu gweld, ac wrth gwrs, rhai na allwch eu gweld.

Gofynnwn i chi helpu drwy fod yn wyliadwrus a gwrando ar eich greddf.

Tra byddwch chi gyda ni, byddwch chi'n gweld ein tîm diogelwch / stiwardiaid / staff DILËWCH FEL Y BO'N BRIODOL GAN DDIBYNNU PWY SYDD YNO I HELPU CWSMERIAID sydd yno i'ch helpu chi os bydd angen.

Os bydd rhywbeth ddim yn teimlo'n iawn, dwedwch wrthyn nhw ar unwaith a byddan nhw'n gwneud

y gweddill. Fyddwch chi ddim yn gwastraffu ein hamser.

Mewn argyfwng, ffoniwch 999.

Gadewch i ni gadw'n gilydd yn ddiogel.

DIWEDD

Rhestr Asedau Gwyliadwriaeth y Gaeaf

Cryno-lun	Defnydd a	Dolen i'r Asedau
		Asedau Cymraeg
	Barod i'w defnyddio Rydym yn argymell defnyddio'r asedau hyn ar draws pob sianel. Gellid defnyddio'r rhain hefyd ar straeon ac mewn carwselau.	Square Video Wide Video Portrait Video Square Image Wide Image Portrait Image
	Barod i'w defnyddio Mae'r asedau hyn yn tynnu sylw at rôl yr heddlu yn trechu terfysgaeth.	Square Video Wide Video Portrait Video Square Image Wide Image Portrait Image
	Barod i'w defnyddio Mae'r asedau hyn yn defnyddio lluniau cyffredinol o ddigwyddiadau i gyfleu neges bod gwyliadwriaeth mewn	Square Image Wide Image Portrait Image

Cryno-lun	Defnydd a	Dolen i'r Asedau
		Asedau Cymraeg
	digwyddiadau prysur. Fe'u hargymhellir ar gyfer eu defnyddio gan fusnesau ar eu sianeli cymdeithasol. Os ydych chi eisiau cael y rhain mewn unrhyw fformat arall, gwnewch gais yn	
	Gellir eu defnyddio pan fydd marchnadoedd y Nadolig yn dechrau neu ar gyfer digwyddiadau lleol yn y cyfnod cyn y Nadolig	[Square Image] [Wide Image] ??[Portrait Image]
	Poster	[PDF]

Asedau	**Sut dylwn i ddefnyddio hwn?**	**Lawrlwythwch yma**
	Fideo pêl-droed Annog cefnogwyr pêl-droed i	[Portread 1080x1920] [Llydan 1920x1080]

barhau’n wyliadwrus ac i ddweud wrth staff diogelwch os byddan nhw’n gweld unrhyw beth nad yw’n teimlo’n iawn.

Mae modd defnyddio fideo portread ar gyfer straeon a rîliau Instagram. Mae modd defnyddio fideos sgwâr ar gyfer postiadau Instagram, Twitter a Facebook,

Delwedd pêl-droed

Sgwâr 1080x1080

Portread 1080x1920

Llydan 1920x1080

Annog cefnogwyr pêl-droed i barhau’n wyliadwrus ac i ddweud wrth staff diogelwch os byddan nhw’n gweld unrhyw beth nad yw’n teimlo’n iawn.

Mae modd defnyddio delweddau portread ar gyfer straeon a rîliau Instagram. Mae modd defnyddio delweddau sgwâr ar gyfer postiadau Instagram, Twitter a Facebook,

Poster pêl-droed

A4

Annog cefnogwyr pêl-droed i barhau’n wyliadwrus ac i ddweud wrth staff diogelwch os byddan nhw’n gweld unrhyw beth nad yw’n teimlo’n iawn.

Poster A4 ar gael i’w lawrlwytho a’i argraffu i’w ddefnyddio’n fewnol ar hysbysfyrddau, cefn drysau toiledau ac ati. Neu’n allanol mewn lleoliadau allweddol er mwyn i aelodau’r cyhoedd ei

weld.

Delwedd rygbi

Annog cefnogwyr rygbi i barhau'n wyliadwrus ac i ddweud wrth staff diogelwch os byddan nhw'n gweld unrhyw beth nad yw'n teimlo'n iawn.

Mae modd defnyddio delweddau portread ar gyfer straeon a rîliau Instagram. Mae modd defnyddio delweddau sgwâr ar gyfer postiadau Instagram, Twitter a Facebook,

Sgwâr 1080x1080

Portread 1080x1920

Llydan 1920x1080

Keeping your business safe - free advice to protect your people, your premises and your operations

If you are a security professional, you may want to check out a number of the free tools and resources that are available on ProtectUK - Counter Terrorism's hub for advice on guidance based on up to the minute insights and industry best practice:

Start by assessing your risk using our widely recognised **Risk Assessment Tool** to identify the practical steps that will make your people, your event and your organisation safe

- Understand more about terrorist threats on the **Threat Analysis** pages where there are

current reviews of the types of threats which might impact you

- Train your staff with our easy to complete **ACT e-learning sessions** covering topics like security awareness as well as links to content from partners on a range of subjects.
- Find out about other useful resources such as the **Purple Guide** to event safety or the range of **tactical options** available to help you protect what matters

In addition, you are always welcome to attend one of our regular briefings for security leaders - details of upcoming **webinars** are updated all the time. They're a chance to hear from your peers and understand a little more about current good practice.

KEYWORDS

WINTER

VIGILANCE

TOOLKIT

DIGITAL ASSETS

POSTER

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PAGE CATEGORY

DIGITAL TOOLKITS