

RTÉ #CreateDontContaminate

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CAMPAIGN CONTEXT & BACKGROUND

On the 17th March RTÉ launched a major campaign to prevent further spread of coronavirus. See launch video here <https://youtu.be/cvVPsVIBhME>

We want to rally the young people of Ireland to drive change, because we believe that young people have the energy, creativity and digital capabilities to have immediate, exponential impact - at speed. We recognise the power of young to shape and change the world, and Ireland, for the better.

The campaign is called: Create Don't Contaminate.

Right now Ireland is being challenged in a very important way. Everyone is working together, to keep their distance from one another, to help everyone stay safe. Irish people are united in their distance. Kicking off tomorrow RTÉ will kick start a movement to keep the youth of Ireland's energy and spirits up while keeping our families, and communities safe.

This is #CreateDontContaminate.

Leading personalities have committed to bringing 14 days of daily creative challenges to life - and we want you to be part of this core front-line of influence, using your voice and creativity to contain coronavirus.

#CreateDontContaminate

YOUR ROLE

- To agree to be a front-line advocate of RTÉ's important **Create Don't Contaminate** campaign.
- Bring the **Day 2 Creative Challenge of Creative Keepy Uppies** to life on your most popular social channel (e.g. Instagram, TikTok)
- Ideally, **Post** Hero Video on your social channel ideally between 10 and 2pm on 18th March 2020 @rte2fm with the hashtag #CreateDontContaminate
- **Tag** @rte2fm
- **Tag 5 people** to do the challenge after you post yours
- Permission to include your name as one of the key supporters of this campaign.

SOCIAL MEDIA

- Please ensure you tag @rte2fm and use the hashtag #CreateDontContaminate.
- Tag 5 people to continue the challenge after you have posted yours

INTRO TO CHALLENGE (SUGGESTION)

The below is a suggestion for how you might want to introduce the challenge - but naturally, put your own spin on it and take part if you like.

Hi I'm XXX

I'm here to ask you to #CreateDontContaminate

I'm one of thousands of people across Ireland helping spread an important message.

Right now, social distancing is the most important thing we can do for ourselves, our families and our communities.

Today, together with RTE, I'm helping to launch DAY 2 of the 14 day #CreateDontContaminate challenge.

Today's #CreateDontContaminate challenge is Creative Keepy Uppies. We want you to show us how to Keepy Uppy in the most creative way, using a totally obscure item everyone can find at home. Solo acts only please!

Tag @RTE2FM using #CreateDontContaminate when sharing.

Then Tag 5 other friends to keep the challenge going

GUIDELINES FOR FILMING

When shooting the content please follow these guidelines:

DO -

- Film your pieces indoors or in the garden to drive home the message of social distancing.
- Shoot all content in portrait/vertical
- Feel free to film in different parts of your home for different lines as this will make the content more varied and interesting.
- Feel free to get your pets involved if you have any!
- Feel free to add your own personality or twist to it. We just need you to convey the mechanic and the messaging, and encourage people to take part in the challenges.
- Make your piece as energetic and upbeat as possible.

WATCHOUTS

- The current messaging is for SOCIAL DISTANCING, so please don't mention home-isolation explicitly.
- We don't want to get too specific on the actual virus so no need to call out by name or even mention coronavirus.