



Llywodraeth Cymru
Welsh Government

VICTIM SUPPORT X HATE HURTS WALES

Partner Pack 2024

VS

VICTIM
SUPPORT

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Introduction



Information for partners

The focus of this year's campaign is to help position Victim Support as a judgement free organisation for people impacted by hate crime, and to highlight the confidential support and advice they can offer.

The campaign aims to empower victims to come forward and access the support available to them, no matter how big or small the hate crime.

This campaign will also continue to raise awareness of what a hate crime is, and promote the different ways in which people are able to report a hate crime.

We will be launching our campaign activity Monday 12th August. The campaign will be running across several touchpoints including digital advertising across multiple channels including Facebook, YouTube and Google which will run from August 2024-March 2025. In combination with the always on digital activity, we will be running our adverts across a variety of above the line media channels from 12th August to 9th September including radio, out of home (large format, rail, street hubs and bus), digital radio, local press and Wales Online promotion.



Introduction

Information for partners

Whilst the digital, radio and Wales Online activity will take a pan-Wales approach, the out of home, digital radio and local press activity will focus specifically on areas with higher levels of hate crime. An element of our out of home advertising has also been placed in areas in close proximity to football stadiums to coincide with the start the 24/25 football season.

We need your help to raise awareness of the Victim Support service to encourage victims to report and get support by sharing the campaign across your channels and networks. In this pack you will find a range of campaign assets suitable for social media usage, as well as some suggested caption copy that can be shared on your own channels.

If you have any questions, feedback or would like to discuss a specific opportunity for us to share the campaign, please contact us at Cohesion@gov.wales

Click [here](#) to download campaign assets.

All single language assets are available in English and Welsh.



Victim Support explainer film

We have developed an online video explainer, to help position Victim Support as a judgement free organisation that are there to support victims. The video explains who Victim Support are, who they can help and and how you can contact them. This can be shared across all social channels (Facebook, Instagram, X).

Click [here](#) to download campaign assets.

All single language assets are available in English and Welsh.

CALL
0300 30 31 982.
ANYTIME.
ANYDAY.



Campaign Materials

Social post assets

We have created a range of campaign assets for social media usage (static image, 'carousel' sequence, and video) which can be shared on your own social media channels. All assets provided are suitable for Facebook, Instagram and X.

We recommend switching off all comments when promoting these assets and closely monitoring any additional activity (e.g., shares/reposts).

Click [here](#) to download campaign assets.

All single language assets are available in English and Welsh.



STAND UP TO HATE CRIME TOGETHER.





Social post copy

We have also created a range of suggested social media messages that can be used as caption copy to accompany the campaign assets to help you support the campaign across your channels. Please feel free to tailor these messages for your audience. All copy provided is suitable for Facebook and Instagram.

No matter how big or small the hate crime, getting help early can help you regain control of your life.

Contact Victim Support any time, any day by calling 0300 30 31 982, or visit: <https://reporthate.victimsupport.org.uk> for more information. You're not alone.

*#HateHurtsWales #CasinebYnBrifo
#VictimSupport #CymorthIDdioddefwyr*

If you have been a victim of hate crime you may feel scared, lost, alone.

Victim Support offer free, independent and impartial advice to anyone affected by hate crime. For more information on what support is available, visit: <https://reporthate.victimsupport.org.uk/>

*#HateHurtsWales #CasinebYnBrifo
#VictimSupport #CymorthIDdioddefwyr*

Hate crime can happen anywhere. It could be at the workplace, in social situations, on public transport, in neighbourhoods and even online.

It is important that we stand up against hate crime together. For more information on how to report a hate crime, visit: <https://reporthate.victimsupport.org.uk>

*#HateHurtsWales #CasinebYnBrifo
#VictimSupport #CymorthIDdioddefwyr*



Campaign Materials

Hero and social empowerment films

We will continue to promote the campaign materials from previous activity to build on people's understanding of hate crime, and how important it is to stand up to hate crime.

We will also continue to promote the Police as a place to go when looking to report.

Click [here](#) to download campaign assets.

All single language assets are available in English and Welsh.





Campaign Materials

Social post assets

We have also created some more generic campaign assets which can be shared on your own social media channels. All assets provided are suitable for Facebook, Instagram and X.

We recommend switching off all comments when promoting these assets and closely monitoring any additional activity (e.g., shares/reposts).

Click [here](#) to download campaign assets.

All single language assets are available in English and Welsh.

BUT WHAT IS A HATE CRIME?

Hate crimes are crimes committed against someone because of hostility or prejudice towards their perceived:

HATE HURTS WALES

A HATE CRIME CAN INCLUDE

- verbal abuse • intimidation
- threats • harassment
- assault and bullying
- damage to property
- online attacks

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STAND UP TO HATE CRIME TOGETHER

Victim or bystander, find out how you can report a hate crime:

GOV.WALES/HATEHURTSWALES



Social post copy

We have created a range of suggested social media messages that can be used as caption copy to accompany the campaign assets to help you support the campaign across your channels. Please feel free to tailor these messages for your audience. All copy provided is suitable for Facebook and Instagram.

No one should tolerate hate. Let's stand up to hate crime together. Report it and get support #HateHurtsWales #CasinebYnBrifo gov.wales/hatehurtswales

Hate has no place in Wales. We want offenders to know that they will not get away with their hate. Report it and get support. Let's stand up to hate crime together #HateHurtsWales #CasinebYnBrifo gov.wales/hatehurtswales

Hate hurts Wales. If you see it happen, report it and get support. Let's stand up to hate crime together #HateHurtsWales #CasinebYnBrifo gov.wales/hatehurtswales



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THANK YOU FOR YOUR SUPPORT

**LET'S STAND UP TO HATE
CRIME TOGETHER**

If you have any questions, feedback or would like to discuss a specific opportunity for us to share the campaign, please contact us at Cohesion@gov.wales

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