

SANDWELL **KNIFE ANGEL SOCIAL MEDIA TOOLKIT**

#KnifeAngelSandwell

**OCTOBER
2024**

The Knife Angel campaign is a powerful movement aimed at raising awareness about knife crime, promoting peace, and fostering community cohesion. Social media plays a crucial role in amplifying this message and engaging communities across the UK.

This toolkit is designed to help individuals, organisations, schools, and businesses easily spread the word about the Knife Angel and its important message. Inside, you'll find ready-to-use social media posts, campaign hashtags, graphics, and ideas for challenges and competitions to get people talking and participating.

Whether you're sharing your thoughts, promoting an event, or joining in one of our social media challenges, your voice matters. By using this toolkit, you can help ensure the Knife Angel's message reaches as many people as possible, encouraging communities to unite for a safer, more peaceful future.

#KnifeAngelSandwell



KNIFE ANGEL OBJECTIVES



1. Social Change: The Knife Angel aims to challenge and change societal norms around violence and weapon-carrying. By confronting viewers with the stark reality of knife crime through its powerful presence, the Angel encourages a shift in attitudes.



2. Education & Awareness: Central to the Angel's mission is education. It serves as a catalyst for workshops and programs that raise awareness about the dangers of knife crime and the importance of non-violent conflict resolution. Each hosting location conducts 30 days of intensive educational activities, helping to educate and inspire a new generation of Anti-Violence Champions.



3. Community Collaborations: The Knife Angel thrives on community collaboration. It brings together law enforcement, local groups, and community leaders to drive anti-violence initiatives. These collaborations have led to significant local actions, such as knife amnesties and the creation of youth Anti-Violence Champions.



4. Leaving a Legacy: The Knife Angel's impact extends beyond its visit. Hosting locations are encouraged to continue the work through ongoing education and the creation of permanent monuments from surrendered weapons. These efforts help sustain the Angel's message and drive long-term change in communities.

Social Media Challenges

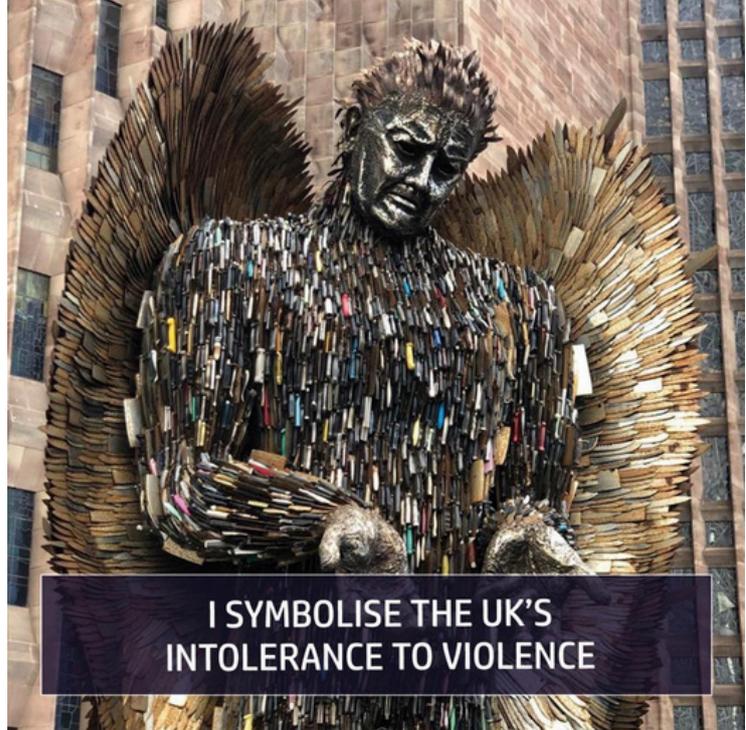
Join Our Social Media Challenges

We've created a series of exciting and impactful social media challenges to help spread the message of peace, unity, and non-violence as part of the Knife Angel campaign.

Get involved, share your voice, and inspire others to take action by participating in these challenges:

- **#KnifeAngelPhoto:** Capture the Knife Angel in your unique style and post your best shots for a chance to win.
- **#MyPeacePledge:** Share a photo or video of your personal pledge for peace and challenge friends to do the same.
- **#ArtForPeace:** Create a piece of art, whether it's a painting, drawing, or digital artwork, that promotes unity and non-violence.
- **#VoicesForChange:** Record a short speech or video sharing your ideas on how to tackle knife crime and build safer communities.
- **#TogetherWeRise:** Organise a group act of unity, such as holding hands or forming a peace symbol, and post your photo or video to inspire collective action.

Together, we can turn the tide on violence and aggression.
Let's get started!





#KnifeAngelSandwell: Capture the Knife Angel in your unique style and post your best shots.

Visit

- Visit the Knife Angel in Sandwell and take photos from different angles or at various times of the day.
- Post your photos on Instagram, Facebook, or X (formerly Twitter) #KnifeAngelSandwell

Get Creative

- Experiment with lighting: try sunrise, sunset, or even night shots to evoke different emotions.
- Focus on the details: zoom in on the blades or wings for a unique perspective.
- Include people or the surroundings in your shot to highlight the Knife Angel's place within the community.
- Tell a story with your photos: what does the Knife Angel symbolise to you?

Sample Messages

Captured this powerful moment of the Knife Angel in Sandwell. It's a reminder of the impact of knife crime and why we must come together for peace. Share your photos and help spread the message! #KnifeAngelSandwell #LifeorKnife #MyTomorrow

I took this photo of the Knife Angel to reflect on the importance of peace and unity. What does the Knife Angel mean to you? Join the #KnifeAngelSandwell #LifeorKnife #MyTomorrow

#MyPeacePledge: Share a photo or video of your personal pledge for peace and challenge friends to do the same.

Reflect

Think about what peace means to you and how you can promote non-violence in your daily life. This could be anything from resolving conflicts peacefully, standing up against bullying, or supporting community initiatives that promote unity.

Create

- **Write it down:** On a piece of paper, a whiteboard, or even digitally, write out your personal peace pledge. Keep it short and powerful.
- **Record a video:** Film yourself reading your pledge aloud. You could also explain what peace means to you and how you plan to live out your commitment.
- **Make it creative:** Get artistic! Incorporate drawings, symbols, or quotes that represent peace. You can also create a visual pledge (for example, a peace symbol made from everyday items).

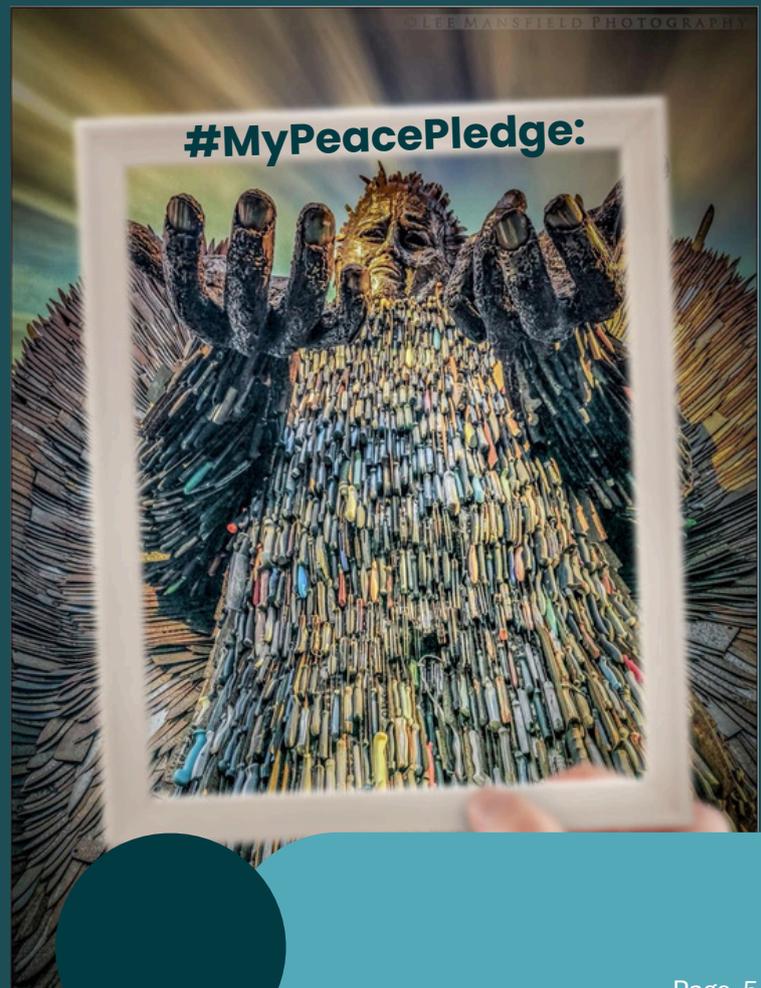
Share

Post a photo or video of your pledge on Instagram, Facebook, or X (formerly Twitter) using the hashtag #MyPeacePledge.

Sample Messages

I pledge to stand against violence and support peace in my community. Together, we can build a safer future for all. What's your pledge? #MyPeacePledge #KnifeAngelSandwell #LifeorKnife #MyTomorrow

Today, I'm making a personal commitment to promote peace and non-violence. Join me and make your own peace pledge to create safer communities. Let's inspire change together.
#MyPeacePledge
#KnifeAngelSandwell #LifeorKnife
#MyTomorrow



#ArtForPeace: Create a piece of art, whether it's a painting, drawing, or digital artwork, that promotes unity and non-violence.

Create

- Whether you're a painter, sketch artist, or digital creator, channel your creativity into a piece of art that symbolises unity, peace, and non-violence.
- Your art can be in any form: a painting, drawing, sculpture, collage, or digital art. Let your imagination flow!
- Think about how you can use colours, symbols, and themes to convey your message of peace.

Share

Post a photo or video of your artwork on Instagram, Facebook, or X (formerly Twitter) using the hashtag #ArtForPeace

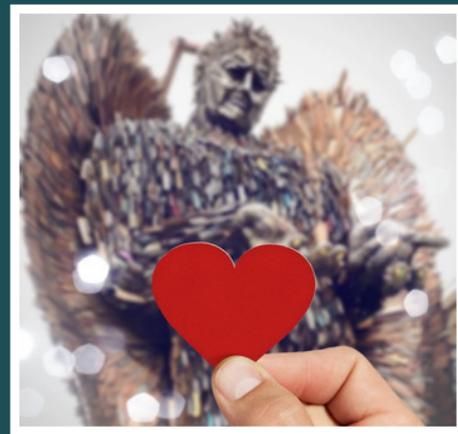
Examples

My art represents the hope for a world where peace and unity replace violence and fear. Let's use creativity to inspire change!

What does peace look like to you? #ArtForPeace
#KnifeAngelSandwell #LifeorKnife #MyTomorrow

This is my submission for #ArtForPeace, inspired by the Knife Angel's message of non-violence. Art has the power to unite us—create your own piece and share it with the world.

#KnifeAngelSandwell #LifeorKnife #MyTomorrow





#VoicesForChange: Record a short speech or video sharing your ideas on how to tackle knife crime and build safer communities.

Reflect

- Think about how knife crime affects your community and what can be done to prevent it.
- Consider solutions, such as community initiatives, youth engagement.
- What message do you want to share with others?

Record

- Record a 2-3 minute video of yourself sharing your ideas. This could be in the form of a speech, a personal story, or an appeal for change.
- If you're not comfortable speaking on camera, you could create a visual presentation or slideshow with your voiceover.

Share

- We can create safer communities by listening to each other and taking action against knife crime. Here's my message for peace — what's yours? #VoicesForChange #KnifeAngelSandwell #LifeorKnife #MyTomorrow
- I believe that empowering young people is key to ending knife crime in our communities. Here are my ideas for change — what can you do to make a difference? Share your voice. #VoicesForChange #KnifeAngelSandwell #LifeorKnife #MyTomorrow

#TogetherWeRise: Organise a group act of unity, such as holding hands or forming a peace symbol, and post your photo or video to inspire collective action.

Organise

- Gather a group of friends, family members, or community members for a meaningful act of unity.
- Hold hands in a circle as a sign of solidarity.
- Form a peace symbol or other powerful shapes (like a heart or dove) with your group.
- Create a human chain to show the strength of togetherness.

Capture

- Take a photo or record a short video of your group's act of unity.
- Make sure to include everyone in the shot, and try to capture the emotion and spirit of togetherness.

Share

- Together we rise to stand against violence. Our community came together to create this symbol of peace. Let's keep the momentum going—what will you do to promote unity? #TogetherWeRise #KnifeAngelSandwell #LifeorKnife #MyTomorrow
- We united as a community today to send a message of peace. When we stand together, we are stronger. Join the #TogetherWeRise challenge and organise your own act of unity. Let's show the world we are committed to a brighter future. #KnifeAngelSandwell #LifeorKnife #MyTomorrow



Share

Knife Angel is arriving

The Knife Angel has arrived in Sandwell! Join me in raising awareness about knife crime and promoting peace in our community. Together, we can create a safer future.

#KnifeAngelSandwell #LifeorKnife #MyTomorrow

Call-to-Action Post

Get involved in the Knife Angel campaign and make your voice heard! Whether it's through photography, art, or your personal pledge for peace, you can help inspire change. Let's spread the message of unity and non-violence.

Check out the challenges below and join in:

- 📸 #KnifeAngelPhoto
- 🕊️ #MyPeacePledge
- 🎨 #ArtForPeace
- 🎵 #VoicesForChange
- 🤝 #TogetherWeRise
- #KnifeAngelSandwell

Knife Angel is arriving

Just visited the Knife Angel in Sandwell, and it was truly powerful. A striking reminder of the impact of knife crime and the importance of coming together for peace and unity.

🌟 If you haven't seen it yet, I highly recommend stopping by and reflecting on its message. Together, we can create a safer future.

#KnifeAngelSandwell #LifeorKnife #MyTomorrow



Take Action Today

The Knife Angel campaign is about more than just raising awareness — it's about taking meaningful steps toward creating safer, more peaceful communities. Through these social media challenges, you have the power to inspire change, connect with others, and amplify the message of peace and non-violence.

Now it's your turn: Choose a challenge — or participate in all of them — and make your voice heard. Use the hashtags, share your creativity, and encourage your friends, family, and followers to join the movement.

Get involved today:

Share your photo with **#KnifeAngelSandwell**

Make your pledge with **#MyPeacePledge**

Express yourself through **#ArtForPeace**

Speak out with **#VoicesForChange**

Unite your community with **#TogetherWeRise**

Join the conversation through **#KnifeAngelSandwell**

Let's flood social media with messages of peace and hope. We're counting on you to spread the word and make a difference.



REACH OUT AND CONNECT WITH OUR TEAM TODAY

GET IN TOUCH

Let's flood social media with messages of peace and hope. We're counting on you to spread the word and make a difference.



Website: www.sandwell.gov.uk/KnifeAngel



Email: Community_SafetyTeam@sandwell.gov.uk



Facebook: www.facebook.com/sandwellcouncil



X: [@SandwellCouncil](https://twitter.com/SandwellCouncil)



Instagram: [@SandwellCouncil](https://www.instagram.com/SandwellCouncil)