



## Hate Crime Awareness Week 2021

### Campaign Video

**“This is our city and it’s no place for hate.”**

#### Video Brief

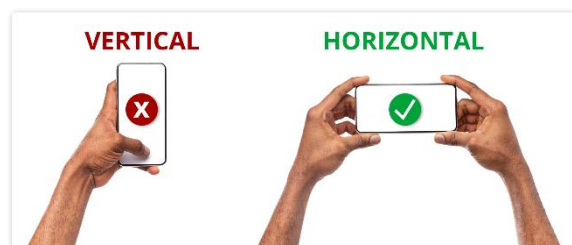
To support Glasgow’s Hate Crime Awareness Week 2021 (w/c 18<sup>th</sup> of October) social media campaign, we are asking participants to record a video of themselves reciting our hate crime slogan to form part of our main campaign video. Please see a similar video from last year for reference: <https://youtu.be/qETYHfrypls>

#### Video Guidelines

**Location:** Choose a location in Glasgow which is important to you or your community. Your video can be shot indoors or outdoors.

**Audio:** Please take your time and try to capture clear sound. No music.

**Recording:** You can record your video on any available device, such as a mobile phone. You can film this video by yourself or have someone else film for you. Please record in horizontal mode as shown in diagram.



**Script:** Video of yourself in your chosen location, stating directly to camera:

**“This is our city and it’s no place for hate.”**

**Upload:** Post your video clip to Twitter including the Hashtag **#GlasgowIsNoPlaceForHate** with a message of support for Hate Crime Awareness Week.

**For potential inclusion in a video montage for GCC social media please send your clip by the 11<sup>th</sup> of October to:**

Whatsapp - 07393753287 or Email - [gillian.howatson@glasgow.gov.uk](mailto:gillian.howatson@glasgow.gov.uk)