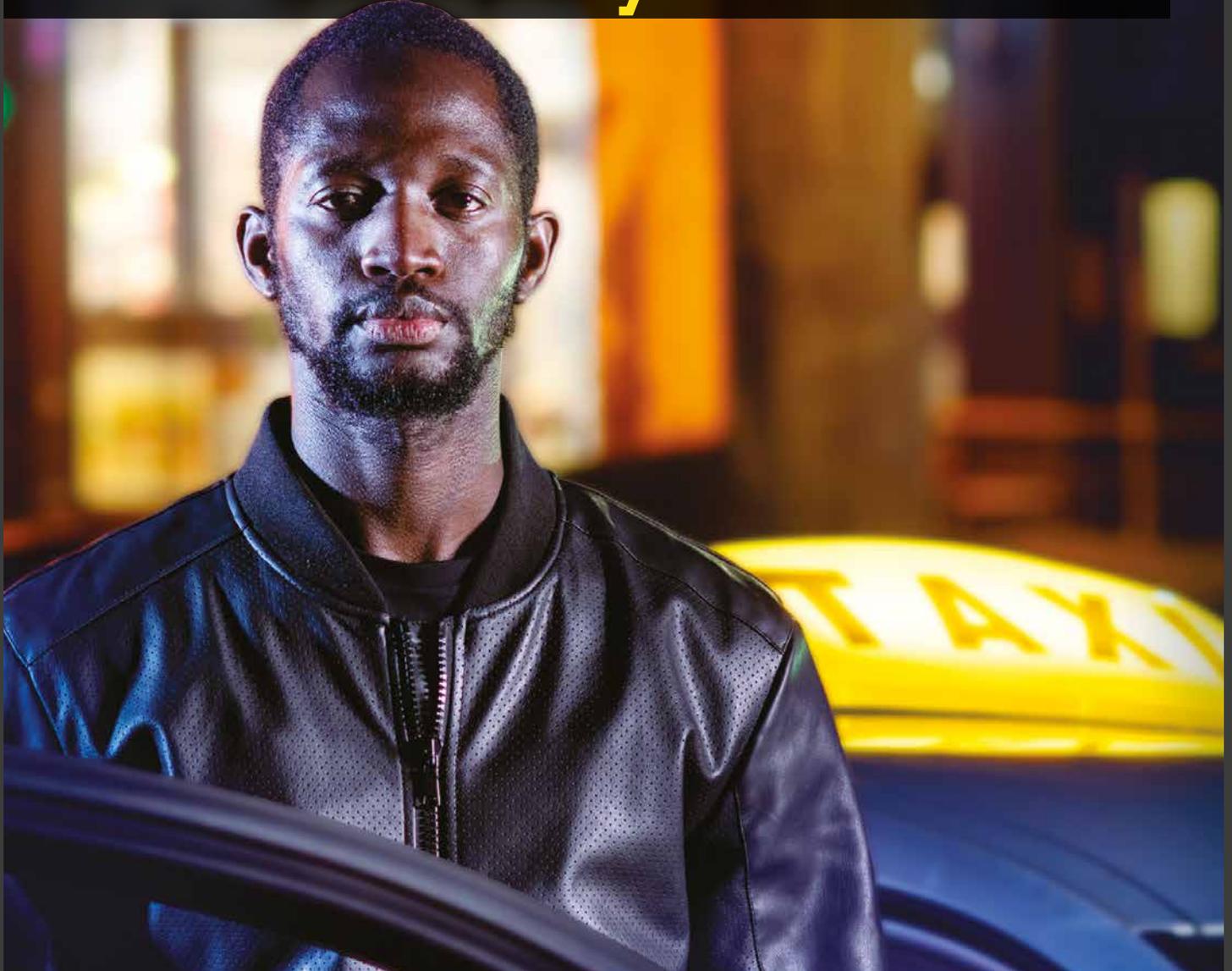


**They attacked me  
because of my skin colour**



## **Campaign Toolkit**

**#DontTolerateHate**  
Hate Crime Campaign 2019

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## Introduction

Welcome to the toolkit for the **#DontTolerateHate** hate crime campaign, which will be rolled out as part of an integrated campaign commencing on 18th February 2019. We would like your support to help spread the campaign messages. This toolkit contains information which will assist, including:

- Information about the campaign
- Key messages
- Planned communications methods
- Campaign assets you can use
- Useful contacts

## **The Campaign**

The campaign will launch on 18th February 2019 and will provide opportunities for partnership working and media/social media opportunities.

## **Aim**

To increase reporting of hate crimes by people working in the night time economy.

## Target Audience

The focus for Police Scotland is workers in the night time economy.

The key sectors that the campaign will focus on will include hotel, restaurant, bar and door staff, fast food outlets (chain and independent), late night retail (chain and independent) and transport providers, including licensed and private hire taxis.

## Key Messages

- Regardless of your occupation, no matter the circumstances, where or when, hate crime is never acceptable and should be reported.
- If you are reporting hate crime, you will be taken very seriously, it will be fully investigated and you will be treated with respect.
- If you have been targeted because of your disability, race, religion, sexual orientation or transgender identity, or you are aware of someone else being targeted, we want you to report it.
- There are lots of ways you can report hate crime:
  - By telephone on 999 (emergency) or 101 (non-emergency)
  - In person at a police station
  - Online via our hate crime reporting form: **[www.scotland.police.uk](http://www.scotland.police.uk)**
  - Via 'Contact Scotland BSL', Scotland's British Sign Language interpreting video Relay Service
  - If you don't feel comfortable contacting the police directly, you can report hate crime at a third party reporting centre (TPR). Find your nearest TPR centre at: **[www.scotland.police.uk](http://www.scotland.police.uk)**

## Planned Communications

### Paid for channels:

- Outdoor advertising
- Radio
- Social media (Facebook, Instagram and Twitter)

### Media /PR

Affinity Marketing

Police Scotland Website

## Assets for your use

### Social Media

Content will be shared on Facebook, Twitter, Instagram and YouTube using an integrated social media plan posting content across all channels.

The hashtag for the campaign is **#DontTolerateHate**

As well as the digital posters that will be available for you to post organically there will also be a number of short videos that you can retweet or share from the corporate Police Scotland accounts or contact the social media team on: [corporatecommunicationsocialmedia@scotland.pnn.police.uk](mailto:corporatecommunicationsocialmedia@scotland.pnn.police.uk) for the video assets to be sent to you.

The call to action is to visit the website [www.scotland.police.uk](http://www.scotland.police.uk) for more information on how to report hate crime, where people can submit an online hate crime form to report hate crimes and incidents.

All social media posts should encourage reporting by driving traffic to the Police Scotland website.

# Example Social Media Messages:

## Twitter

Today we are launching a national campaign targeting #HateCrime.  
Hate crime is widely under-reported, #DontTolerateHate!  
Hate crime is never acceptable and should be reported here:  
[www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/](http://www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/)

If you are reporting #HateCrime, you will be taken very seriously, it will be fully investigated and you will be treated with respect.  
Report it here: [www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/](http://www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/)

Regardless of your occupation, no matter the circumstances, #HateCrime is never acceptable and should be reported. If you are reporting a hate crime you will be taken seriously and it will be fully investigated.  
Report it here: [www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/](http://www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/)  
#DontTolerateHate

We encourage anyone who has witnessed or been the victim of a #HateCrime whether because of their race, religion, disability, sexual orientation or transgender identity to report it here:  
[www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/](http://www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/)  
#DontTolerateHate

# Example Social Media Messages:

## Facebook

Today we are launching a national campaign targeting **#HateCrime**.

Hate crime is widely under-reported, **#DontTolerateHate!**

Regardless of your occupation, hate crime is never acceptable and should be reported. If you are reporting hate crime, you will be taken very seriously, it will be fully investigated and you will be treated with respect.

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Report it here: [www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/](http://www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/)

**#DontTolerateHate**

**#HateCrime** can have a long lasting impact on the victim, witness and wider communities. What may seem to you like a minor incident can have a major impact on a number of individuals and their life.

Report it here: [www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/](http://www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/)

**#DontTolerateHate**

We encourage anyone who has witnessed or been the victim of a **#HateCrime** whether because of their race, religion, disability, sexual orientation or transgender identity to report it here:

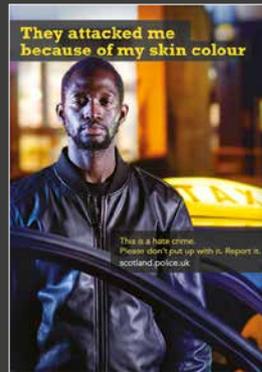
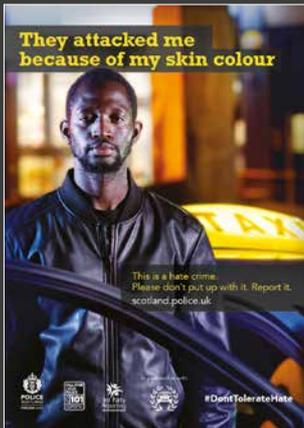
[www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/](http://www.scotland.police.uk/contact-us/hate-crime-and-third-party-reporting/)

**#DontTolerateHate**

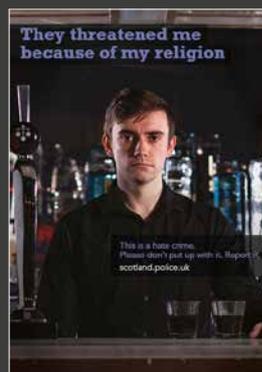
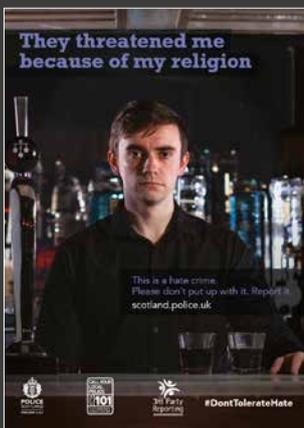
The following assets are available for your use across any of your communications channels:

## A4 Poster

## A6 Postcard



Front



Back

If you have any further queries or would like to get these materials sent to you in a specific format or size then feel free to contact us: [MarketingAndCampaigns@scotland.pnn.police.uk](mailto:MarketingAndCampaigns@scotland.pnn.police.uk)

The following assets are available for your use across any of your communications channels:

## Digital Banners

### Twitter



### Facebook



### Website



### Intranet



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## Useful Contacts

### Police Scotland — Corporate Communications

If you have any further queries or would like to get these materials in a specific format or size then feel free to contact us:

#### Email

[MarketingAndCampaigns@scotland.pnn.police.uk](mailto:MarketingAndCampaigns@scotland.pnn.police.uk)

#### Phone

01786 896 010