

RACISM. IT STOPS WITH ME

Digital and Social Media Promotion Kit

July 2022

Contents

This toolkit contains content and information to help you amplify and support the new *Racism. It Stops With Me* campaign, **to be launched on July 12.**

We hope you will share this content through your channels and help spread the message for widespread action against racism in Australia.

About the campaign	3
Downloadable assets	6
Hashtags	6
Suggested copy	7
Facebook/Instagram	8
Twitter	9
LinkedIn	10
Newsletters/EDMs	11

Campaign posters	12
Support the campaign	14
Terms and conditions	15
Conversation guide	18
Online safety	19

About the campaign

RACISM. IT STOPS WITH ME



About the campaign

Racism. It Stops With Me is a national campaign urging Australians to reflect on racism and take action against it.

The campaign aims to support Australians, particularly those without lived experience of racism, to understand how racism shapes society, and the need for action to address it.

The campaign includes a [community service announcement](#) and an updated [website](#), which provides resources to support education and action against racism. The website features in-depth information about racism in a [range of settings](#) that are referenced in the advertising campaign, including institutional and systemic racism.

The website also hosts our [Workplace Cultural Diversity Tool](#), a free, confidential self-assessment tool for organisations seeking to strengthen their approach to cultural diversity and anti-racism in the workplace.

Downloadable assets and social media tags

RACISM. IT STOPS WITH ME



Downloadable assets

Campaign assets, including social media tiles, posters and other material, are available to download and share [here](#). Please use them freely.

 Download assets

Social media tags

Please follow and tag the Australian Human Rights Commission and use the **#ItStopsWithMe** hashtag in your posts.

Australian Human Rights Commission

Facebook - [@aushumanrights](#)

Instagram - [@aushumanrights](#)

Twitter - [@aushumanrights](#)

LinkedIn - [@Australian Human Rights Commission](#)

Racism. It Stops With Me

All platforms - **#ItStopsWithMe**

Twitter - [@ItStopsWithMe](#)

Suggested copy

RACISM. IT STOPS WITH ME



Suggested copy

You may wish to use the copy below when posting about the campaign on social media:

Facebook/Instagram

Option 1

Racism is more than just harmful words or individual actions. It includes biases in our society, its laws, institutions and ways of thinking. [I/we am/are] committed to learning more and taking action every day to challenge racism in [my/our] [community and/or workplace and/or school].

Visit itstopswithme.humanrights.gov.au and take a stand with me.

Racism. It Stops With Me.

Option 2

No matter how challenging the conversation, we need to talk about racism and the causes of inequality. By taking a stand against racism, we can build a fair and equal society – for all.

Ask yourself the hard questions at
itstopswithme.humanrights.gov.au

Racism. It Stops With Me.

Suggested copy

Twitter

Option 1

No matter how challenging the conversation, we need to talk about racism and the causes of inequality. By taking a stand against racism, we can build a fair and equal society – for all.

Racism. It Stops With Me.

#ItStopsWithMe
@ItStopsWithMe

Option 2

Anti-racism means more than being ‘not racist’. It means actively committing to action against racism wherever it occurs. Anti-racism means standing shoulder to shoulder with those advocating for justice.

Racism. It Stops With Me.

#ItStopsWithMe
@ItStopsWithMe

Suggested copy

LinkedIn

Option 1

Racism at work blocks the door to career opportunities and contributes to unequal representation in leadership. Too often, hiring managers look for candidates who are like them, or who hold skills and attributes associated with whiteness. This directly discriminates against First Nations applicants and those from culturally and linguistically diverse communities.

Research shows that culturally diverse workforces are more productive and successful. But racism in the workplace continues to undermine cultural diversity and inclusion.

[Name of organisation] is committed to strengthening our approach to anti-racism and creating a safer, more equitable workplace. Racial inequality affects all of us, whether directly or otherwise, and there is a role for all of us to play in addressing it.

No matter how challenging the conversation, we need to talk about racism and the causes of inequality. By taking a stand against racism, we can build a fair and equal society – for all.

Racism. It Stops With Me.

#ItStopsWithMe

@ Australian Human Rights Commission

Option 2

Racism shapes the conversations in our parliaments and boardrooms, and directly impacts decisions and policies that govern our society.

Racial inequality affects all of us, whether directly or otherwise, and there is a role for all of us to play in addressing it.

Racism. It Stops With Me.

#ItStopsWithMe

@ Australian Human Rights Commission

Suggested copy

Newsletters/EDMs

[Name of organisation] is proud to support the *Racism. It Stops With Me* campaign. Racism is more than just harmful words or individual actions. It includes biases in our society, its laws, institutions and ways of thinking.

[Name of organisation] is committed to learning more and taking action. Racial inequality affects all of us, whether directly or otherwise, and there is a role for us all to play in addressing it.

This [week/month], we are redoubling our commitment to anti-racism. We are committed to [add details of anti-racism activity, initiative, strategy etc.]

No matter how challenging the conversation, we need to talk about racism and the causes of inequality. By taking a stand against racism, we can build a fair and equal society – for all.

Racism. It Stops With Me.

Campaign posters

RACISM. IT STOPS WITH ME



Campaign posters

You can also create custom posters for your workplace, school or community. A poster template is available here.

 **Download poster template**

When considering images to use on your poster, we recommend you:

- Use high resolution images
- Ensure you have full permission of anyone depicted to use their image
- Use images of people who are easily identifiable as members of your community, school or workplace
- Consider that the campaign aims to encourage all Australians, particularly those without direct lived experience of racism, to take action. So you may want to include images of people who can model positive allyship.

Poster templates must be used in accordance with the *Racism. It Stops With Me* supporter Terms and Conditions, which state that the campaign supporter:

- will ensure the RISWM Campaign logo is used, copied, supplied or reproduced only for the purposes of promoting the RISWM Campaign and in accordance with these [Terms and Conditions](#)
- agrees to exercise all reasonable care and diligence to protect the Commission's reputation.

Become a supporter

RACISM. IT STOPS WITH ME



Become a supporter

The *Racism. It Stops With Me* website provides additional ways to get involved and support the campaign, including:

- [Ordering merchandise](#). Many of these items are available for free.
- [Signing up as an organisational supporter](#). Organisational supporters pledge their support for the objectives of the campaign and commit to learning and action on racism. Becoming a supporter is free and easy.

A copy of the *Racism. It Stops With Me* organisational supporter Terms and Conditions are provided on the following pages.

These Terms and Conditions are also available via the ***Racism. It Stops With Me*** [website](#). For more information, [contact the campaign team](#).

Terms and conditions

Submission of the RISWM Supporter webform constitutes consent to these Terms and Conditions and the [Privacy Policy](#) of the Australian Human Rights Commission ('the Commission').

Terms of Use

Submission of the RISWM Supporter webform constitutes consent to these Terms and Conditions and the Privacy Policy of the Australian Human Rights Commission ('the Commission').

The Commission reserves the right to review and modify any of the Terms and Conditions, its policies and disclaimers at any time. We welcome your feedback and comments in relation to our policies.

By accepting a submission to become a RISWM Supporter and/or uploading a Supporter Logo, the Commission is not endorsing any product or service of the Supporter and you should not imply such endorsement. Becoming a RISWM Supporter is not intended to, nor should it be understood as, having any impact on the independence of the Commission in the exercise of its functions.

RISWM Supporters

By submitting the RISWM webform and uploading the Supporter Logo, the Supporter:

- accepts that it will be publicly identified by the Commission as a supporter of the RISWM Campaign
- permits the Commission to use the Supporter Logo on promotional materials for the RISWM Campaign, including media releases, e-bulletins, web pages and social media platforms relating to the RISWM Campaign

- agrees to actively engage in anti-racism in the spirit of the Campaign and in support of the Campaign's goals
- agrees to support and promote the RISWM Campaign by:
 - endorsing the Campaign, for example, by prominently featuring the Campaign logo on the Supporter's website
 - promoting the Campaign through the Supporter's communication channels, and distributing information and material relating to the Campaign via the Supporter's networks, programs and facilities
 - distributing information and material relating to the Campaign through social media, including (as relevant) the Supporter's Facebook page and Twitter account
 - committing to continued learning about racism and anti-racism and to embedding anti-racism principles into their organisation wherever possible
- agrees to use the RISWM Campaign logo in such promotion, and follow all directions from the Commission on using the logo in a format that conforms with the Commission's branding guidelines
- will ensure that the RISWM Campaign logo is used, copied, supplied or reproduced only for the purposes of promoting the RISWM Campaign and in accordance with these Terms and Conditions
- agrees to exercise all reasonable care and diligence to protect the Commission's reputation.

The Commission may remove the Supporter Logo from the Commission's website, social media platforms and any other RISWM Campaign promotional materials at any time for any reason.

Terms and conditions (cont.)

Copyright and IP

The material on the Commission's website is protected by copyright under the laws of Australia and, through international treaties, other countries. Unless otherwise indicated, all rights (including copyright) in the content and compilation of the website (including text, graphics, logos, button icons, video images, audio clips and software) are owned or controlled for these purposes, and are reserved, by the Commission or its contributors.

You may not, without the prior written permission of the Commission and the permission of any other relevant rights owners, broadcast, republish, up-load to a third party, transmit, post, distribute, show or play in public, adapt or change in any way the content of, or create a derivative work from, the website for any purpose. This prohibition does not extend to materials on this site which are freely available for re-use or are in the public domain.

Nothing in these Terms and Conditions affects any pre-existing intellectual property rights: The Commission retains the intellectual property in the RISWM Campaign logo. The Commission grants a fee free licence to the Supporter to use the RISWM Campaign logo in accordance with these Terms and Conditions. The Supporter retains the intellectual property in the Supporter Logo. The Supporter grants a fee free licence to the Commission to use the Supporter Logo in accordance with these Terms and Conditions. You warrant that the Commission's use of the Supporter Logo will not infringe the intellectual property rights of any third party and that you have the necessary rights to grant the licence required or referred to herein.

Indemnity

You indemnify the Australian Human Rights Commission, its affiliates, employees, agents, contributors, third party content providers and licensors from and against all actions, suits, claims, demands, liabilities, costs, expenses, loss and damage (including legal fees on a full indemnity basis) incurred or suffered by you or by us as a direct or indirect consequence of any breach by you or your agents of these Terms and Conditions.

General provisions

These terms of use are governed by the laws of New South Wales, Australia. If any part of these terms of use is found to be invalid or unenforceable, it shall be severed without affecting the remainder.

Conversation guide

The Racism. It Stops With Me campaign asks Australians to reflect on their relationship to race and the role of racism in shaping Australian society. The campaign film may also be a useful tool for starting conversations about racism.

The Conversation Guide provides some key considerations when discussing the campaign and the issues it touches on.

You can download the Conversation Guide [here](#).



Download Conversation Guide

Online safety

Experiencing or witnessing racism online can be highly distressing. If you experience racism online, it's important to know that it is not your fault and you are not alone. Support is available.

This Online Safety pack is designed to provide supporters of the *Racism. It Stops With Me* campaign with information and resources that may be useful in staying safe, and dealing with racism online.

You can download the Online Safety pack [here](#).



Download Online Safety pack

RACISM. IT STOPS WITH ME

Thank you



**Australian
Human Rights
Commission**