



Non-Consensual Sharing of Intimate Images

Overview

Non-Consensual Sharing of Intimate Images Campaign

Sharing, or threatening to share, intimate images without consent is a crime that can come with a five year prison sentence.

Current restrictions on movement due to coronavirus have led to a surge in the number of people contacting the Revenge Porn Helpline, the UK government service for adults experiencing intimate abuse. This is attributed to the increased use of the internet and social media, as well as heightened emotions during lockdown.

If you, or someone you know, has been affected by this, do not delay in seeking help. Know that you are not alone. Help is available.



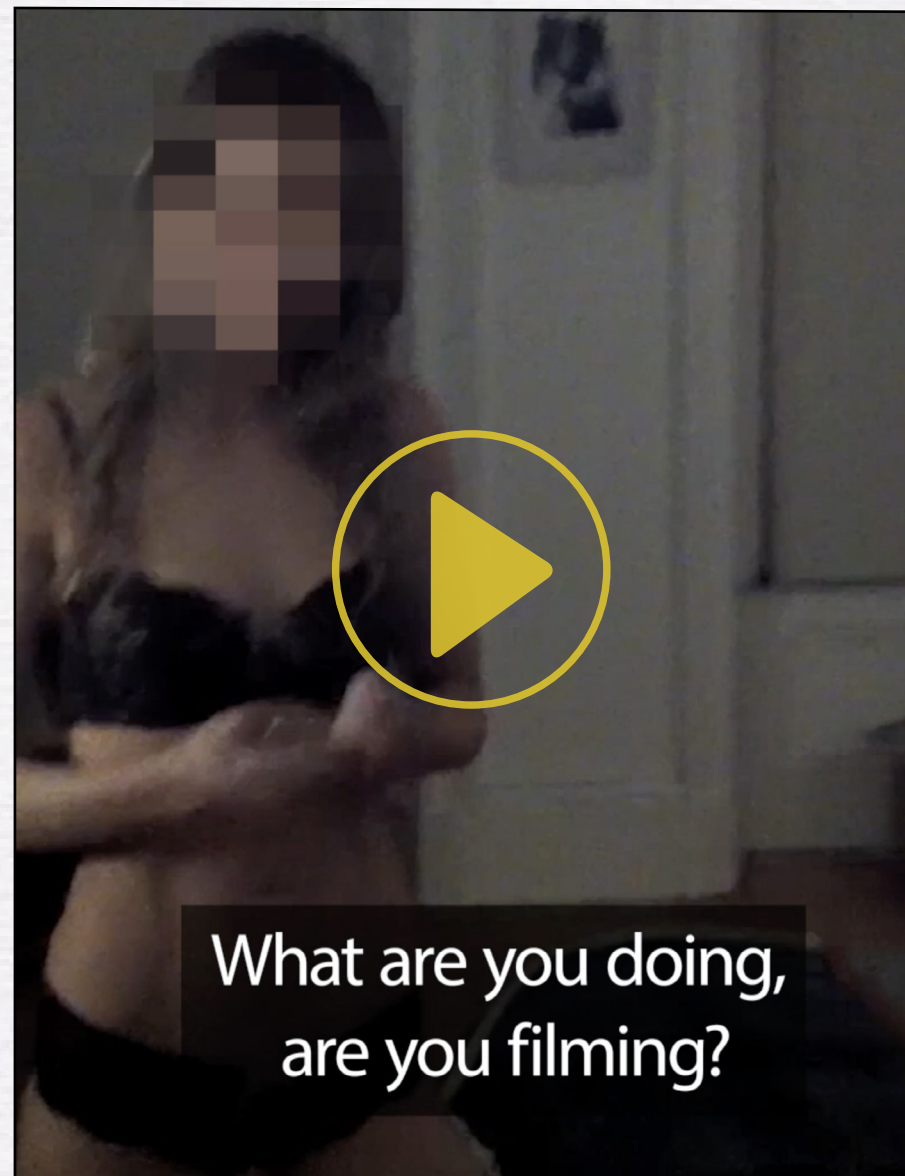
The campaign

The Scottish Government has re-launched an integrated campaign to tackle the non-consensual sharing, or threatening of sharing, of intimate images.

The campaign will raise awareness that sharing, or threatening to share, intimate images without consent is a crime, and could result in a five year prison sentence. It highlights that support is available by firstly reporting to the Police or by contacting a support organisation.

All communications signpost to the campaign website **www.safer.scot** where details of relevant organisations can be found.

You can view the campaign film here:
<https://youtu.be/i-2EVzOmbkE>



How can you help?

We thank you for your continued support, and recognise the work your organisation has been undertaking in these trying and difficult times.

Your help in communicating and sharing these important messages is crucial and we really appreciate any support you can provide at this time. Collectively we can make a difference.



PR

Real stories featuring real people have a greater impact in terms of communicating campaign messages.

We are looking for people with first-hand experience of having their intimate images shared without permission, to tell their story on film and to the media to help other victims seek help. This would be handled incredibly sensitively and anonymously if required.

Please get in touch with us directly if you are able to help us find suitable people at **safer@smarts.agency**

Social media

Through the Safer Scotland Facebook account a number of social media and digital assets, including campaign visuals and infographics, will be made available for you to share on your own channels.

These can also be found on the campaign assets page of the Safer Scotland website [insert website link to assets page](#)

By collectively sharing details about the campaign via social media and online, we can let people who have experienced the non-consensual sharing, or threatening of sharing intimate images, know that they are not alone and help and support is available.

Organic social media posts will run on the Safer Scotland Facebook page www.facebook.com/saferscot whilst targeted advertising will run from the main Scottish Government **Facebook**, **Instagram** and **Twitter** accounts.

Social media links


Our Facebook page is here:
facebook.com/saferscot

Our main Scottish Government Facebook page is here:
facebook.com/TheScottishGovernment

Our Scottish Government Instagram is here:
instagram.com/scotgov

Our Scottish Government Twitter is here:
twitter.com/scotgov

A shortened URL which links to the website is:
<http://bit.ly/2us89CY>



Example social media posts

Here's an example of social media posts you might want to send out to your followers to show your support:

**SHARE, OR THREATEN TO SHARE,
INTIMATE IMAGES WITHOUT CONSENT
AND YOU COULD GET FIVE YEARS IN PRISON**

**TO FIND OUT MORE
VISIT SAFER.SCOT**



Sharing, or threatening to share, intimate images without consent is a crime. Please seek help and report it to the police. Visit safer.scot for further information. **#NotYoursToShare**

You are not alone. Support is in place and the police want you to report if someone has shared, or threatened to share, intimate images without your consent. Visit safer.scot for more information. **#NotYoursToShare**

Don't delay in seeking help or reporting the non-consensual sharing, or threatening of sharing, of intimate images during the coronavirus situation. For more information, details on how to get help and how to report it visit safer.scot **#NotYoursToShare**

Key messages

- ▶ The non-consensual sharing or threatening of sharing intimate images is against the law. Please seek help and report it to the police.
- ▶ Don't delay in seeking help or reporting it during the coronavirus situation.
- ▶ You are not alone. Support is in place and the police want you to report it.
- ▶ For more information on non-consensual sharing of intimate images, how to get help and how to report it visit **safer.scot**

Enforcement message (aimed at perpetrators):

- ▶ The non-consensual sharing or threatening of sharing intimate images is against the law. If convicted you could receive up to five years in prison.



Campaign contacts

We're looking forward to working with you.
If you want to get involved or have any
questions, suggestions or comments,
please contact the team.

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