



TAKE A STAND – GUIDANCE FOR CLUBS

WHAT IS TAKE A STAND?

It is a call to action initiative, encouraging people across the football community to take an action or make a pledge, and take a stand against discrimination.

Take A Stand is both a challenge and an invitation for individuals and organisations to publicly commit to their own pledge. For those making their own personal pledge, our hope is that they will inspire others to do the same.

Take A Stand marks a new chapter in the fight against discrimination in football, which will give fans the confidence, the tools and the means to confront discrimination and make a change. We want Take A Stand to be an advocate for change - it is a movement which everyone can play a part in.

WHAT WE WANT TO ACHIEVE

Through Take A Stand we want to tackle discrimination but also create a culture where everyone belongs and individuals take personal responsibility for being part of the change. That includes fans, players, participants, managers, CEOs, stewards, social media managers, programme sellers, shop assistants - everyone on and off the pitch. We can all do something to take a stand against hate and promote a more inclusive society.

Our goal is to help end collective silence and raise the standard of discourse amongst everyday fans. By equipping fans with the right tools, empowering them with the right education and inspiring them with the right content, we can create an environment in which silence is replaced by action.

HOW CAN YOU SUPPORT?

We want our partners from across the football world to work with us to empower and encourage everybody to confront discrimination, and take a stand.

This would be also an opportunity to communicate how you're tackling discrimination within your organisation. We want to position Take A Stand as a positive movement which demonstrates change, but also encourages the wider football community to play a part in that change too.

We would want you to support with the following:

- **Make a pledge** – What will you pledge to do as a club to tackle discrimination?
- **Sharing content across your digital channels** – web and social media
- **Being part of the content creation process** – what talent could you provide to feature in new content, such as images, graphics and videos? Can you create your own content around how you're taking a stand?
- **Providing a key spokesperson** - who from your organisation can speak about their support for Take A Change in the media? We want clubs to join us to be a voice for



change in football, speaking on behalf of under-represented and minority communities in football

CONTENT FRAMEWORK

Take A Stand is a digital first campaign. When posting content about the campaign on social media, we'd ask that you use #TakeAStand, and tag us in your posts. You can find us on social media as below:

- Facebook: www.facebook.com/kickitoutofficial
- Twitter: @kickitout
- Instagram: @kickitout

We'd also like our partners, where possible, to create their own content using their voices to promote Take A Stand. Below is a content framework you can use, or adapt to suit your own tone.

Video content - general

Long copy

- It's time to #TakeAStand against discrimination. It has no place in our game. If you experience or are witness to any incident, you can report it to Kick It Out (<https://www.kickitout.org/forms/online-reporting-form>)

Short copy

- How will you #TakeAStand?
- See abuse. Report it. #TakeAStand
- Hear discrimination. Call it out. #TakeAStand
- Enough is enough. It's time to #TakeAStand

Video content – pledge focused

We want to encourage individuals and organisations to make a pledge as part of Take A Stand. Examples could include:

Organisations

- We are going to #TakeAStand by committing to working with Kick It Out to deliver education programmes to any offenders of discrimination that we see
- We will #TakeAStand by adding social media abuse into our sanctions policy
- We will #TakeAStand by reviewing our equality and diversity policies and recruitment processes

Individuals

- I'm going to #TakeAStand by calling out any acts of discrimination I see or hear
- I'm going to #TakeAStand by reporting any acts of discrimination I see or hear to Kick It Out
- I'm going to #TakeAStand by challenging discriminatory behaviours and attitudes which I am witness to

Video guidelines

- Ensure all footage is landscape
- Include Kick It Out and Take A Stand logo lock-up (to be provided upon request)



PROMOTION

Marketing assets that will be available

- Take A Stand and Kick It Out logo lock up
- A4 and A5 posters
- Twitter, Facebook and Instagram graphic sizes
- Artwork for perimeter boarding for club grounds