

NCA HAULIER CAMPAIGN

SOCIAL MEDIA TOOLKIT

LAUNCH DATE: 08 NOVEMBER 2021

**PEOPLE DIE
HIDING IN
TRUCKS**

If you see anything suspicious, report it before it's too late.

 **NCA**
National Crime Agency

 Border Force

CrimeStoppers.
0800 555 111
100% anonymous. Always.

 **NCA**
National Crime Agency

NCA HAULIER CAMPAIGN



NCA's haulier campaign aims to raise awareness of the dangers of organised immigration crime, focussing on people smuggling in HGVs and lorries. We are working to raise awareness of the signs to spot people smuggling, the consequences of facilitating illicit activity, where to report suspicious behaviour and how to secure haulage vehicles when travelling across the UK and near border countries.

We'd like to encourage those with information to report anonymously to Crimestoppers. Our key target audiences are haulier drivers as well as the wider general public in and around UK port areas. We also hope to capture the attention of organised crime groups with widespread campaign messaging to discourage criminal activity. This social media toolkit highlights the work that we and our policing partners are doing to target groups and individuals involved in organised immigration crime. We invite you to support our work by sharing our assets on your channels.

DOWNLOADABLE IMAGES/ASSETS



PEOPLE DIE HIDING IN TRUCKS

If you see anything suspicious, report it before it's too late.

 **NCA**
National Crime Agency

 Border Force

CrimeStoppers.
0800 555 111
100% anonymous. Always.



PEOPLE SMUGGLERS WILL BE JAILED

If you smuggle someone in your vehicle, you will be charged and prosecuted.

 **NCA**
National Crime Agency

 Border Force

CrimeStoppers.
0800 555 111
100% anonymous. Always.



SAY NO TO PEOPLE SMUGGLING

If you're offered money to smuggle people, report it immediately.

 **NCA**
National Crime Agency

 Border Force

CrimeStoppers.
0800 555 111
100% anonymous. Always.

Click the link to download the latest assets:
<https://spaces.hightail.com/receive/WuD9eBV9HJ>

OFFICIAL

Suggested social media posts

Twitter, Facebook, LinkedIn and Instagram

Can you spot the signs? Vulnerable people are dangerously smuggled into the UK by organised criminals to turn a profit.

Suspicious activity around trailers and the changing of number plates are some examples of the signs of people smuggling.

Report now  <https://bit.ly/SayNoToSmuggling>

Suggested visual: People die hiding in trucks

UK law enforcement is cracking down on people smugglers.

Seen something at work, or been approached to get involved? Say no and report 100% anonymously to Crimestoppers today.

For more information on reporting and how to spot the signs of smuggling  <https://bit.ly/SayNoToSmuggling>

Suggested visual: Say no to people smuggling

Criminals that place migrant's lives in danger will be pursued.

Since the start of the year, the NCA has been involved in more than 140 arrests linked to organized immigration crime.

Report criminal activity 100% anonymously to Crimestoppers  <https://bit.ly/SayNoToSmuggling>

Suggested visual: People smugglers will be jailed

Suggested social media posts

Twitter, Facebook, LinkedIn and Instagram

Spotting the signs saves lives.

People smuggling is a serious crime that endangers the lives of those entering the UK. Help us prevent organised criminals from turning a profit and exploiting the vulnerable.

For more on how to spot the signs of people smuggling → <https://bit.ly/SayNoToSmuggling>

Suggested visual: People die hiding in trucks

Secure your vehicle!

Organised criminal groups may attempt to break into the lorries of unknowing drivers in order to dangerously smuggle migrants into the UK.

Seen something? Ensure your vehicle is secure and report to Crimestoppers 100% anonymously → <https://bit.ly/SayNoToSmuggling>

Suggested visual: Secure your vehicle

Smuggling people into the UK is a serious crime and offenders will be charged and prosecuted.

Organised criminal groups may seek out haulier drivers, offering money in exchange for illicit services.

Say no to people smuggling. For more → <https://bit.ly/SayNoToSmuggling>

Suggested visual: People smugglers will be jailed

Suggested asset aspect ratios

Instagram: 1080x1080

Twitter: 1200x675

Facebook/LinkedIn: 1200x628