



ANTI-SOCIAL BEHAVIOUR CAMPAIGN



play.afl

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/PvEU4WKDCk Or download video file for social channels here: https://afl.box.com/s/03hi4qi7o9hcjsw8j60j92q74offf5y2	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/F0p_Z1Va3JE Or download video file for social channels here: https://afl.box.com/s/pr1bmk8x3y1mbbz6o8vfniugx0sr3bu6	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/iinwd20h9r9afm8cb7t5011tr0h216bd	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/8811d4ng7unnf37wk7x31jw0lpvfr4go	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/plo3dgzpt882ejky2w6fxzc4fgbd5au1	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/fdsovgapmg6h98ca0rlc0825njy5206b	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>

