



**ANTI-SOCIAL
BEHAVIOUR
CAMPAIGN**



This document provides recommendations on how to support the “say no to any form of abuse” campaign across your social media channels and/or website. Below you will find links to approved campaign imagery and recommended copy to use in conjunction with the imagery.

ASSET TYPE	LINK TO ASSET(S)	RECOMMENDED PLATFORMS FOR DISTRIBUTION	SUGGESTED COPY
Full video, hero creative	https://youtu.be/3L_VmqrAdyc	Facebook Instagram Website Database eDM	Don't confuse anger with passion. For the love of our game, pledge your part in keeping our game great. #playAFL
30 second video, hero creative	https://youtu.be/NZrkWqpEKbk Or download video file for social channels here: https://afl.box.com/s/cgo2kdzbhqakg7m7bqjyb89k6p9dvhvy	Facebook Instagram Website Database eDM	Any form of abuse – to the next generation, volunteers who make this game possible or coaches and umpires who play with passion – is not welcome on our turf. Call out bad behaviour, and keep our game great #playAFL
30 second video, umpire being abused	https://youtu.be/OjyUphM6YY Or download video file for social channels here: https://afl.box.com/s/j3ng1g8ttgm1vrd03r5rak36atOybae1	Facebook Instagram Website Database eDM	Any form of abuse is not welcome on our turf. Call out bad behaviour, and keep our game great #playAFL

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Social tiles – Love Community Football	https://afl.box.com/s/tsfil4q59ncqzjm34ezsq5npz7v9lwws	Facebook Instagram	<p>Don't confuse anger with passion. Play your part and respect the game #playAFL</p> <p>Everyone involved in our great game should respect the volunteers and players who make it possible #playAFL</p> <p>Support the game you love with respect, not abuse. Do it for the players #playAFL</p> <p>We're all here – volunteering, supporting and playing – for the love of our game #playAFL</p>
Social tiles – Umpires	https://afl.box.com/s/2t9753v2lury3qxl5ffznch9gty3z4bu	Facebook Instagram	<p>Pledge to accept the umpire's call, even if you don't agree. Do it for them, the volunteers and the next generation of players #playAFL</p> <p>Don't confuse anger or abuse with passion. Make our game in your suburb great #playAFL</p>

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Social tiles - Pledge	https://afl.box.com/s/jlwk4meiovxztqhtumsu0luaj9mppktl	Facebook Instagram	<p>Make a pledge to be the best version of yourself on the sidelines. Do it for the players & volunteers who make it possible #playAFL</p> <p>Pledge to play and support with passion, not abuse #playAFL</p> <p>We're going to make a promise to keep our local game great, will you? #playAFL</p> <p>Promise to be the best version of yourself in front of the next generation #playAFL</p>
Social tiles - Say No to Abuse	https://afl.box.com/s/o29jaecyd2deusaaysg3tx4g3rx4g5s5	Facebook Instagram	<p>Call out bad behaviour; abuse is not welcome on our turf #playAFL</p> <p>Pledge to be the best version of yourself in front of the next generation. Community Footy; love it, respect it, support it #playAFL</p> <p>We're all here for the love of the game, don't ruin it. Community Footy; love it, respect it, support it #playAFL</p> <p>Don't confuse anger with passion on the sideline #playAFL</p>

