UK Government

GMCA GREATER MANCHESTER COMBINED AUTHORITY

together we are GREATER MANCHESTER



SUPPORTING THE CAMPAIGN TOOLKIT

I am greater

I AM GREATER

THE CAMPAIGN

‘I am Greater’ is Greater Manchester Violence Reduction Unit's flagship campaign designed to spotlight positive alternatives to violence for young people aged 14-25.

This new phase of the campaign, delivered in partnership with the Home Office, celebrates the people and organisations working within communities across Greater Manchester to support young people at a pivotal point in their lives. Every day, they create spaces where young people can discover new interests, build relationships, develop confidence and see different possibilities for their future.

At the heart of the campaign are young people themselves. Co-created with more than 100 young people from across Greater Manchester, alongside youth organisations from all 10 boroughs, the campaign allowed them to shape the story and show what these spaces and experiences mean to them.

Thank you in advance for supporting the campaign and helping get more young people aware of these opportunities.

I am greater



KEY INFORMATION

We would be grateful for amplification via your social channels, whether in your own authentic voice or here's suggested post copy you could use.

Topline information about the campaign:

- I am Greater from the GMVRU shines a light on positive opportunities for young people across Greater Manchester.

Call to Action:

- Search local activities in your area now at iamgreater.co.uk

CAMPAIGN LANGUAGE

The below copy has been used across the campaign and can be used within caption copy where needed and if helpful.

Option 1:

- Find your people. Find your place. Find your thing.

Option 2:

- There's more out there. Go find it.

Option 3:

- There's more in Greater Manchester than you think.

HASHTAGS

General Campaign Social Posts

For all social posts, please include the following hashtags:

#IamGreater
#FindYourThing
#Greater Manchester

Borough specific posts

Please use the general campaign tags above. Please also add additional relevant borough tags for borough specific posts - these are shown within the relevant sections of this guide.

TAGS

General Campaign Social Posts

For all social posts, please tag the following accounts:



@gm_vru @greatermcr
@ukhomeoffice



@ukgov



@gmviolencereductionunit @greatermcr
@homeoffice

Borough specific posts

Please tag the organisations above and please also tag the relevant local borough partner where possible. Their social handles are shown within the relevant sections of this guide.

CAMPAIGN TOOLKIT

A broad range of assets, both video and static, are available to partners to help support the campaign.

All static assets are available in 3:4 and 9:16.

All video assets are available in 9:16 and 16:9.

Assets are organised as below;

*** General campaign assets**
*** Localised assets by borough**

I am greater



GENERAL CAMPAIGN ASSETS

POSTERS

5x creative poster variations are available for download which can be printed in either A4 or A3.

DOWNLOAD HERE



Design 01



Design 02



Design 03



Design 04



Design 05

4x social assets are available for download in both 3:4 and 9:16 sizes.
Options shown below in 3:4 sizing.

DOWNLOAD HERE



Design 01



Design 02



Design 03



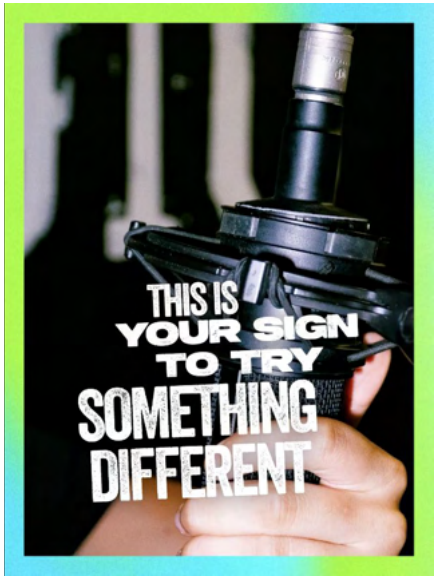
Supporter

GENERAL CAMPAIGN ASSETS

GIFS

2x social assets GIFS are available for download in both 3:4 and 9:16 sizes.
Options shown below in 3:4 sizing.

DOWNLOAD HERE



Activities theme



Belonging theme

Available in 9:16 and 16:9 sizes
1x campaign hero film (approx 1m)

1x cutdown of above campaign hero film (approx 15s)

DOWNLOAD HERE



BOROUGH SPECIFIC ASSETS

STOCKPORT

Borough specific hashtags:
#Stockport

Partner: Stockport County Community Trust

@countycommunitytrust

@countycommunitytrust

@countycommunitytrust



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Stockport County Community Trust (approx 1m)

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

Static assets:
Available in 3:4 and 9:16 sizes
2x localised static assets
- One for general borough.
- One for borough partner.

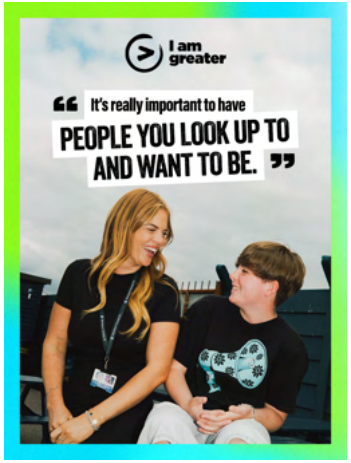
Options shown in 3:4 sizing.

DOWNLOAD HERE

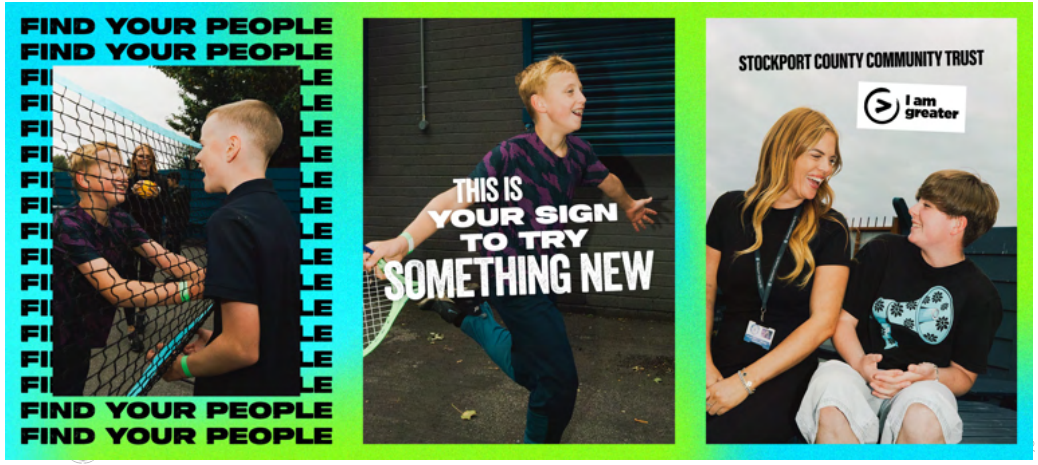
Borough localised asset



Borough quote asset



Community partner asset



TAMESIDE

Borough specific hashtags:
#Tameside

Partner: Lindley Educational Trust

@lindleyeducationaltrust

@LindleyET



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Lindley Educational Trust (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

Static assets:
Available in 3:4 and 9:16 sizes
2x localised static assets
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Options shown in 3:4 sizing.

DOWNLOAD HERE

Borough localised asset



Borough quote asset



Community partner asset



I am greater

ROCHDALE

Borough specific hashtags:
#Rochdale

Partner: Middleton Martial Arts
Supported by Your Trust Rochdale

@middletonmartialarts
@yourtrustrochdale

@Middletonmartialarts
@yourtrustrochdale



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Middleton Martial Arts (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

Static assets:
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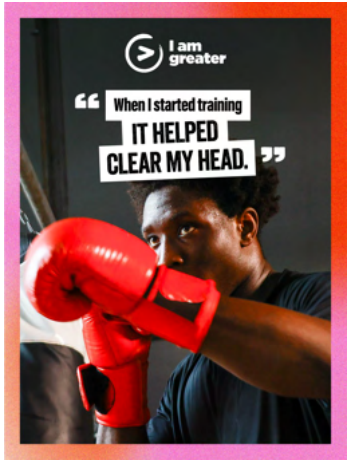
Options shown in 3:4 sizing.

DOWNLOAD HERE

Borough localised asset



Borough quote asset



Community partner asset



BURY

Borough specific hashtags:
#Bury

Partner: Bury Defence Academy

@burydefenceacademy

@burydefenceacademy

@burydefenceacademy



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Bury Defence Academy (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

Static assets:
Available in 3:4 and 9:16 sizes
2x localised static assets
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Options shown in 3:4 sizing.

DOWNLOAD HERE

Borough localised asset



Borough quote asset



Community partner asset



I am greater

WIGAN

Borough specific hashtags:
#Wigan

Partner: Boxing for Better

@boxingforbetter

@boxing.for.better

@boxingforbetter



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Boxing for Better (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

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DOWNLOAD HERE

Borough localised asset



Borough quote asset



Community partner asset



OLDHAM

Borough specific hashtags:
#Oldham

Partner: Oldham Greenhill Community Sports and Recreation Club

@oldham_greenhill_csrc

@oldhamgreenhillcommunity

@OGCSRC



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Oldham Greenhill Community Sports and Recreation Club (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

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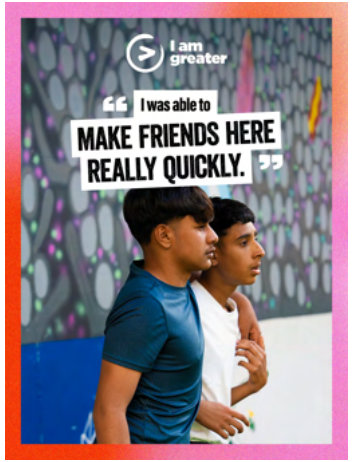
Options shown in 3:4 sizing.

DOWNLOAD HERE

Borough localised asset



Borough quote asset



Community partner asset



BOLTON

Borough specific hashtags:
#Bolton

Partner: Bolton Wanderers in the Community

@officialbwitc

@officialbwitc



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Bolton Wanderers in the Community (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

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Options shown in 3:4 sizing.

DOWNLOAD HERE

Borough localised asset



Borough quote asset



Community partner asset



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MANCHESTER

Borough specific hashtags:
#Manchester

Partner: Hideaway Youth Project

@hideawayyouth

@hideawayyouthproj

@hideawayyouthproject



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Hideaway Youth Project (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

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2x localised static assets
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- One for borough partner.

Options shown in 3:4 sizing.

DOWNLOAD HERE

Borough localised asset



Borough quote asset



Community partner asset



SALFORD

Borough specific hashtags:
#Salford

Partner: Unity Radio

@unityradiofm
@unityradioacademy

@unityradiofm
@unityradioacademy

@unityradiofm



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Unity Radio (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

Static assets:
Available in 3:4 and 9:16 sizes
2x localised static assets
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- One for borough partner.

Options shown in 3:4 sizing.

DOWNLOAD HERE

Borough localised asset



Borough quote asset



Community partner asset



I am greater

TRAFFORD

Borough specific hashtags:
#Trafford

Partner: Gorse Hill Studios

@gorsehillstudioscc

@gorsehillstudios

@gorsehillstudiosstretford



Video assets:
Available in 9:16 and 16:9 sizes
1x borough hero film featuring interview with local borough partner Gorse Hill Studios (approx 1m).

1x cutdown of above borough hero film (approx 15s)

DOWNLOAD HERE

Static assets:
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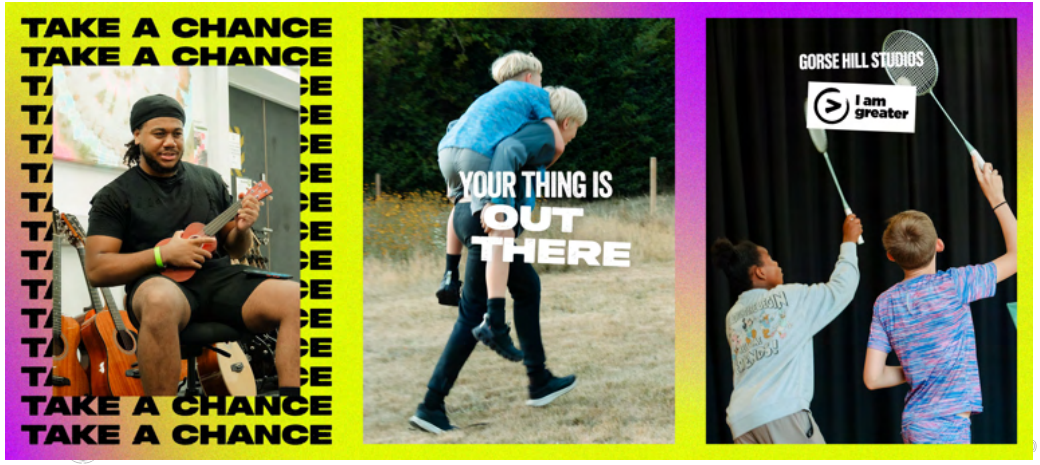
Borough localised asset



Borough quote asset



Community partner asset



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THANK YOU SO MUCH FOR SUPPORTING I AM GREATER.

FOR FURTHER CAMPAIGN INFORMATION, PLEASE EMAIL GMVRU@greatermanchester-ca.gov.uk

iamgreater.co.uk

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