



ISLAMOPHOBIA AWARENESS MONTH

Social Media Templates #IAM2020



ISLAMOPHOBIA AWARENESS MONTH

All template captions included in this pack are suitable for all of the following platforms;



Please refer to the IAM Marketing folder for graphics, including royalty-free photos that aid posts to make them more user-friendly:

<https://drive.google.com/drive/folders/1kUCgJvgou8iTHU1ClY7wXxcS0L5QdInj?usp=sharing>

Campaign hashtags:

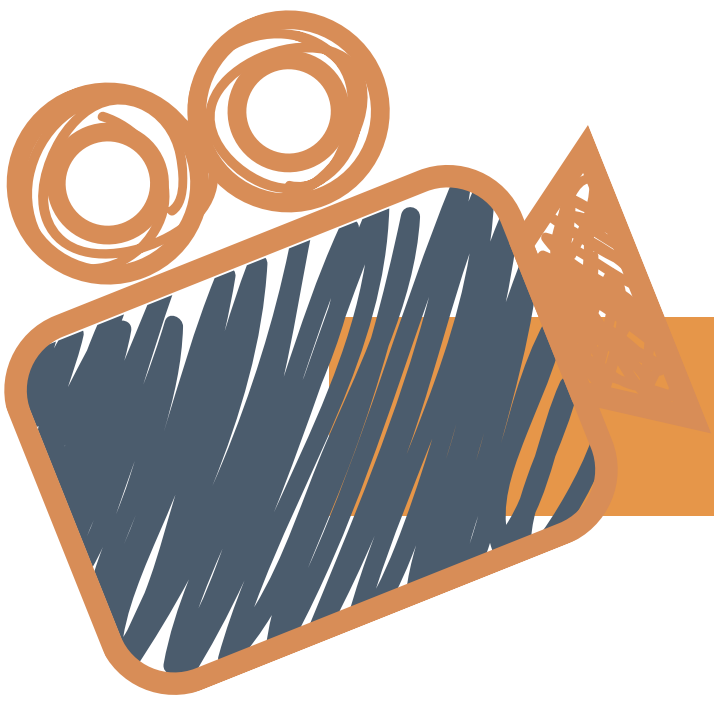
#IAM2020

#RootedInRacism

#IslamophobiaAwarenessMonth

Be sure to tag: @IslamophobiaAM





Video Message Script

There is no place for hatred in our society.

We're raising awareness this November during Islamophobia Awareness Month to say no to prejudice against Muslims.

Being part of the movement means being part of the change;
A change towards a less divisive and more inclusive society.

Join the conversation this Islamophobia Awareness Month 2020.

IAM 2020, I am the change.



Affiliation Announcement



Organisation

@companyname

We are taking part in [#IslamophobiaAwarenessMonth](#) this November to show no tolerance for hatred and prejudice in society. Join the conversation. [#IAM2020](#)



Employment Discrimination Stats



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[#IslamophobiaAwarenessMonth](#)'s theme this year is [#RootedinRacism](#). Muslims aren't a race but Islamophobia often manifests as a racist hate crime. Studies show that CVs submitted under a non-Muslim name are 3x more likely offered interviews than those with a Muslim name. [#IAM2020](#)



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50% of women wearing the hijab feel that they have missed out on progression opportunities because of religious discrimination and that the wearing of the hijab had been a factor. [#IAM2020](#)
[#RootedinRacism](#)



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Studies have shown that, to achieve an equal level of success, ethnic minority applicants must send 74% more applications than their white counterparts [#IAM2020](#) [#RootedinRacism](#)

Health Sector Stats



Organisation

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[#IslamophobiaAwarenessMonth](#)'s theme this year is [#RootedinRacism](#). Muslims aren't a race but Islamophobia often manifests as a racist hate crime. 80% of Muslim medics surveyed by HuffPost UK revealed they'd experienced Islamophobia or racism from patients in the NHS. [#IAM2020](#)



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81% of medics surveyed by HuffPost UK had experienced Islamophobia or racism within the NHS, 69% felt it had got worse during their time at the organisation and more than half – 57% – felt Islamophobia had held them back in their career progression within the NHS. [#IAM2020](#)

[#RootedinRacism](#)



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Muslim women told HuffPost UK they were often perceived to be less educated due to wearing headscarves, and received backhanded compliments such as surprise at how well they spoke English – even when they were born and raised in the UK. [#IAM2020](#) [#RootedinRacism](#)

Media Representation Stats



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Muslims are misrepresented in the media. Research has shown that for every 1 'moderate' Muslim mentioned, 21 examples of 'extremist' Muslims are mentioned in the media. [#IAM2020](#)



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A poll conducted for the Runnymede Trust found that 78% of respondents believed that media coverage of British ethnic minorities promotes racism. [#IAM2020](#)
[#RootedinRacism](#)



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In a study of 200,000 newspaper articles, references to 'Muslim hero(es)' were identified only 39 times, 'brave Muslim(s)' was found on 20 occasions and 'honest Muslim(s)' just 6 times. 'Kind Muslim(s)' was not found anywhere in the corpus. [#IAM2020](#)
[#RootedinRacism](#)

Positive Muslim Contributions



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Coffee, clocks, maps, universities, libraries, carpets, cameras, chess, algebra, running water, post and mail, paper, optometry and hospitals.

Q: What do all of these things have in common?

A: They were all discovered by Muslims!

[#IAM2020](#) [#IslamophobiaAwarenessMonth](#)



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British Muslims gave approximately £100 million to charitable causes during the month of Ramadan in 2016 – that equates to approximately £38 a second! [#IAM2020](#)

[#IslamophobiaAwarenessMonth](#)



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Did you know? Over 400,000 Muslims fought on behalf of Britain in World War I, only 3% of the population is aware of this. [#IAM2020](#)