Forced Marriage campaign – digital content and guidance for partners

This guidance sets out how you can support this year’s Forced Marriage summer campaign across social media.

Introduction

This year’s campaign begins on Tuesday, 12 July, timed to target the spike summer period where families use the opportunity of the long holiday to take individuals overseas for marriages. We use this time to make potential victims aware of the risks, and potential perpetrators aware of the consequences. The campaign will run for a minimum of a week

Digital communications objectives

1. Victims or potential victims made aware of the services the Forced Marriage Unit provides
2. Perpetrators reminded of the illegality and immorality of the act of forced marriage
3. Improved understanding of the impact of the Forced Marriage Unit

*Key stats and messages are included at the end of this document*

Audiences

1. Victims or potential victims of forced marriage
2. NGOs, charities, education authorities, crime agencies and friends or family of potential victims
3. Perpetrators of forced marriage

FCO digital activity

There is a content library for partners to use during the campaign. This includes:

- 10 infographics on the work and background of the FMU
- A campaign video highlighting the consequences of Forced Marriage
- Two GIFs that demonstrate the scale, facts and variation of Forced Marriage
- Audio files that can be seeded with local radio (available in English, Arabic, Urdu, Punjabi, Somalia and Bengali)

You can access this content library via DropBox here: https://www.dropbox.com/sh/wbie8tenw8ycjxo/AADjx9pyfyBia8aJ0jUx6mrsa?dl=0

In addition to the Twitter graphics in English, there is a PowerPoint template that can be used to easily create translated versions.

The video is also available on YouTube here: https://youtu.be/pSPxOa9tCOI
Ask for partners

1. Partners are asked to publish the above videos and graphics on the principal channels they use for communicating.

   The main campaign video will be published at 08:00 UK time, 12 July on @foreignoffice and Facebook.com/ForeignOffice. Partners are asked to hold off using these materials until this time at which point they are free to post a selection of the content over the course of the week in any order of their preference.

2. If you are unable to post content natively on your own channel please support the activity of the key accounts listed below by retweeting and sharing our content over the next week

3. Partners should seed and seek amplification from stakeholders in order to help communicate the message to our target audience

Key channels

UK
https://twitter.com/foreignoffice
https://twitter.com/FMUnit
https://twitter.com/ukhomeoffice
https://www.facebook.com/foreignoffice
https://www.facebook.com/forcedmarriage

Website

https://www.gov.uk/guidance/forced-marriage

Hashtag

Please use #RightToChoose on all platforms that support the use of hashtags

Contacts

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**Key messages**

- Victims are not alone and the Forced Marriage Unit can help them both in the UK and overseas
- We made forced marriage a criminal offence in 2014. We will continue to work with partners to lead efforts to tackle this abhorrent crime.
- Forced Marriage is not specific to one country or any one culture. Since 2005, FMU have handled cases from 90 different countries
- The UK is a world-leader in the fight to stamp out the brutal practice of forced marriage, with our dedicated Forced Marriage Unit leading efforts to combat it both at home and abroad. In 2015, the Unit gave advice or support related to a possible forced marriage in 1,220 cases.
- The Forced Marriage Unit’s extensive outreach programme delivers no fewer than 100 training and awareness events a year for professionals across the country. The Unit has also developed multi-agency guidance and e-learning to help professionals to recognise the warning signs and ensure that the right action is taken to help protect those at risk.
- Coercion into Forced Marriage may include emotional force, physical force or the threat of physical force, and financial pressure.

**Statistics**

- In 2015, the FMU gave advice or support related to a possible forced marriage in 1,220 cases.
- In 2015, 27% of victims were under 18, 35% between 18-35, 20% were male and 2% LGBT
- In 2015, the FMU supported forced marriage victims in all 9 regions of the UK, as well as Scotland, Wales and Northern Ireland.
- Since 2005 the FMU has handled cases relating to over 90 countries across Asia, the Middle East, Africa, Europe and North America.
- In 2015 the FMU delivered forced marriage training at 117 events across the UK, audiences included the police, social services, schools and community groups
- Over 1,000 Forced Marriage Protection Orders have been made to prevent people from being forced into marriage and to assist in repatriating victims
- In FY 2015/16 the FMU’s £150,000 Domestic Programme Fund funded eight UK-based organisations to deliver a range of forced marriage prevention and support work in communities.