



ENOUGH.

MAKING A STAND AGAINST RACISM
A Campaign by the PFA



CAMPAIGN GUIDE



ENOUGH.



ENOUGH. is a 24-hour social media boycott campaign - a day of solidarity and support for players who are facing racist abuse both on and off the pitch.

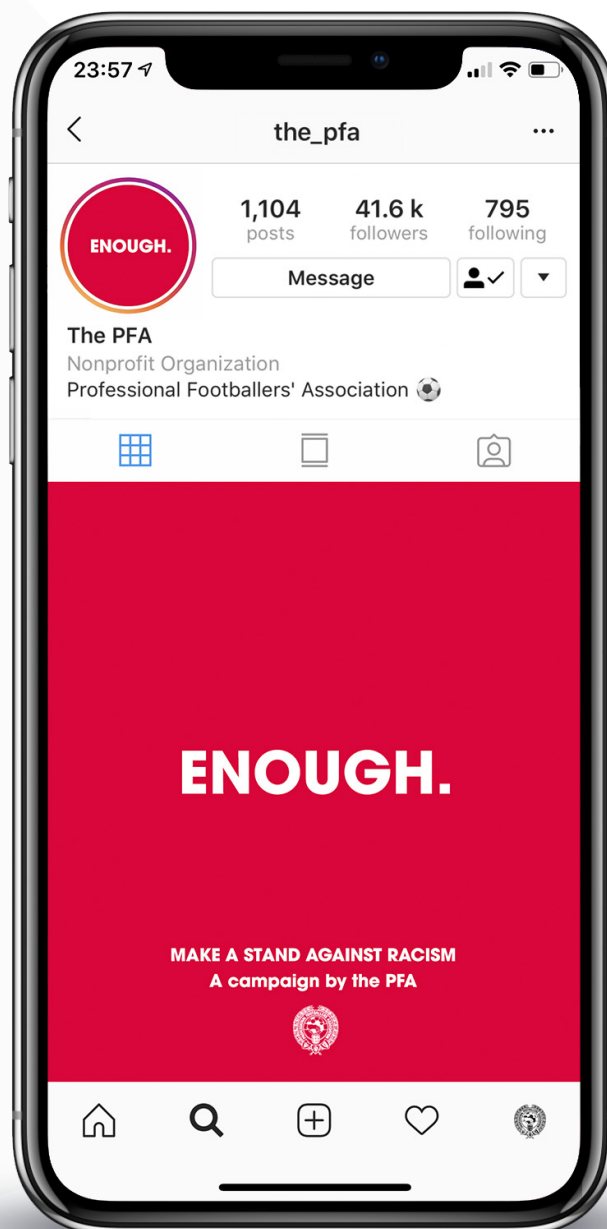
ENOUGH. demonstrates the overdue and absolute necessity for social media platforms to take responsibility to address the appalling racism received by professional footballers and other users across various social platforms.

How Do I Get Involved?

You can change your profile picture on Instagram, Facebook and Twitter to the graphic provided, and post the graphic and caption provided to each of your social channels. To ensure a complete boycott, you can also turn comments off on the post, where possible.

When?

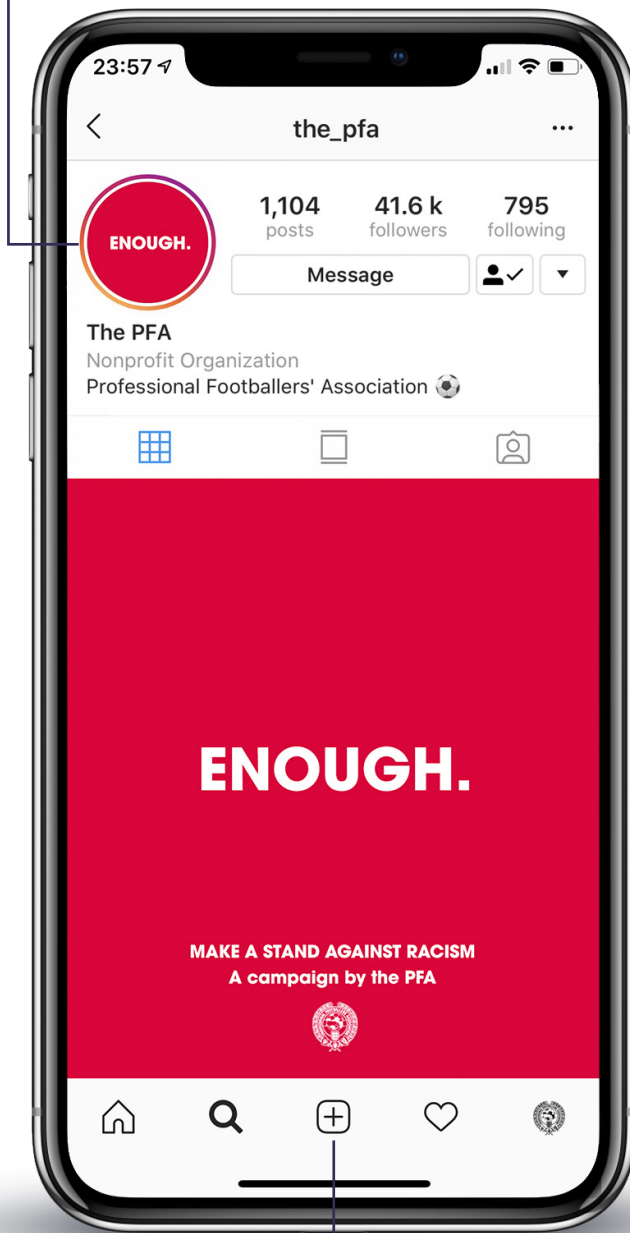
The 24-hour boycott will begin on **Friday 19th April 2019 at 9:00 am.**





01

Change profile picture to the graphic provided



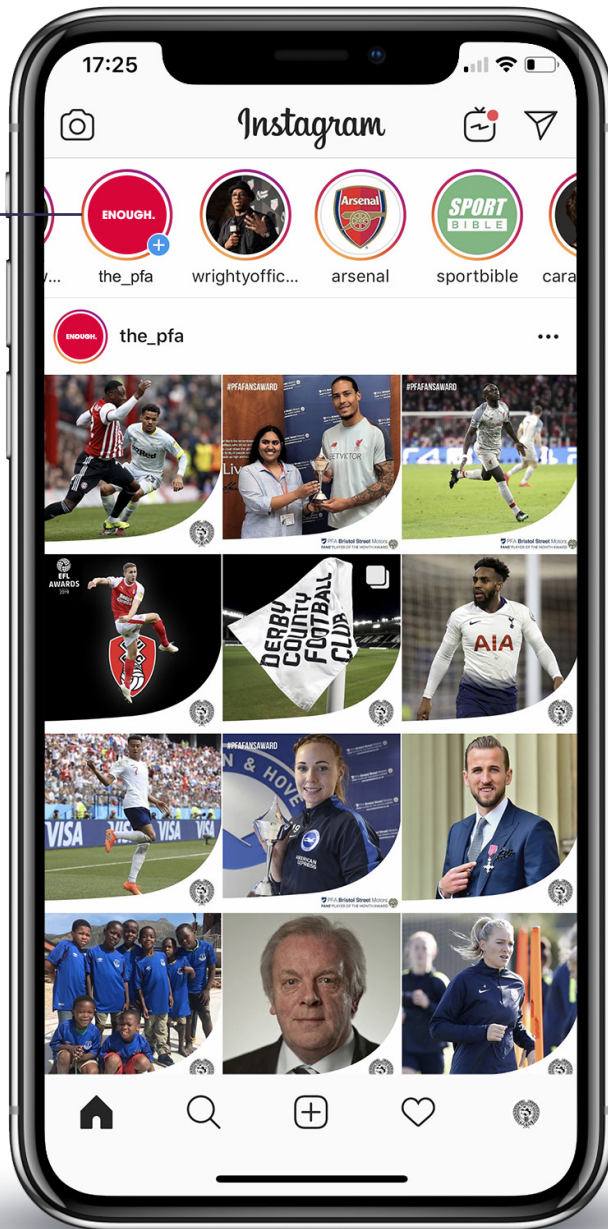
02

Post the graphic to your grid with the caption provided.



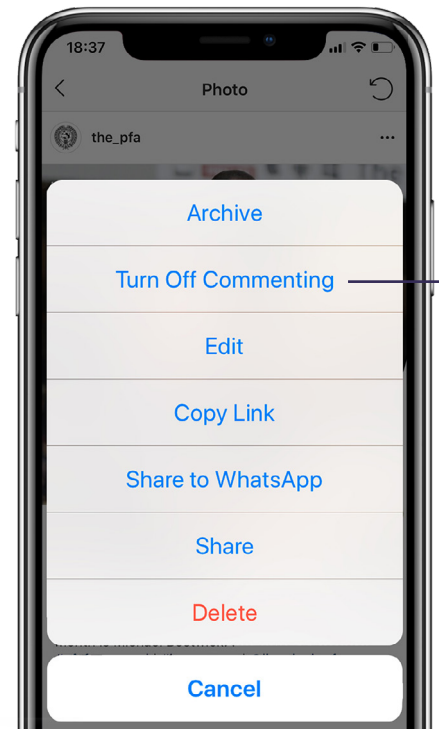
03

Post the graphic to your Instagram stories.



04

When posting, turn the comments off.



Don't post to Instagram again until after **9am on 20th April** - including Liking / Commenting on other's posts.



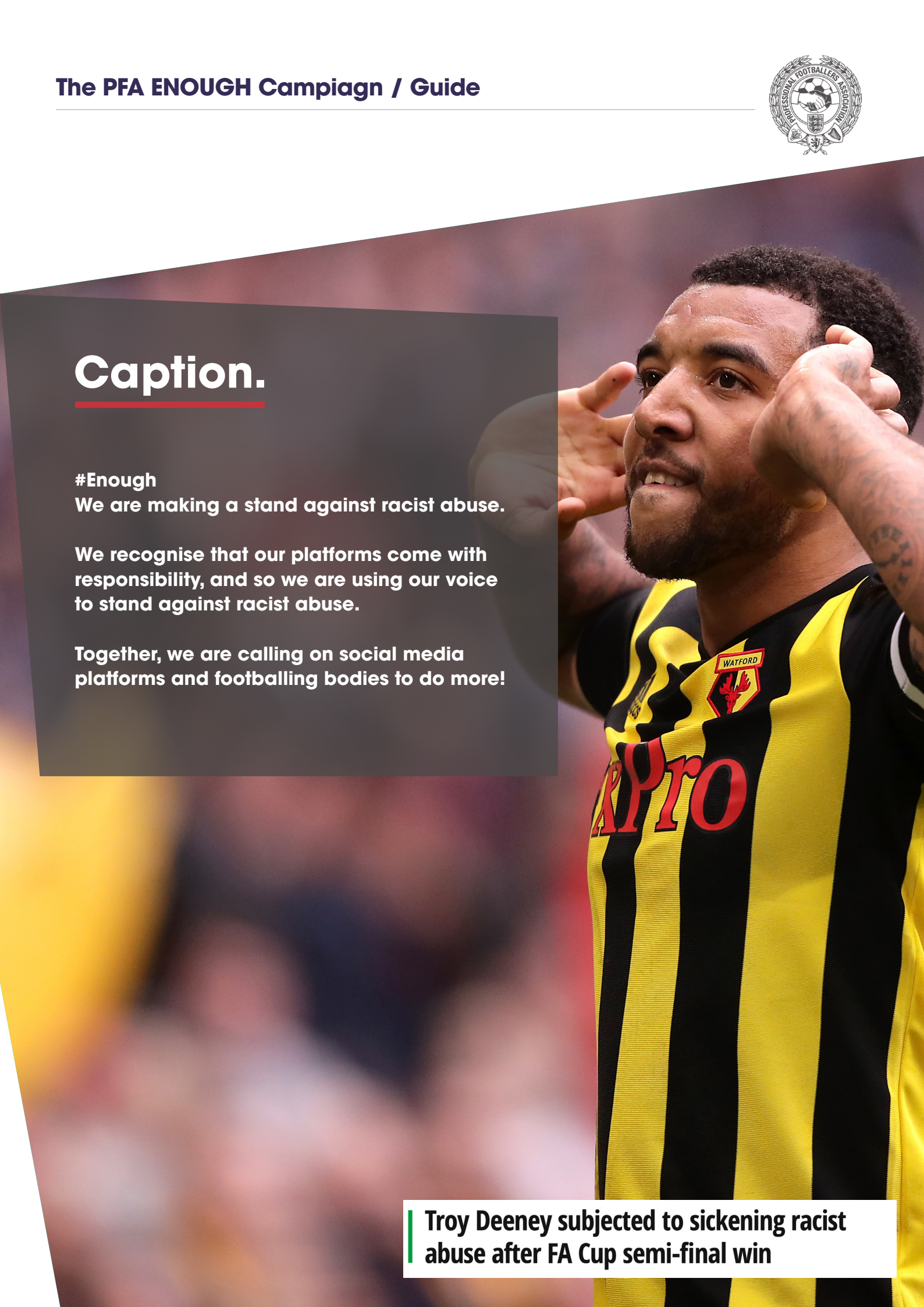
Caption.

#Enough

We are making a stand against racist abuse.

We recognise that our platforms come with responsibility, and so we are using our voice to stand against racist abuse.

Together, we are calling on social media platforms and footballing bodies to do more!

A photograph of Troy Deeney, a professional footballer, wearing a yellow and black striped Watford jersey. He is looking upwards and to the left, with his hands raised to his head in a gesture of distress or frustration. The background is a blurred stadium crowd.

Troy Deeney subjected to sickening racist abuse after FA Cup semi-final win