

# NCA FIREARMS CAMPAIGN

## SOCIAL MEDIA TOOLKIT

Launch date: 1 February 2021

**#KnowTheGun**

**#KnowTheLaw**

**#KnowTheConsequences**



# NCA FIREARMS CAMPAIGN



**NCA's *Know the Gun, Know the Law, Know the Consequences* campaign aims to raise awareness of the gun legislation in the UK to an audience who may be interested in guns but may or may not know the law, or are purposefully looking to buy firearms.**

**We'd also like to encourage those with possible information to report anonymously to Crimestoppers. Based on threat insight, our key target audience is those aged 16 – 25, but we also hope to capture the attention of organised crime groups with widespread campaign messaging. The social media plan highlights the work that we and our policing partners are doing to target groups and individuals involved in firearms importation and distribution.**

**#KnowTheGun  
#KnowTheLaw  
#KnowTheConsequences**



# DOWNLOADABLE IMAGES/VIDEOS

**IT'S ILLEGAL  
TO POSSESS  
MOST  
FIREARMS  
WITHOUT A  
LICENCE  
IN THE UK**



**YOU ONLY GET  
ONE SHOT  
IN LIFE.**

**DON'T  
BLOW  
IT.**



**DOWNLOAD THE LATEST ASSETS HERE**

**<https://spaces.hightail.com/receive/6AqcgCEzGf>**

# Suggested social media posts

## Twitter

It's illegal to possess most firearms without a licence in the UK.

UK law enforcement works tirelessly to halt criminals' ability to acquire, distribute and sell firearms.

Know the gun, know the law, know the consequences: <https://bit.ly/3c6pybp>

*Suggested visual: NCA operational video, 1920x1080*

Did you know? Many UK shootings are from converted, modified or reactivated firearms smuggled through channel crossing routes.

Report concerns about firearms activity to Crimestoppers anonymously on 0800 555 111.

#KnowTheGun

Learn more 🖱️ <https://bit.ly/3c6pybp>

*Suggested visual: Graphic - 'know the gun, know the law, know the consequences' 1200x800*

Life is full of opportunities. Your family, friends & future are on the line.

We're working with @NCA\_UK to crack down on the sale & distribution of illegal #firearms.

You get one shot in life. Don't blow it. #KnowTheLaw 🖱️ <https://bit.ly/3c6pybp>

*Suggested visual: NCA firearms campaign video (60s or 15s) 1920x1080*



# Suggested social media posts

## Facebook

It's illegal to possess most firearms without a licence in the UK. Law enforcement officers work tirelessly to halt criminals' ability to acquire, distribute and sell these firearms. Consequently, NCA activity alone saw 552 seizures in the last two years.

To report concerns or information about firearms activity, call Crimestoppers anonymously on 0800 555 111.

Always dial 999 in an emergency.

Know the gun, know the law, know the consequences: <https://bit.ly/3c6pybp>

*Suggested visual: NCA operational video, 1920 x 1080*

You can help the NCA and law enforcement's fight against illegal firearms in the UK.

To report concerns or information about firearms activity, call Crimestoppers anonymously on 0800 555 111.

Always dial 999 in an emergency. For more 🖱️ <https://bit.ly/3c6pybp>

*Suggested visual: Graphic - 'know the gun, know the law, know the consequences' 1200 x 630*

Life is full of opportunities. Getting older, getting wiser. Family, friends and the future are on the line.

It is the mission of UK law enforcement to crack down on the sale and distribution of illegal firearms.

You get one shot in life. Don't blow it. Know the law 🖱️ <https://bit.ly/3c6pybp>

*Suggested visual: NCA firearms campaign video (60s or 15s) 1920 x 1080*

# Suggested social media posts

## Instagram

It's illegal to possess most firearms without a licence in the UK.

UK law enforcement works tirelessly to halt criminals' ability to acquire, distribute and sell firearms.

Report concerns or information about firearms activity to Crimestoppers anonymously on 0800 555 111.

#KnowTheGun #KnowTheLaw #KnowTheConsequences.

Learn more [➡](#) link in bio.

*Suggested visual: NCA operational video (15s or 45s) 1080x1080*

Did you know? Pistols and shotguns are the most frequently used illegal firearms in the UK.

Failure to carry the correct licence could mean years in prison. Arm yourself with the law. #KnowTheLaw #KnowTheConsequences

Learn more [➡](#) link in bio. @national\_crime\_agency

*Suggested visual: Graphic - 'one shot' 1080x1080*

Life is all about choices. Criminal groups often target young and vulnerable people to smuggle and distribute illegal firearms throughout the UK.

To report concerns or information about firearms activity, call Crimestoppers anonymously on 0800 555 111.

You get one shot in life. Don't blow it. #KnowTheGun #KnowTheLaw

Learn more [➡](#) link in bio.

*Suggested visual: NCA firearms campaign video (60s or 15s) 1080x1080*

# Suggested social media posts

## LinkedIn

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Know the gun, know the law, know the consequences: <https://bit.ly/3c6pybp>

*Suggested visual: NCA operational video (45s or 15s) 1920 x 1080*

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Always dial 999 in an emergency. For more 📌 <https://bit.ly/3c6pybp>

*Suggested visual: Graphic - 'know the gun, know the law, know the consequences' 1200 x 1200*

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You get one shot in life. Don't blow it. Know the law 📌 <https://bit.ly/3c6pybp>

*Suggested visual: NCA firearms campaign video (60s or 15s) 1920 x 1080*