

If you **see** something, **say** something®

SOCIAL MEDIA PARTNER TOOLKIT | best practices

Empower your followers to remain vigilant and protect their every day with the support of “If You See Something, Say Something®” campaign social content.

QUICK TIPS ON HOW TO SUPPORT THE CAMPAIGN ON SOCIAL:

Get #Trending. Use #SeeSay, #ProtectYourEveryday and #WhyISeeSay in your social posts.

Mind the ®. The registered trademark symbol must be used after the campaign’s name when used as a proper noun (i.e., “If You See Something, Say Something®” reminds you....).

(To add the symbol on Twitter, click “New Tweet,” then “Num Lock.” Next, press and hold the keyboard’s “Alt” key and type “0174” on your number pad)

When using the campaign name in a conversational tone, (i.e., “Remember, if you see something, say something”) you do not need to add the registered symbol.

Timing is (Almost) Everything.

- On Facebook, the best times to post are 9am, 1pm and 3pm. Early mornings and late nights are the least optimal posting times.
- On Twitter, 12pm, 3pm, and/or 4pm are the ideal posting times and it’s best to avoid tweeting more than once every hour.
- On Instagram, lunchtime (12-1pm) and after business hours (evening 6pm+) are the best times to post.
- Try to avoid sticking to exact times when posting. Repeated posts exactly on the hour can seem robotic.

Use Approved Campaign Images. Your audience will likely retain only 10% of the information they hear 3 days later. Yet, if a relevant image is paired with the post, this number jumps to 65%. Also, Facebook posts with an image have an 87% interaction rate over plain-text posts.

Lights. Camera. Action. Leveraging the campaign’s PSAs as video on Twitter drives 2.5x more replies, 2.8x more Retweets, and 1.9x more likes than simply a link to a third-party video in your Tweet.

PLEASE NOTE: Suspicious activity should be reported by contacting local authorities, NOT through your entity’s or DHS’s social media channels. Please make this very clear to your followers.

Ask Questions. Share Successes.
Contact the campaign at seesay@hq.dhs.gov.



“If You See Something, Say Something®” used with permission of the NY Metropolitan Transportation Authority.

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SOCIAL MEDIA PARTNER TOOLKIT | approved content

Content is available for use year-round on social media. To be used with or without campaign-approved images and/or PSAs/videos. Media (graphics and videos) files can be found in provided Suggested Media Files folder.

#SeeSayChallenge!

Test your awareness with the #SeeSayChallenge!

Challenge Media

Challenge PSA/Video

SeeSay-Challenge-AwarenessTestToss

Mix & Match Posts

Remember to use the 5 Ws when reporting suspicious activity. Include who or what you saw; when you saw it; where it occurred; and why it's suspicious. #SeeSay #ProtectYourEveryday

@DHSgov "If You See Something, Say Something®" campaign encourages us all to be the eyes and ears of our own communities. Report suspicious activity to local authorities. #SeeSay #ProtectYourEveryday

Informed, alert communities help to keep **(EVENT/LOCATION)** safe. If you see something, say something to local authorities. #SeeSay #ProtectYourEveryday

"If You See Something, Say Something®" reminds you that by reporting suspicious activity, you can protect your family, neighbors, and community. Tell us why you #SeeSay in the comments. #WhyISaySay

Gearing up for **(EVENT)**? Remain vigilant and remember, if you see something, say something #SeeSay #ProtectYourEveryday

Mix & Match Media

5W's Graphics

SeeSay-5ws-Facebook OR
SeeSay-5ws-Twitter

Graphics

SeeSay-Tw-generic-Post
SeeSay-FB-generic-Post

Seesay-Fb-WomanStreet
Seesay-Tw-WomanStreet

SeeSay-FB-Playground
SeeSay-Tw-Playground

Seesay-Fb-Crowd
Seesay-Tw-Crowd

SeeSay-Fb-Barista
SeeSay-Tw-Barista

Youth/Education Graphics

SeeSay-Education_1200x628-Facebook-3
SeeSay-Education_1224x512twitter-1

Videos

SeeSay-DHS-15-EveryDay-ENGLISH-BC

WhyISaySay-15-Generic-English-WEB

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