

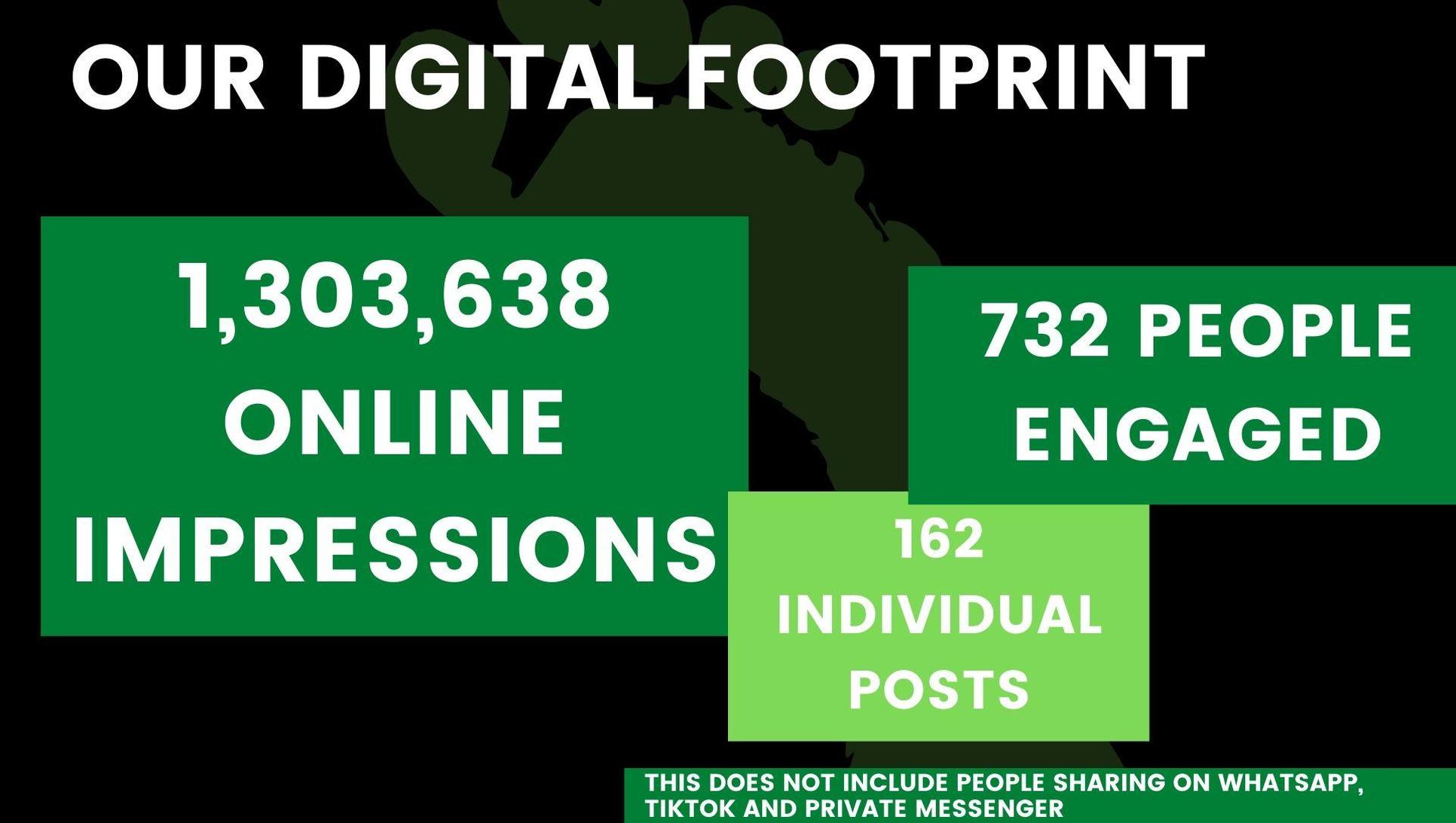
**#PassTheFact**

**Beatfrees X Birmingham City Council**

# OUR GOAL

To inform young people about  
COVID-19, promoting the  
importance of social distancing,  
through a social media challenge!

# OUR DIGITAL FOOTPRINT



**1,303,638**  
**ONLINE**  
**IMPRESSIONS**

**732 PEOPLE**  
**ENGAGED**

**162**  
**INDIVIDUAL**  
**POSTS**

**THIS DOES NOT INCLUDE PEOPLE SHARING ON WHATSAPP,  
TIKTOK AND PRIVATE MESSENGER**

**#PassTheFact informed young people about fake news, inspiring them to create their own videos and challenging their peers to do the same, including Rakeem Omar, a journalist and BBC radio presenter**



**Olivia Agbe**  
@AgbeOlivia

We cannot be intimidated by information from unauthentic news sources. It is our duty to empower and encourage others to fight back against fake news! So, I challenge you all to create your own version of this video! [@beatfreaks](#) [@BhamCityCouncil](#) [#PassTheFact](#)



**Rakeem Omar**  
@RakeemOmar

WHO IS BEHIND [#passthefact???](#)

i just want to talk because you're doing amazing blud

12:17 PM · Apr 10, 2020 · [Twitter for iPhone](#)

4 Retweets 18 Likes

# CONTENT EXAMPLES

We had a variety of young people from across Birmingham involved with the challenge. Here are two video examples of content created:

# MEDIA

Radio interview on BBCWM as part of their Make A Difference campaign

[Listen Here - 2 hours 14 minutes](#)

Birmingham Live feature

[Meet Birmingham's TikTok truth squad taking on coronavirus myths one video at a time](#)

Radio interview - Evenings on BBCWM

[Listen here - 29 minutes](#)

# Feedback from Co-Creators

'Through collaboration with other passionate individuals, I have been able to empower other young people to tackle the spread of fake news'

'I think the project was really innovative and responded to a crisis with something informative but very fun and lighthearted (which was really needed)'

'Commissioning young people to reach out to their networks and spread clear, important messages evidently works from the massive amount of impressions we had over the weekend - BCC should continue to work with young people to get their messages across, both in times of crisis and normality!'

# Next Steps

- Stay-At-Home Bingo to be released on all Beatfreaks social media platforms within the next week - exact date TBC
- It would be helpful to have Birmingham City Council retweet and share Stay-At-Home Bingo
- The group of young people are very engaged and keen to continue working on spreading awareness on COVID-19. It would be worth exploring how BCC, Beatfreaks and the young people continue working together.

**#PassTheFact**

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