



UK Government

Emergency Alerts Test 2025

Partner Toolkit



Contents

Introduction	3
Key messages	4
Copy	5
Social assets	6
Digital assets	7
Print assets	8
Explainer content	9
Accessible materials	10
Thank you for your support	11

Introduction

The Emergency Alerts system is used to warn if there's a danger to life nearby, including extreme weather.

Since the first national test of the system in April 2023, five alerts have been sent, including during major storms when lives were at risk.

We will be running a second national test on **Sunday 7 September 2025 at 3pm.**

Your support in spreading the word of the test across the whole of the UK is very important to us, so we've created a range of resources to make it as easy as possible for you to share amongst your network. Please share the resources in this toolkit across your channels.

Together, we can get the message out to as many people as possible to make sure they are aware of the Emergency Alerts system test.

Thank you.

Key messages

These are key messages which will be communicated as part of the Emergency Alerts campaign. They can be used as a guide, when you are planning any communication to support the campaign.

Key messages

- The UK government will be carrying out a national test of the Emergency Alerts system on **Sunday 7 September at 3pm.**
- Compatible mobile phones and tablets will receive an alert, make a loud siren-like sound and vibrate. Find out more at **gov.uk/alerts**.
- The Emergency Alerts system is used to warn if there's a danger to life nearby, including extreme weather.
- Regular testing ensures the system is functioning correctly, should it need to be used in a life-threatening emergency.
- The Emergency Alerts system is an important tool for reaching the public in emergency situations. However, for those who need it, information on how to opt out is available on **gov.uk/alerts**.
- You can also learn about how to prepare for an emergency at **gov.uk/prepare**.

Copy

This copy is for you to use across your channels when talking about the campaign. For example, the copy can be included in newsletters, emails and on your website. Feel free to edit to fit with your own tone of voice. This includes:

- generic long and short copy
- tailored copy for vulnerable audiences, focused on inclusion and accessibility
- copy specific to motorists

↓ Download copy

- Generic short/long copy
- Vulnerable audiences copy
- Motorists copy

Short copy

The UK government is testing the Emergency Alerts system on **Sunday 7 September 2025 at 3pm**. Compatible mobile phones and tablets will receive an alert, make a loud siren-like sound and vibrate. You will not need to take any action.

The Emergency Alerts system is used to warn if there's a danger to life nearby, including extreme weather. Regular testing ensures the system is functioning correctly, should it need to be used in a life-threatening emergency.

Find out more at gov.uk/alerts.

Long copy

The UK government is testing the Emergency Alerts system on **Sunday 7 September 2025 at 3pm**.

Your mobile phone or tablet will vibrate and make a loud siren-like sound, even if it's set on silent. The alert message will confirm this is a test and that you do not need to take any further action.

Regular testing ensures the system is functioning correctly, should it need to be used in a life-threatening emergency. Find out more at gov.uk/alerts.

You can opt out of the Emergency Alerts, including the national test, but you should keep them switched on for your own safety.

Emergency Alerts will warn you via your mobile or tablet if there's a life-threatening emergency nearby. Only the government and the emergency services are able to send them.

There are simple and effective steps we can all take to be more prepared for an emergency. Visit gov.uk/prepare for advice on how you can prepare.

Social assets

One of the easiest ways to spread the word about the campaign is through your social media channels.

We have created a range of static and animated social assets for channels such as Facebook, Instagram and X.

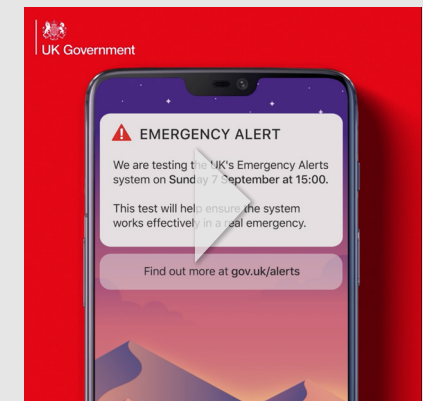
English, Welsh and bilingual versions are available.



Social static 16x9, also available as 9x16



Social static 1x1



Social animated 1x1

↓ Download social assets

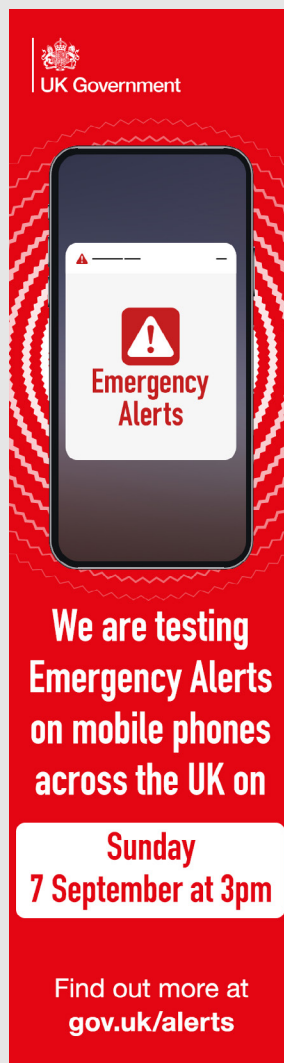
Digital assets

We have developed a range of digital assets for you to place across your channels.

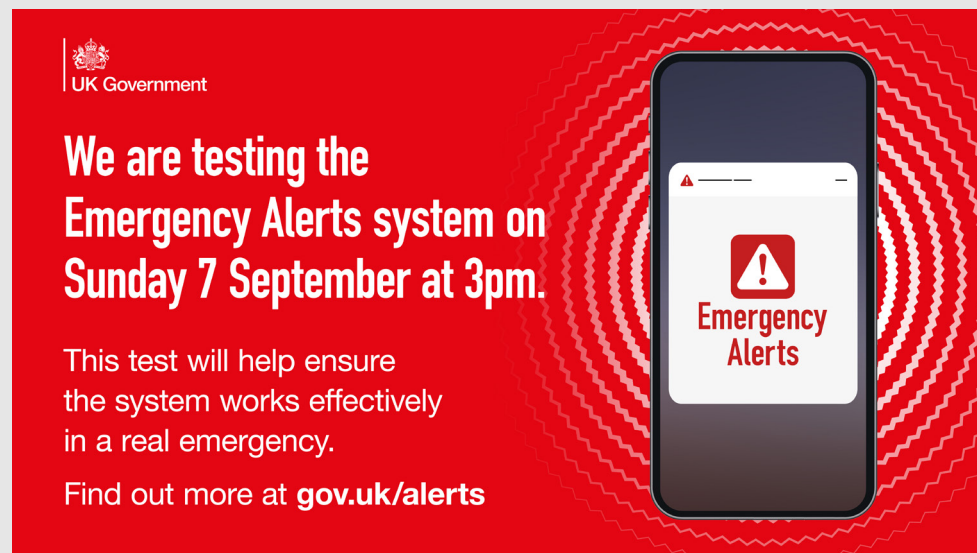
This includes:

- static web page banners to display on your website (available in 160x600, 300x250, 728x90 and 970x250 formats)
- static images to display on digital screens in your building (1920x1080)
- an email signature banner to add to your internal and external emails

↓ Download digital assets



Web page banner 160x600



Static digi screen 1920x1080



Web page banner 300x250



Email signature



Web page banner 728x90

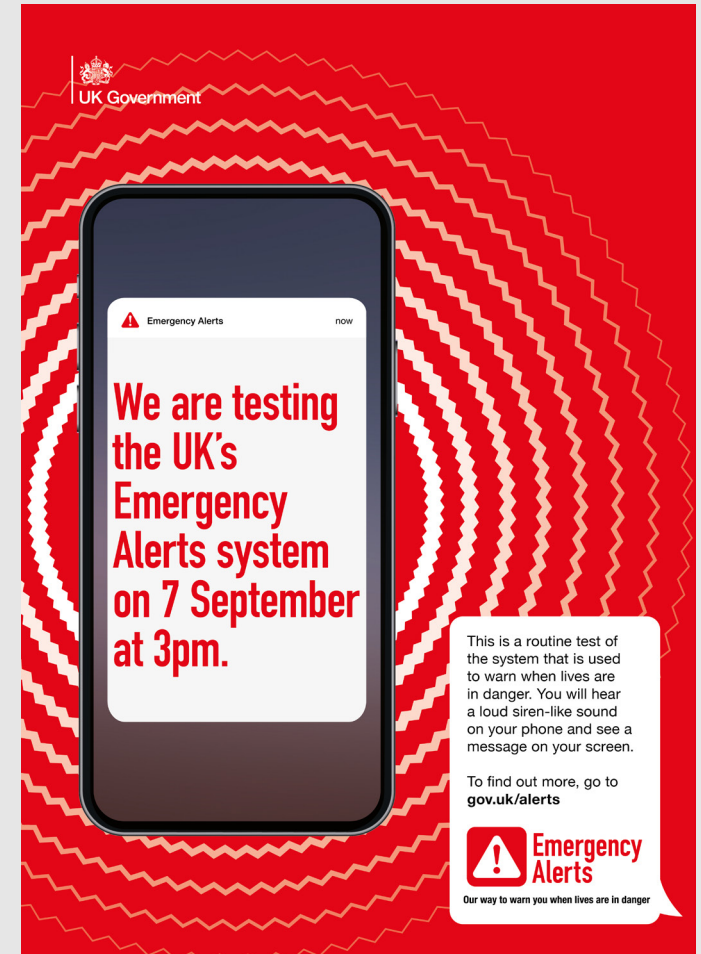
Posters and leaflets

We have created a range of posters and leaflets for you to print, display and distribute. These are provided both in web and print formats.

English, Welsh and bilingual versions are available.



A5 leaflet



A3 poster

Also available as A4

Download posters and leaflets

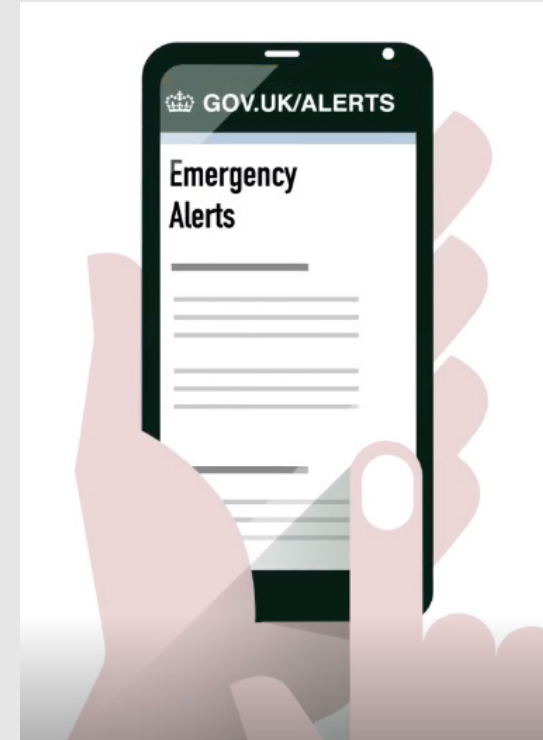
Explainer content

Explainer content is available at **gov.uk/alerts** in English and Welsh.

This includes:

- Information about the Emergency Alerts system
- Information about the national test
- Information on how to opt out of alerts for those who need it

We recommend you signpost audiences to **gov.uk/alerts** in all of your communications.



Explainer content

Accessible materials

We have created content to ensure that the campaign is accessible for all audiences. This content can be shared across your social and digital channels or in face-to-face engagement to help explain how the Emergency Alerts test will work. This includes:

- British Sign Language (BSL) videos
- Easy Read content
- Audio content (20")



British Sign Language (BSL) Video



Easy Read Content

Thank you for your support

We really need the help of organisations like yours to help raise awareness of the upcoming test of the Emergency Alerts system.

Share our assets across all your channels so everyone in your network knows about it.

Another great way to spread the word is to share any #EmergencyAlerts posts you see from @cabinetofficeuk or other government departments.

You can find out more about Emergency Alerts at **gov.uk/alerts**.

If you've got any questions about this campaign, please email **emergencyalerts@cabinetoffice.gov.uk**