PEOPLE. PROPERTY. PLACES:
PROFESSIONALLY PROTECTED

Guidelines for brand ambassadors

PROFESSIONALLY
PROTECTED

THE VOICE OF THE **PROFESSIONAL SECURITY INDUSTRY**

bsia
british security industry association

Professionally **Protected**

The BSIA, working on behalf of its members and the wider industry, has launched a major national campaign that aims to increase the profile and awareness of the crucial work that security officers carry out 24/7/365 protecting people, property and places. Also, highlighting how both a career in the industry and the provision of professional security as a service carries a diverse range of benefits.

The theme is People, Property and Places: Professionally Protected and will target the following markets:

Business to Consumer (B2C): increase the profile and awareness of the crucial work security officers do (Professionally Protected).

Business to Recruitment (B2R): improve recruitment and retention by highlighting the career opportunities and benefits within the professional security sector (Security: a career of choice).

Business to Business (B2B): promote the benefits of purchasing professional security services.

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How you *can* **help**

As a member of the industry we would like you to help spread the message to your audience and beyond by becoming a brand ambassador, promoting the campaign through use of the logo, reference to the campaign and endorsement through proactive and shared social media posts. We have also created a 'committed supporter' logo for you to use on your website.

In this guide you'll find all the relevant materials and links to our pages to access the assets.

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Where can I find **the information?**

Our dedicated campaign page is **on the BSIA website**, where you will find the following:

- Our recruitment page, **Security: a career of choice**, listing by every region all the current vacancies of our members
- Our **People, Property, Places: Professionally Protected** report
- The **press release** accompanying the report
- Our **vision and mission**
- The **launch video**
- A **short history** of security
- **Assets to use** in the campaign

How do I follow the campaign **on social media?**

You can find us on the following channels - get following and posting your own content!

ⓘ **@SECURITY_A_CAREER_OF_CHOICE**	**f** **SECURITY A CAREER OF CHOICE**
♪ **@SECURITY_CAREEROFCHOICE**	**𝕏** **@theBSIA** **in** **@BRITISH SECURITY INDUSTRY ASSOCIATION**

Get involved: send the links to your officers and staff and get them sharing and uploading content - the more we get involved, the bigger the audience we can reach!

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What assets **can I use?**

We have created the following assets which you can use and can be accessed by visiting the logos and assets section of the Professionally Protected pages of the BSIA website.

Campaign **logo**

When to use the logo: we recommend you use this on campaigns that support all your social media campaigns (*see next page*) and, where appropriate, on any corporate literature.

Committed supporter **logo**

Where to use the logo: we recommend you use this in the footer on your website and any recognition of your involvement in the campaign on social media and, where appropriate, on any corporate literature

What hashtags **can I use?**

We want to increase awareness of the professonalism of the industry, the value of purchasing quality security and the attractiveness of a career in security.

We recommend when talking about the following areas to use the following hashtags:

Awareness: #ProfessionallyProtected
Purchasing: #PurchaseProfessionally
Career: #SecurityACareerOfChoice

We also recommend the following to be used by officers who may wish to promote the personal satisfaction they get from working in the industry:

#IamASecurityOfficer

When should **I use them?**

We are encouraging our members and stakeholders to use the following hashtags and messaging when posting on the following:

- Job vacancies
- Recognising officers
- Equality, Diversity & Inclusion campaigns
- Successful bids
- Community projects
- Industry stories relevant to officers and their services
- General examples of good practice

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Examples of how we **promote the campaign**

The following graphics are some examples of how we have been promoting end users to visit our website to look at the latest vacancies, raise awareness of our industry and to look at the advantages of purchasing quality security.

MY NEW COLLEAGUE

I LOVE WORKING WITH ANIMALS

AND PLAYING MY PART IN KEEPING PEOPLE SAFE

I AM A SECURITY OFFICER.

SECURITY: A CAREER OF CHOICE

TRUST ME

I TAKE MY RESPONSIBLITIES SERIOUSLY

I CAN PERFORM CPR AND REGULARLY UPDATE MY KNOWLEDGE.

I AM RESPONSIBLE FOR YOUR SAFETY

I AM A SECURITY OFFICER.

SECURITY: A CAREER OF CHOICE

TONIGHT'S GOING TO BE A GOOD NIGHT

I WANT YOU TO FEEL SAFE ON YOUR NIGHT OUT

JUST LIKE I WOULD IF IT WAS MY WIFE AND KIDS

I AM RESPONSIBILE FOR YOUR SAFETY

I AM A SECURITY OFFICER.

SECURITY: A CAREER OF CHOICE

EVERYONE'S WELCOME

I AM RESPECTED

I AM VALUED

AND I DO A JOB I LOVE

I AM A SECURITY OFFICER.

SECURITY: A CAREER OF CHOICE

GADGETS!

I LOVE THE LATEST TECH, WHO DOESN'T?

EVEN BETTER IF YOU GET TO USE IT IN YOUR JOB

I AM A SECURITY OFFICER.

SECURITY: A CAREER OF CHOICE

BEST SEAT IN THE HOUSE

I'VE BEEN TO SOME OF THE TOP UK EVENTS THIS YEAR

AND THAT WAS DURING WORKING HOURS

I AM A SECURITY OFFICER.

SECURITY: A CAREER OF CHOICE

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Useful stats to **use in your marketing**

The UK's security market was worth £4.1billion in 2021.

By 2026 it's expected to be £4.9billion.

There are almost 300,000 security companies in the UK – with London and Manchester the cities with the largest share of security businesses. (1)

The UK has nearly 400,000 Security Industry Authority (SIA) licence holders. This is the compulsory security-officer licence that any individual or security-related business needs before they can undertake specific activities in the private security industry. (2)

These security officers come from 195 different nations.
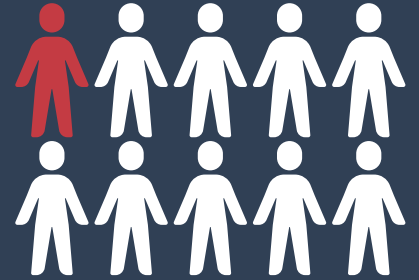
One in 10 security officers are female. 65% work as door supervisors, with security guarding (12%) and public space surveillance CCTV (15%) the next most common roles.
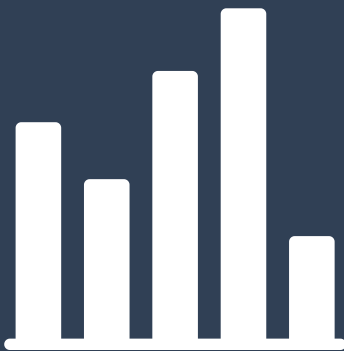
SIA licence holders range in age from 18 to 97 years old, with 40 the median age.

25% of licence holders are under the age of 30, while 11% are over 60.

Around 62,000 new security officer roles are available in 2023.

Sources:

1. https://bolddata.nl/en/companies/uk/security-companies-uk/
2. https://www.gov.uk/government/statistical-data-sets/sia-licence-holders

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We're here **to help**

If you need any assistance in your campaign contact the BSIA Communications team at comms@bsia.co.uk

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The British Security Industry Association (BSIA) is the trade association for the professional security industry in the UK. Our members are responsible for more than 70% of privately provided UK security products and services (by turnover) including the manufacture, distribution and installation of electronic and physical security equipment and the provision of security officer services and consultancy.
www.bsia.co.uk

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