

How to Promote your NSI Approval on LinkedIn



At NSI, we recognise the importance of LinkedIn as an effective way to connect with approved companies.

Whether your company is new to LinkedIn or already active, we encourage all NSI approved companies to follow us on LinkedIn to keep abreast of the latest updates and developments in the security systems, guarding services and fire safety sectors at:

<https://www.linkedin.com/company/nsi--national-security-inspectorate>

NSI has a strong and ever-increasing number of LinkedIn followers. These include approved companies, the Police, the fire and rescue services, insurers, industry stakeholders, buyers and specifiers in the wider fire and security community responsible for protecting people and premises, and improving public safety. We highly value our connections with NSI approved companies and encourage you and your teams to follow us and share our updates on:

- New standards
- Standards revisions
- Industry News
- Upcoming industry events where approved companies and buyers of security services can meet NSI experts and keep abreast of developments in standards
- Awards Events – we encourage NSI approved companies to enter nominations for industry awards in a range of different categories to celebrate and recognise success – helping to raise standards within the sector
- NSI training opportunities
- Stakeholder updates
- Content highlighting the value of NSI's independent approval
- NSI press articles

Engaging with NSI:

- In order for NSI to see and engage with your post, you must mention (tag) us using:
@NSI - National Security Inspectorate

Find out about NSI
nsi.org.uk





Engaging with NSI using hashtags

Hashtags brand a topic to help make your content more discoverable and enable you to connect with like-minded organisations and industry contacts.

Hashtags can be placed at the end of your update or embedded within it, where it makes sense to do so. Use hashtags to enhance your update, **#do #not #hashtag #every #word**. This will detract from your message and there is no point tagging words that are not important.

Note: hashtags cannot be edited once published.

Promote your NSI approval by including some or all of the following hashtags:

#NSIapproved #NSIgold #NSIsilver

NSI will:

- promote newly approved companies by sharing collective 'new approvals' posts
- promote re-certificated companies by sharing collective 'recertifications' posts
- endeavour to engage with posts relating to NSI approved companies gaining new/recertification by liking/sharing where appropriate and where '@NSI - National Security Inspectorate' is tagged
- share magazine/online articles sponsored by NSI featuring NSI approved companies (e.g. PSI magazine)
- share articles written by NSI
- be fair and impartial in our social media activity and promote the value of NSI approval in the interests of public safety and security.

NSI will not:

- engage with posts containing commercial claims about an individual company.

Find out about NSI
nsi.org.uk





Below are some sample LinkedIn posts you may wish to adapt, use or personalise for your business in order to promote the benefits of NSI approval to your customers and differentiate your company from competitors:

We are proud to be independently audited to British and International Standards and industry Codes of Practice by **@NSI – National Security Inspectorate** the UK's most highly respected and trusted UKAS-accredited Certification Body. NSI approval assures you of our integrity, technical expertise and professionalism as recognised by the Police, Fire and Rescue Services and the insurance industry. Find out what NSI approval means for our business and customers: <https://www.nsi.org.uk/about-nsi/> **#NSIapproved**

We are [enter your company's approval type e.g. NACOSS Gold] approved by **@NSI – National Security Inspectorate**. **#NSIgold** approval is the hallmark for the elite in the security systems, guarding services and fire safety sectors, demonstrating our commitment to the highest standards of service, quality and continual improvement. Find out more about the importance of independent NSI approval for our business and customers: <https://www.nsi.org.uk/about-nsi/about-nsi-approved-companies/> **#NSIapproved**

Every year we are rigorously audited by **@NSI – National Security Inspectorate**, the UK's leading independent certification body specialising in security and fire safety so you can be assured of our professionalism and technical competency. Find out more about the importance of NSI certification here: <https://www.nsi.org.uk/about-nsi/> **#NSIapproved**

We are independently certificated by **@NSI – National Security Inspectorate**. NSI's approval is the most highly respected and trusted hallmark in the security systems, guarding services and fire safety sectors, demonstrating technical expertise and a reassuring quality of service. Find out more about the importance of NSI approval: <https://www.nsi.org.uk/about-nsi/about-nsi-approved-companies/> **#NSIapproved**

We've been NSI approved for [enter the services for which you hold NSI approval] since [enter date]. **@NSI-National Security Inspectorate**, the UK's premier independent certification body specialising in security and fire safety, regularly inspects (company name) to verify we are carrying out our services to the highest industry standards and Codes of Practice. We're proud of being **#NSIapproved**. Find out more: <https://www.nsi.org.uk/about-nsi/about-nsi-approved-companies/> **#NSIapproved**

If you have yet not created a Company Page on LinkedIn you may wish to download our **How to Create your Company Page on LinkedIn** guidance for more information.

There is a wide range of helpful social media guidance online, this information is intended to assist as part of your own social media policies and staff guidance.

Find out about NSI
[nsi.org.uk](https://www.nsi.org.uk)

