Security Minded Communications and COVID-19

The aim of this guidance

This document supplements the existing Security Minded Communications guidance. It highlights why and how organisations should consider promoting their protective security measures alongside any planned communications related to COVID-19.

Background

As lockdown restrictions are eased and businesses, shops and venues begin to reopen, visitors and staff will need to know how organisations have adapted to the outbreak. Organisations will be expected to clearly communicate measures that have been put in place to prevent any further spread of COVID-19.

While communicating information related to COVID-19 is an important step towards keeping people safe from the virus, it also provides an opportunity to highlight the protective security measures that are in place at a venue.

Including security messaging alongside messaging related to COVID-19 will demonstrate that physical security is still a priority, even during these challenging times. This will reassure genuine visitors while also seeking to deter those considering any malicious activity and looking to find and then exploit any weaknesses in protective security measures.

How to develop your deterrence messages

If your organisation would like to include security messaging alongside COVID-19 updates, you could start by thinking about all of the security measures that your organisation uses to keep your staff and guests safe.

Create a list of these measures, then think about how these measures could be communicated in relation to COVID-19.

For example, instead of saying:

> *"We want to make sure our visitors stay safe and healthy so please wear a face mask when visiting our offices."*

You could say the following, which highlights that you have security teams and CCTV in place:

> *"We want to make sure our visitors stay safe and healthy so if our CCTV or security teams notice that you are not wearing a mask, you may be asked to put one on."*

This example indicates that your staff are vigilant:

"We want to make sure our visitors stay safe and healthy so don't be surprised if one of our staff members asks you to put on a mask if you are not wearing one."

This example warns visitors that you are still running checks on entry:

"We are screening all of our visitors as they enter our venue and we may ask to search your bag. Our security teams will also be making sure that everyone who enters is wearing a protective face mask. We'll be as quick as we can when undertaking our search and screening but please allow some extra time for this as we don't want you to be late."

This example reminds visitors to wear a face covering, but also that staff are keen to engage and say hello:

"Our staff are here ready to welcome you back – they can't wait to say hello. We want to make sure our visitors and staff stay safe and healthy, so if we notice that you're not wearing a face covering when you visit, you may be asked to put one on."

Where and How to Communicate these Messages

While you are developing these messages, it is important to think about where they will be published. Your website will give you the opportunity to go into some depth, while your social media platforms could provide useful, but shorter updates to your online audience in advance of their visit/return to work. You could consider using the organisation's social media platforms and website to notify staff and visitors that security and other staff will be wearing face coverings. For example, on the security page of your website, explain that its business as usual, but expect to see security and front of house staff wearing face coverings to help keep them and the public safe. Include a picture if you can so that people know what to expect.

On site, the use of printed banners, posters or announcements to promote your safety and security messages will inform those that have not seen the online content and reinforce your online messaging for those who come to your premises. Leaflets should be avoided to prevent the spread of COVID-19.

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Here are some examples where business and organisations include security in their COVID-19 messaging.

Tower Bridge, in London, has incorporated this search and screening information into COVID-19 messaging on its website and in its 'Welcoming you back to the Bridge' guide for customers and visitors.
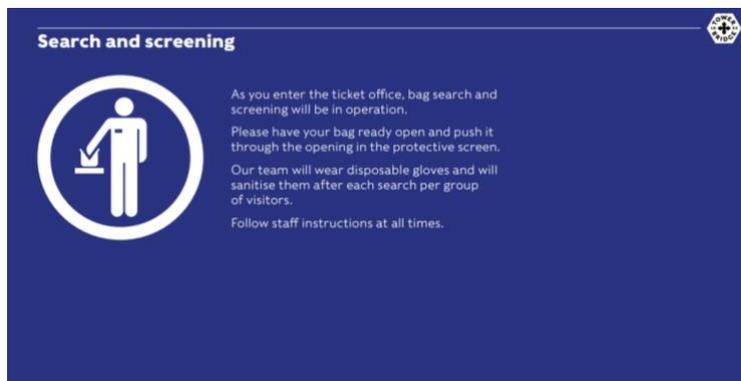
Blackpool Pleasure Beach has incorporated this security patrol information into COVID-19 messaging on its website and in its 'What to expect on your visit' guide for customers and visitors.

The Birmingham NEC includes this safety and security message on their homepage.

REMEMBER: When creating website content, press releases or any other communication, you should always be **careful not to give away details** that would be potentially useful to someone with malicious intent.

Further Guidance

[Staying Secure During COVID-19](#)

[Security Minded Communications Virtual Tours Guidance](#)

[Understanding Hostile Reconnaissance and countering the threat](#)

[Disrupting Hostile Reconnaissance](#)

[NaCTSO Crowded Places Guidance](#)

[Action Counters Terrorism](#)

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