

Cut Through Digital Content

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2019

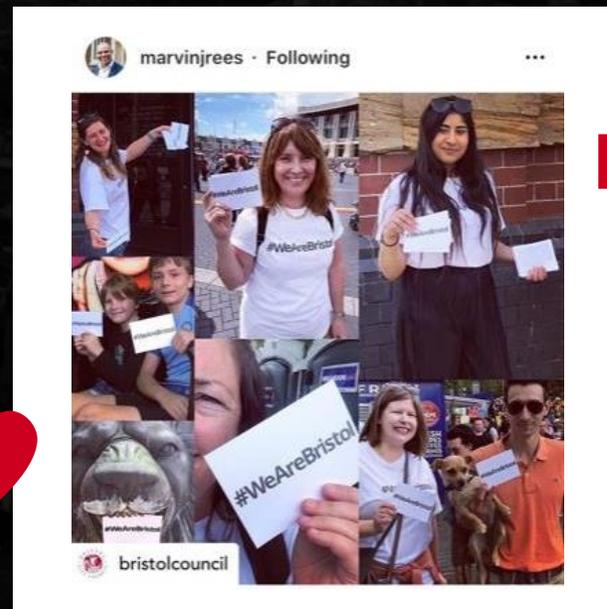
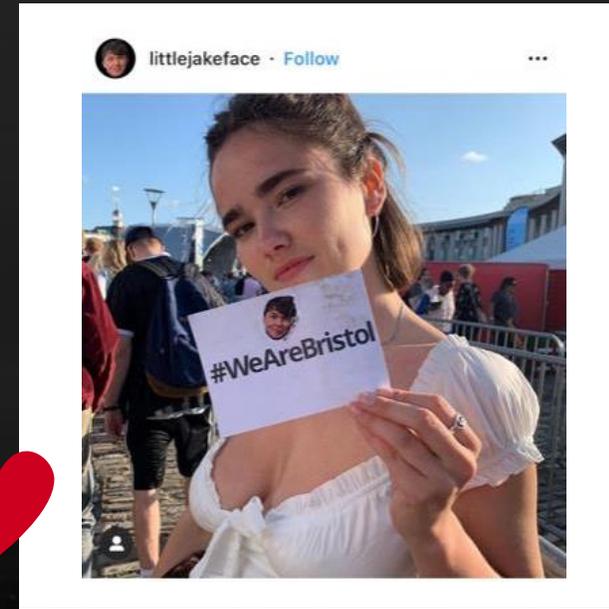
In the face of Brexit and uncertainty, racial tensions spark between Bristol's communities

Bristol

- 500k population
- 91 different languages
- 16% belong to black or minority ethnic groups

#WeAreBristol





Results in numbers

#WeAreBristol

10%
positive
sentiment uplift

2m
impressions

307k
views

13m
hashtag
views

575k
reach

39k
link
clicks



Success where it matters

#WeAreBristol

0%
increase

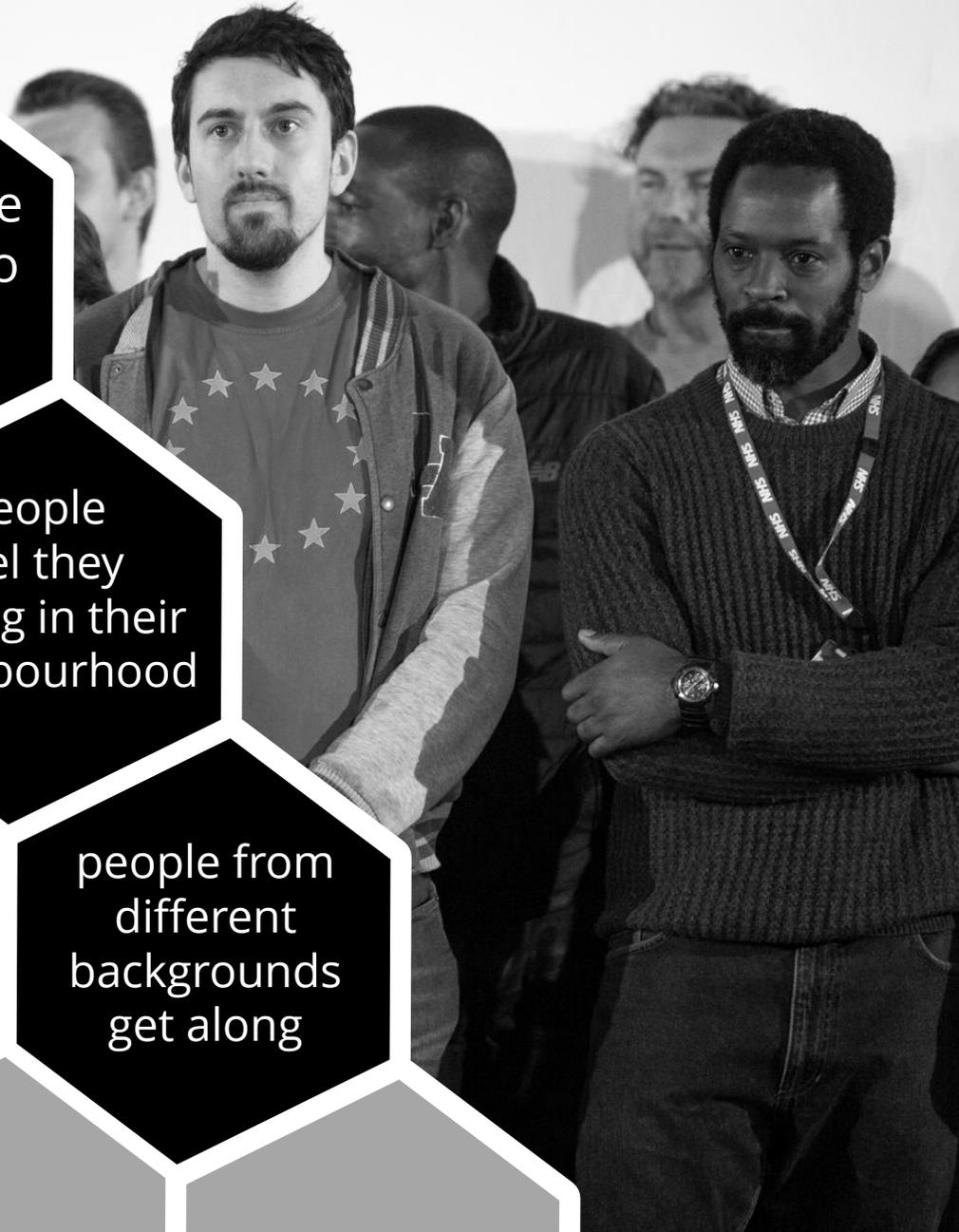
in hate crime
compared to
July – Sept
2018

3%
increase

people
feel they
belong in their
neighbourhood

3%
increase

people from
different
backgrounds
get along



Nous Sommes Bristol

#WeAreBristol

Bristol City Council @B... · 13/09/2019 ▾

The team at our Customer Service Point at Temple St are helping non-UK EU citizens like Jack, who's lived in the UK since the 50s, apply for the EU Settlement Scheme to ensure he's protected. Find out how to protect your rights here: bitly.com/EUBris [#wearebristol](https://www.bristol.gov.uk/wearebristol)

"It's fantastic Bristol offers this service, thank you for helping me."
Jack, non-UK EU Citizen.



Bristol City Council @B... · 25/10/2019 ▾

Moestak, originally from Somalia, got her citizenship in the Netherlands & now lives & works in Bristol. Moestak is applying for the [#EUSettlementScheme](https://www.bristol.gov.uk/eusettlement) to protect her rights post-Brexit. You can apply & get help at [Bristol.gov.uk/EUSettlement](https://www.bristol.gov.uk/eusettlement) [Waxaan Nahay Bristol](https://www.bristol.gov.uk/waxaan-nahay-bristol) [#WeAreBristol](https://www.bristol.gov.uk/wearebristol)



"Waxaan qaatay dhalashada Hollandeeska markii aan u guuray Holland. Muwaadin reer yurub ah ku degay ku noolaa kuna shaqeeyay Bristol muddo 19 sano ah. Hadda waxaan codsaneyaa qorshaha deganaansho eeh Yurub (EU Settlement) si aan u ilaaliyo xuquuqdayda ka dib Brexit."

Moestak, Dutch National living in Bristol

➤ 348

in the 10 weeks prior to the campaign

⤴ 1471

during the 8 weeks of the campaign

⤴ 422

in the 7 weeks after the campaign

Social Success

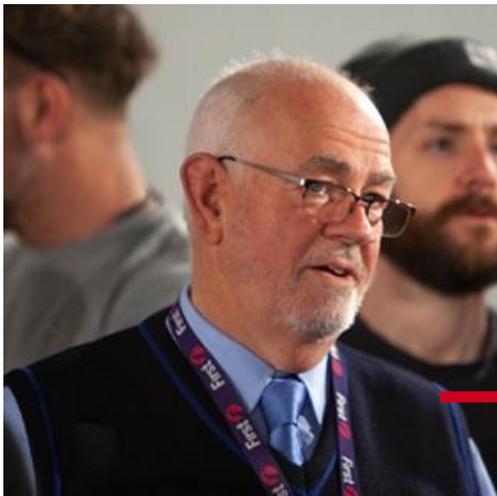
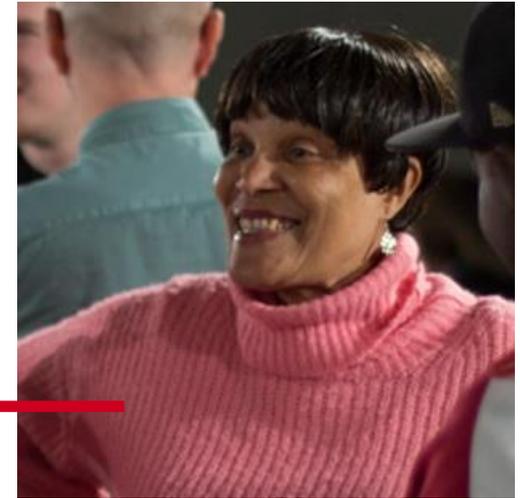
#WeAreBristol



"

It was fantastic. It really got us talking. Some folk might harbour prejudices against others because they don't know them, but when they get talking they realise that under the cloak of skin colour, race and dress, the other person is just like them.

Antonette



"

It changed my view. I felt upbeat afterwards, but also a little bit overwhelmed by what I had experienced. I didn't think I'd witnessed discrimination, but then perhaps I don't see it. I look out for it now, and would stand up for others.

Stephen

"

2020

COVID-19 pandemic hit

Immediately harnessed the brand to:

- get people to help others
- offer help to those who needed it
- connect people with each other to reduce isolation





#WeAreBristol Kids

A new online hub featuring content for – and by – the children and young people of Bristol

[Read more](#)

#WeAreBristol

Protect One Another
Watch our latest film in the series

[▶ Watch Here](#)

COVID-19 Response

We want everyone to be treated fairly and have the same life chances. Join Bristol's volunteer response to coronavirus

[Read more](#)



A day in the life of Bristol's Deputy Harbour Masters

Find out what it's really like to work on Bristol's Harbour and hear more about boats, the harbour and floating unicorns!



Have you ever wondered what it's like to jump out of a plane?

Watch our courageous apprentice, Jaya Kaur, do just that when she did a tandem parachute jump out of plane from 10,000 feet up in the sky!



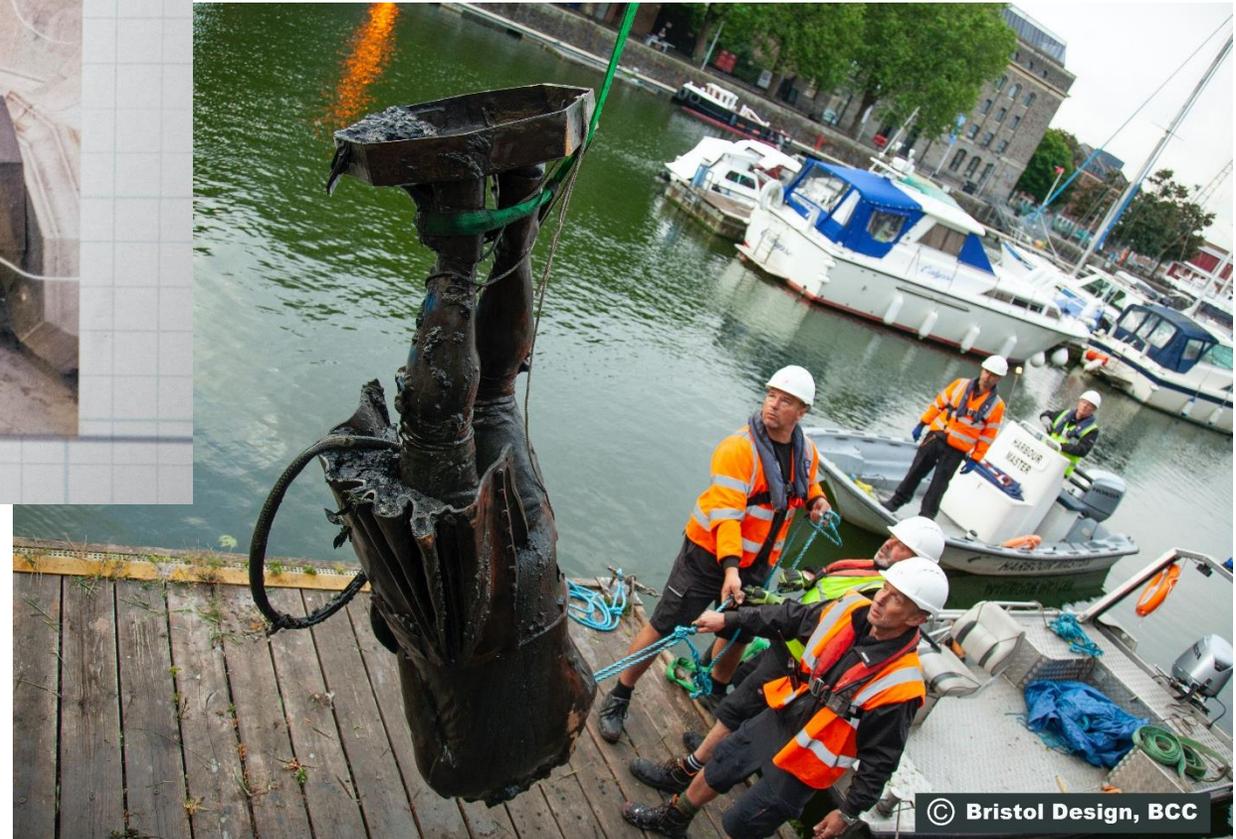


June 2020

Colston Falls



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We Are Bristol History Commission

Record-breaking 14,000 complete survey



April 2022

#WeAreBristol

