

'Safety In Neighbours': burglary 2020 campaign

Social media pack, July 2020



Introduction

Now that we're all starting to ease out of lockdown, we need to make sure that as well as keeping ourselves safe, we're keeping our homes and neighbourhoods safe.

More people out and about means burglary is expected to rise, which is why we're launching a new campaign, in partnership with the Home Office, to warn Neighbourhood Watch members, and non-members alike, and provide practical tools to prevent burglary.

We've worked with specialist social creative agency, TMW Unlimited, to create **Safety in Neighbours** – a fresh, thumb-stopping social campaign aimed at a younger audience of 20-50 year olds, launching on 27th July.

This document provides some more detail on the campaign and instructions and links for you to support it on your social media channels.

About the campaign

The idea: Life's safer when you know your neighbours. With more people looking out for unusual behaviour on your street, burglaries can be prevented.

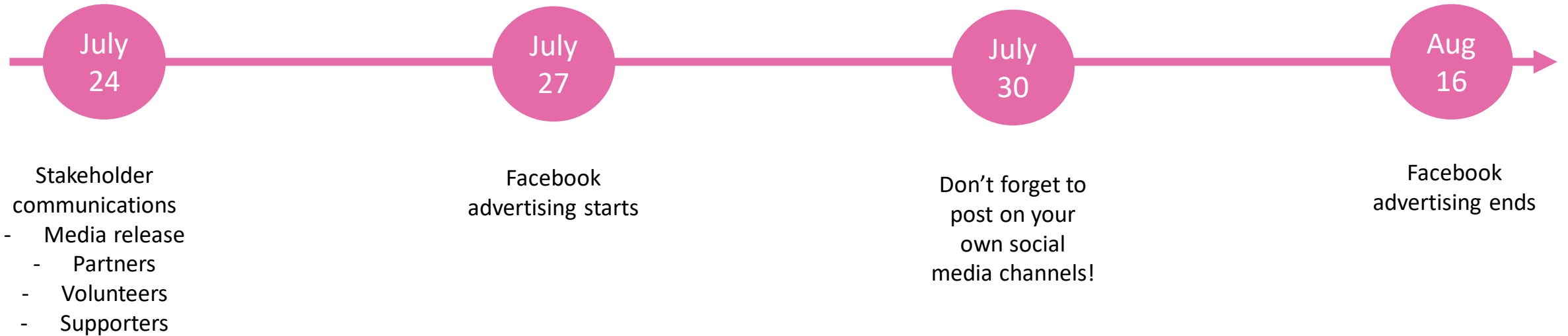
The design: It features our iconic black and yellow brand colours, but with a modern animated twist to grab attention and stand out on social media.

The audience: We're targeting non members and a younger audience of 20-50 year olds in the 12 most high-risk areas of England and Wales.

The outcome: We'll encourage people to use the WIDE combination of security measures in the home, which reduces the risk of burglary by almost half (49%). We'll direct them to a prevention checklist, local crime map, and our membership page.

The campaign: It'll be promoted via paid Facebook advertising and on Neighbourhood Watch's Instagram and Twitter channels for 3 weeks from 27th July.

Campaign plan



Social media resources

- Associations, Coordinators, supporters and partners can promote the **Safety in Neighbours** campaign by using the social media videos and images and suggested posts.
- We have created a range of videos and images that you can post on social media between **Monday 27 July and Sunday 16 August.**
- Hashtag each post with **#SafetyInNeighbours**, and tag Neighbourhood Watch with **@N_watch** on Twitter, **@ourwatch** on Facebook, and **@neighbourhood.watch insta** on Instagram posts

Post 1 - Lights

Look out for your neighbours and find out how you can prevent burglary in our area.

To find out more, visit

<https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries>



Download:
[Facebook video](#)
[Instagram video](#)
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Download:
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Post 2 - Lock

More people watching over our area reduces the risk of being burgled.

Neighbourhood Watch members help make our community safer.

For a free checklist, visit <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries/burglary-prevention-checklist>



Download:
[Facebook video](#)
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Download:
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Post 3 - Walk

If you know what's going on in our area, it's easier to spot if something seems a bit odd.

Neighbourhood Watch members can prevent burglary in our community.

To see live crime stats in the area, visit

<https://www.ourwatch.org.uk/crime-map>



Download:

[Facebook video](#)

[Instagram video](#)

[Twitter video](#)



Download:

[Facebook static image](#)

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Campaign calls to action

1. To review the steps you can take to prevent burglary: <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries>
2. For a free burglary prevention checklist: <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries/burglary-prevention-checklist>
3. To see live crime stats in your area: <https://www.ourwatch.org.uk/crime-map> (localised)
4. To join the Neighbourhood Watch movement: <https://www.ourwatch.org.uk/join>

Recommended posting frequency

	w/c 27 July	w/c 3 August	w/c 10 August
Facebook – once per week	<ol style="list-style-type: none"> 1. Safety In Neighbours video 	<ol style="list-style-type: none"> 1. Lock video 	<ol style="list-style-type: none"> 1. Walk video
Instagram – twice per week	<ol style="list-style-type: none"> 1. Safety In Neighbours video 2. Safety in Neighbours static image (own caption) 	<ol style="list-style-type: none"> 1. Lock video 1. Safety in Neighbours static image (own caption) 	<ol style="list-style-type: none"> 1. Walk video 2. Walk static image (own caption)
Twitter – up to daily	<ol style="list-style-type: none"> 1. Safety In Neighbours video 2. Safety in Neighbours static image (own caption) 3. Supplement with WIDE information, Crime facts and statistics 	<ol style="list-style-type: none"> 1. Lock video 2. Safety in Neighbours static image (own caption) 3. Supplement with WIDE information, Crime facts and statistics 	<ol style="list-style-type: none"> 1. Walk video 2. Walk static image (own caption) 3. Supplement with WIDE information, Crime facts and statistics

Examples of supplementary / alternative captions and tweet copy

- Help us lock down on burglaries this summer, take a look at our free resources here <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries> #SafetyInNeighbours
- Introducing our new Safety in Neighbours campaign preventing burglaries this summer. Free resources to use and share: <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries> #SafetyInNeighbours
- Neighbourhood Watch need your help promoting our new anti-burglary campaign. Find free resources to use and share here <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries> #SafetyInNeighbours
- Did you know the WIDE combination of security measures reduces your risk of burglary nearly 50 times more than an alarm? Find out how to get your home WIDE safe at <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries> #SafetyInNeighbours
- As lockdown eases, we're expecting a rise in burglaries. Get practical tips to burglar-proof your home at <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries> #SafetyInNeighbours
- We have created a free checklist to burglar-proof your home. Download today: <https://www.ourwatch.org.uk/crime-prevention/crime-prevention-toolkits/burglaries/burglary-prevention-checklist> #SafetyInNeighbours

More information

Contact Neighbourhood Watch Network on:

enquiries@ourwatch.org.uk

or

0116 402 6111