



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

Report Terrorism-Related Suspicious Activity

SEPT 25

#SEESAYDAY



Our world has changed—
which means our “everyday”
is different too.

This toolkit includes a mix of graphics that can be used depending on government mandates for mask use. Graphics offer flexibility so you can provide contextually relevant images in all situations.

About the “If You See Something, Say Something®” Campaign

Created by the New York Metropolitan Transportation Authority and licensed to the U.S. Department of Homeland Security (DHS) in 2010, “If You See Something, Say Something®” is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

What is #SeeSayDay?

The campaign has designated September 25 as #SeeSayDay to highlight the importance of suspicious activity and how to report it. For more information about the campaign, visit dhs.gov/See-Something-Say-Something.

Not a campaign partner? To obtain campaign materials, send an email to seesay@hq.dhs.gov with the organization you represent, your name and contact information (phone, email), and the city and state in which your entity is located.

How Can Your Organization Play a Role?



Add outreach for #SeeSayDay as part of National Preparedness Month in September.



Identify priority audiences within your area. Typically this may include: employees, students, stakeholders, and their networks, as well as community leaders.



Challenge community members to **test their awareness** by watching *The Challenge* PSA series. Find the videos at dhs.gov/TheChallenge.



Facilitate virtual discussions with your community on how and why you support the campaign.



Share why you SeeSay.

1. Visit dhs.gov/SeeSayDay
2. Download the SeeSay bubble sign
3. Write why you SeeSay
4. Share on social media using #WhyISeeSay



For more information about the campaign and to learn how you can play a role, visit dhs.gov/SeeSayDay



What's New with the Campaign?

- **How to Report Suspicious Activity Map:** The campaign site now has a map with state pages to inform the public on how to report suspicious activity in each state.
- **Thought Leadership Content:** Download the new thought leadership content from our campaign page to facilitate discussions with your staff. Listen to thought leaders share their perspectives on the evolution of suspicious activity reporting, the importance of partnerships, and the need to remain alert by downloading content in audio and video formats from the website.
- **Translated Materials:** The Campaign now has awareness materials including posters and social media graphics available in multiple languages.

How to Use This Toolkit

DHS appreciates your support of #SeeSayDay on September 25. The “If You See Something, Say Something®” campaign works with partners year-round to inspire, empower, and educate the public on suspicious activity reporting. By designating a day of action and awareness, the Department hopes to highlight the importance of suspicious activity reporting.

This toolkit includes materials and language that are approved by DHS and should not be altered. The templates are designed for ease of use and partners should be able to simply change out highlighted sections in the templates.

Your #SeeSayDay toolkit includes:

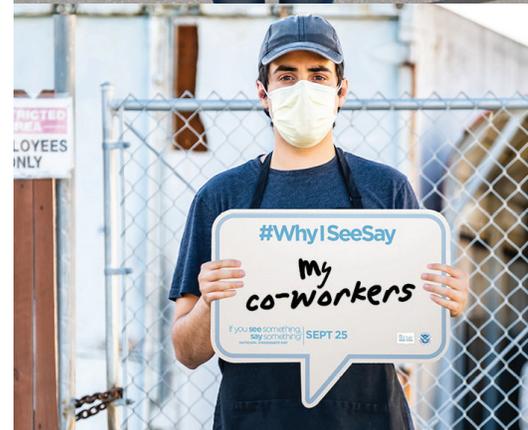
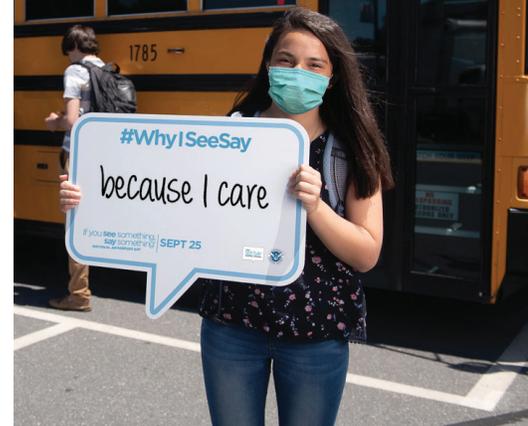
- Links to #SeeSayDay resources and tools
- Suggested content and images for promotion on social media
- Email content for internal employee promotion
- Press release for external partnership and #SeeSayDay promotion

Helpful #SeeSayDay Resources

- [#SeeSayDay Webpage](#)
- [Downloadable #WhyISeeSay Bubble](#)
- [“Know the Signs” Suspicious Activity Indicator Infographic](#)
- [The Challenge PSA Series](#)
- [About the “If You See Something, Say Something®” Campaign](#)
- [Additional Campaign PSAs](#)

Questions? Concerns?

Visit dhs.gov/SeeSayDay.



For more information about the campaign and to learn how you can play a role, visit dhs.gov/SeeSayDay



Social Media Quick Tips

Gain unified support for the campaign by distributing social media content across multiple channels using the COPE method (“create once, publish everywhere”). Consider developing a content calendar and using social media automation tools to increase efficiency, exposure, and consistency.

Get #trending. Incorporate #WhyISeeSay and #SeeSayDay in all social posts.

Mind the ®. The registered trademark symbol must be used after the campaign's name when used as a proper noun (e.g., “If You See Something, Say Something®” reminds you...). When using the campaign name conversationally (e.g., “Remember, if you see something, say something”), you do not need to add the registered symbol.

PLEASE NOTE: Suspicious activity should be reported by contacting local authorities, NOT through your entity’s or DHS’ social media channels.

Proposed Social Posts	Proposed Supporting Media
<p>“If You See Something, Say Something®” #SeeSayDay will be Sept. 25. Learn about the indicators of suspicious activity and how you can play a role in protecting your community at dhs.gov/SeeSayDay #WhyISeeSay #SeeSayDay</p>	
<p>Sept. 25 is #SeeSayDay. We will be sharing why we #SeeSay to raise awareness about why it is important to report suspicious activity. Will you? #WhyISeeSay.</p>	
<p>By reporting suspicious activity, you play a critical role in keeping your community safe. Spread the word on how to recognize and report suspicious activity with us on #SeeSayDay. Find out how you can play a role on 9/25 at dhs.gov/SeeSayDay</p>	
<p>We will be participating in #SeeSayDay to raise awareness for @DHSGov “If You See Something, Say Something®” campaign and how to report suspicious activity in our communities. Join us on Sept. 25 and comment why you #SeeSay. #WhyISeeSay</p>	
<p>Today is #SeeSayDay. I #SeeSay to keep my friends, family, and community safe. #WhyISeeSay</p>	
<p>On “If You See Something, Say Something®” #SeeSayDay, we are sharing why we #SeeSay. #WhyISeeSay</p>	

The Campaign now has awareness materials including posters and social media graphics available in multiple languages including French, Chinese, Spanish, Russian, Arabic and more. These materials can be downloaded [here](#).



FAQs

- Are materials for #SeeSayDay customized and can we create our own materials?**
No, we intentionally want a uniform set of materials distributed for #SeeSayDay. This will ensure a consistent message and tone.
- Will DHS and/or the campaign provide funds to cover costs?**
We will provide electronic versions of all campaign materials at no cost. However, printing and distribution costs are the partner's responsibility.
- Where can I find additional campaign resources to educate and engage employees, stakeholders, and my organization's network?**
The "If You See Something, Say Something[®]" campaign has an array of free resources available to the public and partners for download. Materials can be found in the "Partnership and Campaign Materials" section of the "If You See Something, Say Something[®]" campaign website. Contact your partnership liaison for more information or email seesay@hq.dhs.gov.
- How can I report/share activities with DHS?**
The campaign staff will email you an electronic after-action report so you can report your activities for central DHS tracking and provide suggestions for next year.
- Who should I contact if I have questions?**
Send an email to seesay@hq.dhs.gov with the name of your organization, your name, and contact information.

For more information about the campaign and to learn how you can play a role, visit dhs.gov/SeeSayDay



Internal Email Template

Dear [CONTACT],

As a partner of the U.S. Department of Homeland Security's (DHS) national "If You See Something, Say Something®" campaign, our state will participate in #SeeSayDay on September 25, which is also part of National Preparedness Month.

We invite you to help raise public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to our state and local law enforcement. In the current evolving threat landscape, our commitment to terrorist-related suspicious activity reporting and the protection of civil rights and liberties in the reporting process remain steadfast.

As state employees, we all play a critical role in suspicious activity reporting, and we encourage your support in promoting this day and participating in the following activities:

- Discuss the importance of recognizing and reporting suspicious activity with your teams. To facilitate these conversations, we encourage you to review campaign resources and the #SeeSayDay website (dhs.gov/SeeSayDay).
- Share *The Challenge* PSA series within your community. This video series helps test how observant we are to our everyday surroundings. You can view these videos at dhs.gov/TheChallenge.
- Share our state reporting information now featured on the campaign website.
- Show support by adding the campaign filter to your social media profile found on dhs.gov/SeeSayDay.
- Join the #WhyISeeSay social movement by taking a selfie with the #WhyISeeSay bubble (attached in this email) and posting to your channels.

[STATE] and DHS appreciate your ongoing support of the campaign. We welcome your feedback.

Sincerely,

[NAME & TITLE]

For more information about the campaign and to learn how you can play a role,
visit dhs.gov/SeeSayDay



Press Release Template

Participate in Department of Homeland Security's #SeeSayDay on September 25

[LOCATION - DATE] – [STATE] is participating in the U.S. Department of Homeland Security's "If You See Something, Say Something[®]" campaign #SeeSayDay on September 25. "If You See Something, Say Something[®]" is more than a slogan. It's how we protect ourselves, our loved ones, and our communities. You play a key role by recognizing and reporting suspicious activity. #SeeSayDay invites the public to participate by sharing on social media why recognizing and reporting suspicious activity is important and using the hashtags #SeeSayDay and #WhyISeeSay.

The "If You See Something, Say Something[®]" campaign works with partners year-round to empower and educate the public on suspicious activity reporting. September is National Preparedness Month and September 25 has been designated as "If You See Something, Say Something[®]" Awareness Day, also known as #SeeSayDay.

[STATE] will play an active role on national "If You See Something, Say Something[®]" #SeeSayDay by:

- Leading discussions about the importance of recognizing and reporting suspicious activity.
- Challenging employees and our community to test their awareness by watching *The Challenge* PSA series. Find the videos at dhs.gov/TheChallenge.
- Using social media to show support for the campaign and to share why we report suspicious activity.

"We are grateful to play a leadership role for our community on this important day, as we all play a role in keeping our workplaces, communities, and families safe," adds [NAME, TITLE, STATE]. "[STATE] supports the campaign and #SeeSayDay as an effective way to educate and empower our employees to recognize the indicators or terrorism and report suspicious activity."

To access #SeeSayDay resources and for more information on how to get involved, visit dhs.gov/SeeSayDay. For more information about the campaign, visit dhs.gov/See-Something-Say-Something.

About [STATE]

[INSERT BOILERPLATE INFORMATION]

Internal Email Template

Dear [EMPLOYEE],

You are receiving this email because our organization is a partner of the U.S. Department of Homeland Security's (DHS) national "If You See Something, Say Something®" campaign. DHS has designated September 25 as "If You See Something, Say Something®" #SeeSayDay to inspire, empower, and educate the public on suspicious activity reporting.

Created by the New York Metropolitan Transportation Authority and licensed DHS in 2010, the "If You See Something, Say Something®" campaign raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

Employees play a critical role in suspicious activity reporting, and we encourage your support in promoting this day and participating in the following activities:

- Discussing the importance of recognizing and reporting terrorism-related suspicious activity with your teams. To facilitate these conversations, we encourage you to review campaign resources (e.g., [Signs of Suspicious Activity](#) infographic, information on [what suspicious activity is](#), and [public service announcements](#)) and the #SeeSayDay website (dhs.gov/SeeSayDay).
- Watching *The Challenge* PSA series to test your awareness and sharing it with your colleagues. You can view these videos at: dhs.gov/TheChallenge.
- Showing support by adding the campaign filter to your social media profile found on dhs.gov/SeeSayDay.
- Joining the #WhyISeeSay social movement by taking a selfie with the #WhyISeeSay bubble (attached in this email) and posting to your channels.

[BUSINESS/ORGANIZATION] and DHS appreciate your ongoing support of the campaign. We welcome your feedback and ideas for making #SeeSayDay a success.

Sincerely,

[BUSINESS/ORGANIZATION LEADERSHIP]

For more information about the campaign and to learn how you can play a role,
visit dhs.gov/SeeSayDay



Press Release Template

Participate in Department of Homeland Security's #SeeSayDay on September 25

[LOCATION - DATE]– [BUSINESS/ORGANIZATION] is participating in the U.S. Department of Homeland Security's "If You See Something, Say Something®" campaign #SeeSayDay on September 25. "If You See Something, Say Something®" is more than a slogan. It's how we protect ourselves, our loved ones, and our communities. You play a key role by recognizing and reporting suspicious activity. #SeeSayDay invites the public to participate by sharing on social media why recognizing and reporting suspicious activity is important and using the hashtags #SeeSayDay and #WhyISeeSay.

The "If You See Something, Say Something®" campaign works with partners year-round to empower and educate the public on suspicious activity reporting. September is National Preparedness Month and September 25 has been designated as "If You See Something, Say Something®" Awareness Day, also known as #SeeSayDay.

[BUSINESS/ORGANIZATION] will play an active role on national "If You See Something, Say Something®" #SeeSayDay by:

- Leading discussions with employees about the importance of recognizing and reporting suspicious activity.
- Challenging employees to test their awareness by watching *The Challenge* PSA series. Find the videos at dhs.gov/TheChallenge.
- Using social media to share why our employees report suspicious activity.

"We are grateful to play a leadership role for our community on this important day, as we all play a role in keeping our workplaces and communities safe," adds [NAME, TITLE, BUSINESS/ORGANIZATION]. "[BUSINESS/ORGANIZATION] supports the campaign and #SeeSayDay as an effective way to educate and empower our employees to recognize and report suspicious activity."

To access #SeeSayDay resources and for more information on how to get involved, visit dhs.gov/SeeSayDay. For more information about the campaign, visit dhs.gov/See-Something-Say-Something.

About [BUSINESS/ORGANIZATION]

[INSERT BOILERPLATE INFORMATION]

For more information about the campaign and to learn how you can play a role,
visit dhs.gov/SeeSayDay



Internal Email Template

Dear [FACULTY AND STAFF],

You are receiving this email because our school is a partner of the U.S. Department of Homeland Security's (DHS) national "If You See Something, Say Something®" campaign. DHS has designated September 25 as national "If You See Something, Say Something®" #SeeSayDay to inspire, empower, and educate the public on suspicious activity reporting.

Created by the New York Metropolitan Transportation Authority and licensed to DHS in 2010, the "If You See Something, Say Something®" campaign raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

We encourage you to participate in the following activities on September 25 by:

- Discussing the importance of recognizing and reporting terrorism-related suspicious activity with your teams. To facilitate these conversations, we encourage you to review campaign resources (e.g., [Signs of Suspicious Activity](#) infographic, information on [what suspicious activity is](#), and [public service announcements](#)) and the #SeeSayDay website (dhs.gov/SeeSayDay).
- Watching *The Challenge* PSA series to test your awareness and sharing it with your colleagues. You can view these videos at dhs.gov/TheChallenge.
- Showing support by adding the campaign filter to your social media profile found on dhs.gov/SeeSayDay.
- Joining the #WhyISeeSay social movement by taking a selfie with the #WhyISeeSay bubble (attached in this email) and posting to your channels.

[COLLEGE/UNIVERSITY] and DHS appreciate your ongoing support of the campaign. We welcome your feedback and ideas for making #SeeSayDay a success.

Sincerely,

[COLLEGE/UNIVERSITY LEADERSHIP]

For more information about the campaign and to learn how you can play a role,
visit dhs.gov/SeeSayDay



Press Release Template

Participate in Department of Homeland Security's #SeeSayDay on September 25

[LOCATION - DATE] – [COLLEGE/UNIVERSITY] is participating in the U.S. Department of Homeland Security's "If You See Something, Say Something®" campaign #SeeSayDay on September 25. "If You See Something, Say Something®" is more than a slogan. It's how we protect ourselves, our loved ones, and our communities. You play a key role by recognizing and reporting suspicious activity. #SeeSayDay invites the public to participate by sharing on social media why recognizing and reporting suspicious activity is important and using the hashtags #SeeSayDay and #WhyISeeSay.

The "If You See Something, Say Something®" campaign works with partners year-round to empower and educate the public on suspicious activity reporting. September is National Preparedness Month and September 25 has been designated as "If You See Something, Say Something®" Awareness Day, also known as #SeeSayDay.

[COLLEGE/UNIVERSITY] will play an active role on national "If You See Something, Say Something®" #SeeSayDay by:

- Leading discussions with students and faculty about the importance of recognizing and reporting suspicious activity.
- Challenging students and faculty to test their awareness by watching *The Challenge* PSA series. Find the videos at dhs.gov/TheChallenge.
- Using social media to share why our school reports suspicious activity.

"We are grateful to play a leadership role for our community on this important day, as we all play a role in keeping our workplaces and communities safe," adds [NAME, TITLE, COLLEGE/UNIVERSITY.] "[COLLEGE/UNIVERSITY] supports the campaign and #SeeSayDay as an effective way to educate and empower our employees to recognize and report suspicious activity."

To access #SeeSayDay resources and for more information on how to get involved, visit dhs.gov/SeeSayDay. For more information about the campaign, visit dhs.gov/See-Something-Say-Something.

About [COLLEGE/UNIVERSITY]

[INSERT BOILERPLATE INFORMATION]

For more information about the campaign and to learn how you can play a role,
visit dhs.gov/SeeSayDay



#WhyISeeSay

If you **see** something,
say something™
#SEESAYDAY



SEPT 25