

#JustDont

Partner toolkit



"What? I just sent her a photo of my..."



"What? I was just telling her to smile more."



"What? I was just saying she might like it."

About the campaign

86% of young women in the UK have experienced sexual harassment in public.

This campaign is urging everybody in the region to be an ally, step up, call it out and help stop it.

The “Just Don’t” campaign is the latest step in the Mayor's fight to improve the safety of women and girls, alongside partners across the region.

Target audience:

Young men and boys aged 14 - 21

Campaign aim:

The campaign aims to **empower men and boys** to change society for the better.

By bringing attention to these issues, we hope to instigate behaviour change by encouraging men and boys to have conversations with their friends and family, and to reflect on their own behaviour.

Marketing activity

We are calling on partners across the region and the public to help us share the #JustDont campaign.

We have a free to download partner pack with the following assets available:

- Social media graphics
- Social media carousels
- Posters

"What? I was just staring at her."

86% of young women in the UK have experienced sexual harassment in public - **it's not banter, it's not harmless, it's not okay.**

#JustDont

There's no excuse - **just don't.** just-dont.co.uk

West Yorkshire
Combined
Authority

Tracy Brabin
Mayor
of West Yorkshire



#JustDont

"What? I was just telling her to smile more."

86% of young women in the UK have experienced sexual harassment in public - **it's not banter, it's not harmless, it's not okay.**

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"What? I've only DMed her 10 times today."

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"What? I was just saying she might like it."

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"What? I was just saying... I know where she lives."

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Social media graphics

A range of social media graphics are available to download:

5 x social media images



5 x social media carousels



Social media copy

Key messages:

Below is a selection of key messages which can be incorporated into social media posts to support the #JustDont campaign.

- 86% of young women in the UK have experienced sexual harassment in public.
- It's not banter, it's not harmless, it's not okay.
- There's no excuse so just don't.
- Find out more about how you can help bring about change at www.just-dont.co.uk

Call to action

- Encourage men and boys to reflect on their own behaviour
- Call out inappropriate behaviour you see in friends and family
- Share the campaign on your socials using the hashtag #JustDont
- Visit the Just Don't website to find out more information, and advice on having conversations with friends and family

Social media copy

Please use the hashtag **#JustDont** across all social media posts.

And please direct users to the Just Don't website:

www.just-dont.co.uk

You may also want to tag the following social media accounts:

Twitter: @mayorofwy

Facebook:

@MayorofWestYorkshire

LinkedIn: @Tracy Brabin, Mayor of West Yorkshire

Example social media post:

86% of young women in the UK have experienced sexual harassment in public.

🧑 It's not harmless, it's not banter, its not okay.

There's no excuse so #JustDont

We're joining @mayorofwy and calling on men and boys to help us make a change 🤝
www.just-dont.co.uk

Example social media post:

There's no excuse for inappropriate behaviour towards women and girls. 🧑

If you see it in your friends, be an ally and tell them #JustDont. 🤝

Find out how you can bring about change ➡
www.just-dont.co.uk

Tag your friends and spread the message!
#JustDont

Posters

A range of posters are available to download. These can be printed or shared digitally.



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DMed her 10
times today."**

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