

NO HATE JUST SPORT

Social Media Toolkit



The Launch

No Hate, Just Sport is a new pilot initiative to support sports clubs in Bristol to address discrimination and hate crimes in their environments. The pilot aims to break the silence and nurture environments in sports clubs that are free from discrimination and hate, so that everyone can access the positive outcomes that sport provides.

The No Hate, Just Sport campaign will be launching on Wesport social media on **Thursday 16th October**.

The Campaign



Hate hurts. Silence harms. Speak out.

Let's educate, empower, and report the hate we see.
Let's build safe, inclusive and accessible spaces for all.

Additional messages you can include:

- "Hate hurts. Silence harms. Speak out."
- "Speak out on the hate and discrimination you see in sport."
- "Break the silence and eradicate hate from sport."

Social Media Accounts

When posting please ensure you tag Wesport and SARI in your posts using the handles below:

Facebook:	West of England Sport Trust (Wesport)	Stand Against Racism & Inequality
Instagram:	@wesportap	@saricharity
LinkedIn:	West of England Sport Trust (Wesport)	Stand Against Racism & Inequality

Assets

Alongside this toolkit, we have shared with you the logo for No Hate, Just Sport, and social graphics you may wish to use alongside your posts. We've also created posters with key stats on hate crime in Bristol. You can access everything you need, [here](#).

Awareness Raising Events

The launch of No Hate Just Sport coincides with National Hate Crime Awareness Week. October also marks Black History Month.

Sample Posts

Below, we've set out a series of sample posts to help you promote No Hate, Just Sport. You can choose to make edits to these to help you make them bespoke to your sport and audience.

We hope these posts will illustrate the key messages of No Hate, Just Sport, show the importance of collaboration to solve the issue of discrimination and hate in sport, and help you share your support for this work. And remember, you can always engage and reshare posts from Wesport, live on Thursday 16th October.

Post 1 Join the movement	Hate hurts. Silence harms. Speak out. Hate and discrimination in sport silence voices, damage lives, and divides communities. We're here to change that. Join the movement challenging behaviours, and advocating for safe and inclusive spaces in sport through awareness and education. Say it with us: No Hate, Just Sport. Learn more and get involved: link to landing page Together we can break the silence and eradicate hate from sport. #NoHateJustSport #HateHurts #SilenceHarms #SpeakOut #HateCrimeAwareness
Post 2 Bristol stats - Speaking out	Hate has no place in our communities — or in our sports clubs. In Bristol, the numbers tell a worrying story: ➡ Hate crimes up 15% this year ➡ 73% of all hate crimes are race-related ➡ Youth hate crime has nearly doubled ➡ Bristol hate crime referrals up 32% Sport should unite us, not divide us. Change is needed and it's on all of us to ensure sport is safe, inclusive and welcoming for all. Learn how you can make a difference today - link to landing page #NoHateJustSport #HateHurts #SilenceHarms #SpeakOut #HateCrimeAwareness
Post 3 Call it out	We need the courage to call it out. Hate crimes in Bristol are up 15%. The landscape in Bristol might feel daunting for the volunteers, parents, and children in our sports clubs, schools and communities to address discrimination and hate that they might be seeing. That's why we need to help educate, support and advocate for safer spaces for all. Visit our website for new best practice guidance, creatives to share on your socials, and a sneak peek at the upcoming training and education. - link #NoHateJustSport #HateHurts #SilenceHarms #SpeakOut #HateCrimeAwareness

Contact Information

If you have any questions or queries, please email nohatejustsport@wesport.org.uk.

