

ACT For Youth campaign launch - social media toolkit

EMBARGOED UNTIL 28 SEPTEMBER

Background

Action Counters Terrorism (ACT) is Counter Terrorism Policing's brand platform which brings together communications to warn, inform and reassure the public, and encourage them to take action to help save lives.

On 28 September, ACT's Act For Youth campaign launches in partnership with News UK, designed to help educate 11 to 16 year olds on how to stay safe in the event of a firearms or weapon attack. Key advice is to follow Run, Hide, Tell guidance until police arrive on the scene but insight shows that this messaging is not always effectively reaching younger audiences.

Counter Terrorism Policing and celebrity influencers, including Bear Grylls, will be participating in a burst of activity on Thursday as part of the campaign launch to raise awareness amongst young people about how to stay safe.

We encourage you to participate by sharing content. Whilst the primary audience is young people, your channels will also help to reach secondary audiences, including parents, teachers and other influencers too. With your help we can spread messaging far and wide.

Ways you can support

- Share the below suggested tweets and adapt for other channels
- Follow [@TerrorismPolice](#) on Twitter, [Facebook](#) and [YouTube](#) and share their ACT for Youth content on Thursday and over the coming weeks
- Follow campaign supporters such as [Bear Grylls](#), Olympian [Jade Jones](#) and Footballer [Jamie Vardy](#) and share their posts.
- Share the digital assets we sent alongside this digital tool kit. These include:
 - A short celebrity endorsed film that outlines steps young people can take if they are caught up in a firearms or weapon attack - <https://youtu.be/s3y51Vd4kJ4>
 - Celebrity influencer themed posters
- Include hashtag #ActionCountersTerrorism in posts
- Signpost audiences to the ACT website – www.gov.uk/ACT
- Please flag ways you have supported the campaign for evaluation purposes to mike.ashworth@cabinetoffice.gov.uk

Suggested tweets/posts

Tweet 1 (retweet)

Quote Retweet [@TerrorismPolice](#)'s film tweet, which will be published from 09.00hrs with the below message:

- We support @TerrorismPolice campaign helping young people stay safe if caught in a weapons attack #ActionCountersTerrorism

Tweet 2 (native tweet)

- Weapons attacks are rare, but remembering this simple advice could keep you safe: RUN, HIDE, TELL #ActionCountersTerrorism [INSERT ACT FILM OR POSTER]

Please feel free to adapt these messages for Facebook and any other platforms.

Contact mike.ashworth@cabinetoffice.gov.uk and Michelle.Elkins@met.pnn.police.uk if you have any questions. There will be subsequent campaign milestones in the coming months that we will keep you informed with.