



Security.Improved

## National Security Inspectorate

Sentinel House  
5 Reform Road  
Maidenhead  
SL6 8BY UK

T +44 (0)1628 637512

E [nsi@nsi.org.uk](mailto:nsi@nsi.org.uk)

W [nsi.org.uk](http://nsi.org.uk)

DG/KL/NSI 030 21

11 November 2021

### To: NACOSS Gold, Guarding Gold, Fire Gold, Kitchen Fire Protection Systems Gold, Life Safety Fire Risk Assessment Gold, and Evacuation Alert Systems Gold approved companies

Dear Colleague,

#### NSI MARKETING RESOURCES FOR APPROVED COMPANIES

Periodically we review marketing resources available to approved companies for promotional purposes. These are aimed at building your credibility and the credibility of NSI approval in the minds of buyers of the services you provide.

We are increasingly focussing on messaging to build buyer awareness of the value of the NSI hallmark and, mindful of feedback received over the last year or so, have developed:

- leaflets aimed at potential buyers; and
- guidance on use of the LinkedIn social media channel.

#### Downloadable leaflets for buyers

The new leaflets are now available as downloads for use in tenders and quotations, aimed specifically at buyers:

- Why Choose an NSI NACOSS Gold Approved Company? (for commercial installations)
- Why Choose an NSI Guarding Gold Approved Company?
- Why Choose an NSI Fire Safety Company?

#### LinkedIn

LinkedIn is the world's largest professional online network and a valuable marketing tool for organisations looking to enhance their profile and better connect with customers.

LinkedIn can work for you either as an individual user or through a corporate account. 'Following' NSI and 'sharing' posts of interest to your network of contacts can support your own brand, reinforcing your credibility through your NSI approval.



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To assist approved companies who want to be more active on LinkedIn, or optimise their interaction with NSI, we have produced the following short LinkedIn 'How To' Guides:

### **How to Create your Company Page on LinkedIn**

- For companies who do not yet have a Company Page on LinkedIn.

### **How to Promote your NSI Approval on LinkedIn**

- How to utilise the specific NSI tag / hashtags and develop your network.
- When NSI will interact with your posts.
- Sample posts for use or adaptation.

In recent years we have seen significant growth in NSI 'followers' reflecting the high level of interest and wide reach that is being sustained: posts we share are read by a large number of people.

There is a wealth of information online on how to set up LinkedIn corporate accounts and we would encourage you to explore the information in the public domain alongside the NSI guides.

### **How do I obtain these resources?**

These documents are available to download in PDF format, free-of-charge, in the Approved Company Login area of the NSI website under 'Marketing Resources' within the relevant approval scheme.

Should you have any comments regarding these or other marketing resources, I would be very pleased to hear them, as we continue to develop tools of value to you.

Yours sincerely,

Dianne Gettinby  
Head of Marketing Communications

Email: [dianne.gettinby@nsi.org.uk](mailto:dianne.gettinby@nsi.org.uk)