





# Social media content

## World Cup Campaign Burst

**#JustDont**  
justdont.uk

Content	Copy
Intro - Snippet of the writing short video with the "at least 86%..."	<p>Every woman and girl deserves to feel safe this World Cup.</p> <p>The <b>Just Don't</b> campaign is here to call out harmful behaviour, challenge excuses, and empower people to do the right thing.</p> <p>Small actions make big change.</p> <p>Visit <b>Justdont.uk</b> for help and advice. Working together to help end male violence against women and girls. <b>#JustDont #VAWG</b></p>
	<p>Back your team, not bad behaviour. Call it out.</p> <p>Visit <b>Justdont.uk</b> for help and advice. <b>#JustDont #VAWG</b></p>
Short video of above man	<p>Working together this World Cup to help end violence against women and girls.</p> <p>Visit <b>Justdont.uk</b> for help and advice on how to tackle this together. <b>#JustDont #VAWG</b></p>
	<p>Football banter isn't harmless if someone feels scared or uncomfortable.</p> <p>Visit <b>Justdont.uk</b> for help and advice. <b>#JustDont #VAWG</b></p>
Short video of above man	<p>Harassment doesn't start with violence; it starts with excuses. Don't make them this World Cup.</p> <p>Visit <b>Justdont.uk</b> for help and advice on how to tackle this together. <b>#JustDont #VAWG</b></p>



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	<p>Respect after the match isn't complicated, it's expected.</p> <p>Visit <b>Justdont.uk</b> for help and advice. Working together to help end male violence against women and girls. <b>#JustDont #VAWG</b></p>
<p>Short video of above man</p>	<p>Every woman and girl deserves to feel safe this World Cup.</p> <p>Visit <b>Justdont.uk</b> for help and advice. <b>#JustDont #VAWG</b></p>
	<p>Back your team, not bad behaviour. Call it out.</p> <p>Visit <b>Justdont.uk</b> for help and advice on how to tackle this together. <b>#JustDont #VAWG</b></p>

