ProtectUK

Winter Vigilance Campaign Digital Toolkit

Since 2020, Action Counters Terrorism (ACT) winter vigilance campaign, from Counter Terrorism Policing, has supported businesses and events across the UK to encourage the public to stay alert and trust their instincts whilst enjoying festivities over the winter period.



Keeping vigilant this winter

Each year, the campaign is used by venues, event organisers, transport hubs, and businesses to make vigilance messaging visible and consistent during periods of increased activity.

With a winter season full of events such as Christmas shopping, festive markets, pantomimes, and concerts, we also know that these events and venues can be an attractive target for terrorist activity.

With recent changes to the UK's threat level, it's more important than ever that event organisers and businesses across the country do their part to keep visitors safe this winter.

Promoting the winter campaign is also a powerful way of using communications as an extra layer of protective security. By supporting the campaign and using security-minded communications, you could help to deter hostile activity at major events and venues.

That is why we are calling on event organisers and businesses across the UK to help keep the public safe this winter by supporting the winter campaign using our free materials.

What this toolkit includes

This toolkit provides a range of ready-to-use materials, alongside tips to help you use campaign assets:

- Social media images and videos
- Social media messaging
- Printable posters
- Audio announcements for tannoy systems
- Website messaging
- Guidance to staff and volunteers

The materials are designed for broad use and feature police officers, Christmas market, ice skating and festive lights making them suitable for a wide range of events and organisations.

About the campaign

You can find useful information about the current national terrorism threat level on the MI5 website.

This campaign builds on established Action Counter Terrorism (ACT) messaging and encourages the public to stay alert while going about their daily lives.

It focuses on a simple, consistent message:

If you see something that doesn't feel right, report it.

Research shows that proactive vigilance messaging helps reassure whilst also increasing the public's willingness to report suspicious activity. It improves awareness of what to look for and gives people greater confidence in knowing how to take action.

Everyone has a part to play in keeping people safe, and supporting the campaign is a simple way to contribute. Public awareness is crucial, and safety is a shared responsibility – from police officers and security professionals, through to local businesses and the wider community.

How you can help

Partners play a key role in amplifying vigilance messaging, reinforcing in places people use every day or at big events.

By using these materials, you can:

- Make vigilance messaging visible in your environment

- Support public awareness and confidence
- Contribute to a consistent national approach

Recently, University Hospitals Leicester NHS Trust has strengthened its vigilance messaging by embedding tailored security minded communications through digital screens, internal platforms and visitors messaging.

Nick Outten, Security Protective Lead at University Hospitals Leicester NHS Trust commented,

“The Vigilance Campaign helped reinforce a simple but important message: everyone has a role to play in keeping people safe. By working in partnership with Counter Terrorism Policing, we were able to adapt national campaign materials to meet our organisational needs, incorporating our own branding, reporting routes and security messaging to ensure staff, patients and visitors knew exactly how to report concerns.”

“I would encourage other organisations to engage with the Winter Campaign and make use of the resources available, as they provide a simple and effective way of promoting protective security and strengthening organisational resilience.”

Your support helps embed awareness of the campaign in a way that is visible, familiar and reassuring.

> *Did you know?*
>
> *The campaign also acts as a deterrent to hostile actors who could be planning an attack.*
>
> *Using these materials, online and on-site, helps to add an additional free layer of protective security for your business or organisation.*

How to get started

Start by familiarising yourself with the campaign materials.

You can also access tailored content for sporting events, summer activities, live music events and Pride events.

Welsh language materials are also available.

Next, consider where the campaign will be most visible in your setting. They can be used across a range of touchpoints seen by staff and the public, as well as hostile actors:

- Digital screens and websites
- Posters in public-facing and staff areas (for example entrances, exists, queuing areas, staff rooms and faculties)
- Social media channels
- Staff communications, such as intranets, all-staff emails, and newsletters

Think about how these channels connect across the customer journey – from arrival to departure.

Consistent, repeated messaging across these points helps reinforce awareness and builds confidence to act.

Supporting your staff

Staff are an important part of effective vigilance. We encourage organisations to:

Ensure staff understand the campaign message

Support staff to report concerns

Promote ACT Awareness e-learning and related training

Contact the communications team

Need materials in a different format? Want to add your logo to show support? How about providing a photo to localise the materials? The communications team can help.

If you need support using this toolkit, or have any questions about the campaign, please feel free to contact: nctphq.comms@met.police.uk

Don't forget to send photos of how you have used the materials!

Campaign materials

The materials in this section are designed for broad use and feature police officers, Christmas market, ice rink and festive lights, making them suitable for a wide range of events and organisations.

We recommend that all events including but not limited to, Christmas markets, festivities, and all crowded areas, use the tailored assets created specifically for those audiences.

Campaign materials and resources

Asset	Formats	View and download	View and download Welsh asset
Festive lights	Image 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 square, portrait and landscape images, although portrait formats are now often preferred for better mobile engagement.	Feed portrait image (4:5) 1080 x 1350 Full portrait image (9:16) 1920 x 1080 Square image (1:1) 1080 x 1080 Landscape image (16:9) 1920 x 1080	Delwedd portread (4:5) 1080 x 1350 Delwedd portread (9:16) 1080 x 1920 Delwedd sgwâr (1:1) 1080x1080 Delwedd llydan (16:9) 1920 x 1080
	Video Portrait video can be used for Reels and Stories on Instagram and Facebook. For feed posts, platforms like Instagram, Facebook, X, and LinkedIn support	Feed portrait image (4:5) 1080 x 1350 Full portrait image (9:16) 1920 x 1080 Landscape image (16:9) 1920 x 1080	Fideo portread (4:5) 1080 x 1350 Fideo portread (9:16) 1080 x 1920 Fideo llydan (16:9) 1920 x 1080

square, portrait and landscape formats, although portrait video is now often preferred for better mobile engagement.		
Poster	A3	A3
A4 and A3 poster available to download and use internally on notice boards, backs of toilet doors etc. Or externally in key	A4	A4

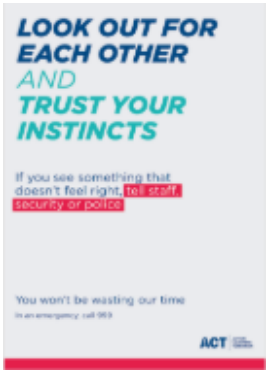
	locations for members of the public to see.		
Ice skating	Image Featuring portrait, square, and wide image formats for different forms of media.	Feed portrait image (4:5) 1080 x 1350 Full portrait image (9:16) 1920 x 1080 Square image (1:1) 1080 x 1080	Delwedd portread (4:5) 1080 x 1350 Delwedd portread (9:16) 1080 x 1920 Delwedd sgwâr (1:1) 1080x1080



		Landscape image (16:9) 1920 x 1080	Delwedd llydan (16:9) 1920 x 1080
	Poster	A3	
		A4	
	A4 and A3 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.		
Police officer	Image	Feed portrait image (4:5) 1080 x 1350	Delwedd portread (4:5) 1080 x 1350
	Featuring portrait, square, and wide image formats for different forms of media.	Full portrait image (9:16) 1920 x 1080	Delwedd portread (9:16) 1080 x 1920
		Square image (1:1) 1080 x 1080	Delwedd sgwâr (1:1) 1080x1080
		Landscape image (16:9) 1920 x 1080	Delwedd llydan (16:9) 1920 x 1080
	Poster	A3	A3
		A4	A4
	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.

Generic poster	Poster	A4	A4
	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.		
Audio	These can be shared with venues to play over their tannoy system at events or in shopping centres	Audio file	

Digital and social media content

Recommended social media and website messaging

When planning to go to an event or venue, the public often visit an organisation’s website or social media channels. 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 messaging #1

Enjoying the [event]? Stay alert and be aware of your surroundings. Report anything that doesn't feel right to security or report online in confidence at gov.uk/ACT

In an emergency call 999.

Remember, action counters terrorism.

Neges cyfryngau cymdeithasol #1

Yn mwynhau'r [event]? Byddwch yn wyliadwrus ac yn ymwybodol o'r hyn sydd o'ch cwmpas. Riportiwch unrhyw beth nad yw'n teimlo'n iawn i swyddogion diogelwch neu riportiwch ar-lein yn gyfrinachol yn gov.uk/ACT.

Mewn argyfwng, ffoniwch 999.

Cofiwch, mae gweithredu'n trechu terfysgaeth.

Social media messaging #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.

In an emergency always call 999.

Remember, action counters terrorism.

Neges cyfryngau cymdeithasol #2
Mynd allan heddiw? Byddwch yn wyliadwrus ac yn ymwybodol o'r hyn sydd o'ch cwmpas. Os gwelwch chi unrhyw beth nad yw'n teimlo'n iawn, riportiwch ar-lein yn gyfrinachol yn gov.uk/ACT.

Mewn unrhyw argyfwng, ffoniwch 999.

Cofiwch, mae gweithredu'n trechu terfysgaeth.

Social media messaging #3

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.

In an emergency call 999.

Remember, action counters terrorism.

Neges cyfryngau cymdeithasol #3

Edrych ymlaen at ymuno â ni yn @EVENTNAME?

Mwynhewch eich hun a gofalwch am eich gilydd. Os gwelwch chi rywbeth nad yw'n teimlo'n iawn, gwrandewch ar eich greddf a riportiwch ar-lein yn gov.uk/ACT.

Mewn argyfwng, ffoniwch 999.

Cofiwch, mae gweithredu'n trechu terfysgaeth.

Recommended website messaging

Keep safe this winter

We are working with Counter Terrorism Policing to help keep everyone safe this winter. We are supporting their winter 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, trust your instincts and report it to security straight away.

Thank you for playing your part.

Website message in Welsh

Byddwch yn ddiogel y gaeaf yma.

Rydyn ni'n gweithio gyda Phlismona Gwrthderfysgaeth i helpu i gadw pawb yn ddiogel. Rydyn ni'n cefnogi eu hymgyrch sy'n annog y cyhoedd i barhau'n wyliadwrus ac i roi gwybod i staff diogelwch am unrhyw beth nad yw'n teimlo'n iawn.

Mae gan bob un ohonom rôl i'w chwarae er mwyn cadw'n gilydd yn ddiogel. Eich diogelwch chi yw ein blaenoriaeth ni a dyna pam mae gennym [INSERT SECURITY MEASURES IN PLACE].

Gallwch chi wneud eich rhan drwy ddilyn eich greddf, ac os gwelwch chi rywbeth nad yw'n teimlo'n iawn, dwedwch wrth staff diogelwch. Bydd ein timau'n cymryd pob adroddiad o ddifrif. Fyddwch chi ddim yn gwastraffu eu hamser.

Dyma ychydig o gynghorion cyflym i'ch helpu i fwynhau a chadw'n ddiogel:

Cyrhaeddwch yn gynnar, gan ganiatáu rhagor o amser ar gyfer gwiriadau a mesurau diogelwch.

Byddwch yn amyneddgar gyda gwiriadau diogelwch. Efallai eu bod yn anghyfleus, ond maen nhw yno i'ch cadw chi'n ddiogel.

Cadwch bethau'n syml ac ewch â chyn lleied o bethau â phosib gyda chi. Bydd llai o fagiau i'w harchwilio yn cyflymu'ch mynediad.

Byddwch yn wyliadwrus a gofalwch am eich gilydd. Os gwelwch chi rywbeth nad yw'n teimlo'n iawn, dwedwch wrth staff diogelwch. Peidiwch â gadael pethau i bobl eraill.

Peidiwch â gadael bagiau heb oruchwyliaeth. Peidiwch fyth â chytuno i ofalu am rhywun dieithr, dim ots pa mor gredadwy ydyn nhw.

Os bydd digwyddiad, gwrandewch ar aelodau staff ac unrhyw gyhoeddiadau.

Mewn argyfwng, ffoniwch 999.

Recommended messaging to staff and volunteers

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

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

Keeping everyone safe this winter

We are supporting Counter Terrorism Policing’s Winter Vigilance campaign, encouraging everyone to trust their instincts and report anything that doesn't feel right.

You can play a vital role. You know your surroundings better than anyone else and you know if something isn’t right. This includes at work, on your commute and where you live too.

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 call 999.

Stay alert and trust your instincts, you won’t be wasting our time.

Anyone can access the act awareness training through the ACT Awareness E-Learning | ProtectUK.

Further security guidance and ACT e-Learning can also be found on ProtectUK.

Let’s keep each other safe this winter.

Internal message in Welsh

Cadw pawb yn ddiogel y gaeaf yma

Rydym yn cefnogi ymgyrch Gaeaf Plismona Gwrthderfysgaeth, gan annog pawb i ymddiried y neu greddf a rhoi gwybod am unrhyw beth nad yw’n teimlo’n iawn.

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.

Y cyngor allweddol ydy:

Os gwelwch chi rywbeth nad yw’n teimlo’n iawn rhowch wybod i swyddogion diogelwch neu riportiwch ar-lein yn gov.uk/ACT. Mewn argyfwng, ffoniwch 999.

Dilynwch eich greddf, fyddwch chi ddim yn gwastraffu ein hamser.

Gall unrhyw un gael mynediad at hyfforddiant ymwybyddiaeth.

Mae modd cael canllawiau diogelwch ac e-Ddysgu ACT hefyd ar lwyfan ProtectUK.

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

KEYWORDS

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VIGILANCE MESSAGING
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DIGITAL TOOLKITS