

During - media
coverage

GAYTIMES

**Post Office staff are slaying Twitter
homophobes left right and centre**

PinkNews

**Post Office icon known only as
'Courtney' has spent the past few
days eviscerating hateful
homophobes on Twitter**

attitude

**COURTNEY FROM THE POST OFFICE
TWITTER ACCOUNT HAS HAD IT WITH
HOMOPHOBES THIS PRIDE**

**May the heavens have mercy on bigots who cross her
path - or not, tbh.**

General public renaming their bios

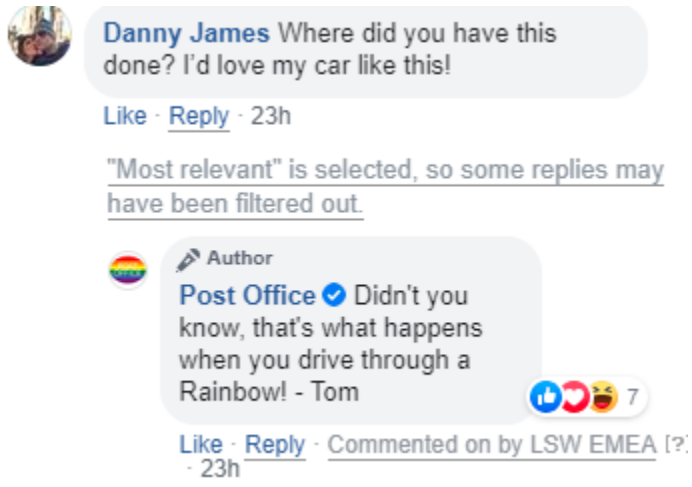


With love from fellow tea brand, Yorkshire Tea.



Consumer communications

Example of social media replies. A crib sheet was co-created for the social media to inspire responses.



Danny James Where did you have this done? I'd love my car like this!

Like · Reply · 23h

"Most relevant" is selected, so some replies may have been filtered out.

Post Office Didn't you know, that's what happens when you drive through a Rainbow! - Tom

Like · Reply · Commented on by LSW EMEA [?] · 23h

New for 2020



Dalby @coloneldalby · Jun 12
Your logo displayed here breaches the rules for partially sighted people.

Post Office @PostOffice · Jun 12
It really doesn't Dalby. I'd check your sources! Stay safe. - Jess

Dalby @coloneldalby
Replying to @PostOffice
Colonel Darby to you
4:57 PM · Jun 12, 2020 · Twitter for iPhone

Post Office @PostOffice · Jun 12
Replying to @coloneldalby
If you'd like to be addressed as Colonel Darby, I'd advise you to change your displayed name from "Dalby" on your profile 🙌 Stay safe and have a lovely evening! - Jess

Dalby @coloneldalby · Jun 12
Ridicule because of my dyslexia now.

Post Office @PostOffice · Jun 12
You can spell it Dalby, it's your twitter tag so 🙄 - Jess



Dave @dpughy99 · Jun 13
I find your picture offensive, take it down and put up you correct logo. You are not representing the majority of the public. Shamefull!

Post Office @PostOffice · Jun 13
You're right, we're not representing the majority of the public. That's kinda the point, to show our support to a minority group when they deserve to be treated like everyone else. Sorry you find the picture offensive. To be frank, we found your reply to be offensive too. - Tom

Dave @dpughy99
Replying to @PostOffice
Tom, I must apologise. It was a tongue in cheek jibe. What with the world being offended by everything at the moment, it was just a dig back. I have no issues with the Pride flag. Sorry Tom. 🙌

10:38 AM · Jun 13, 2020 · Twitter for iPhone

Post Office @PostOffice · Jun 13
Replying to @dpughy99
No problem Dave, thank you for being open to talk about it! - Tom

Example of reactive comms during the campaign – focusing on trolls.

Post Office  @PostOffice · Jul 2
Victory dancing when a troll gets barred - great work all! 🌈👏 #Pride2020

Charlotte Harris @charlotteharris · Jul 8, 2018
So wonderful to march and sticker and flyer with the inspiring @AnthonyNolan including friends @tomofswindon @Promette at Pride yesterday. Also... 🙌🙌🙌🙌🙌 to @PostOffice who kept us all dancing and proved ain't no queer party like a postie party!



0:11 3.8K views

13 7 63

Extended campaign

 **Post Office** ✓
@PostOffice

Tap below if you're going to stand up to prejudice and support the LGBT+ community like Courtney and the rest of our team did during #Pride2020! #BeMoreCourtney



'Be More Courtney'

Post Office ✓ Jun 19
"You fall in love with who you fall in love with" Emma from Post Office shares her Journey to Pride 🏳️‍🌈👉👈❤️

Twitter User
Degenerate.

19 🗨️ 2 🔄 3 ❤️

Post Office ✓
@PostOffice
Replying to **Twitter User**

Do you honestly think it's okay to speak about my colleague like that? Your comment is absolutely disgusting. You don't know Emma personally to even comment on the type of woman she is, so please don't respond unless you have something positive to say 🙌 **Courtney**

11:02 AM - Jun 28, 2020 

Be More Courtney
twitter.com

5:36 PM · Jul 8, 2020 ⓘ

👍 936 🗨️ 261 people are Tweeting about this

 **Post Office** ✓
@PostOffice

Thanks to those of you who have filled our mentions with positivity this #PrideMonth. Thanks for standing with us to help drown out the hate and celebrate the love 🙌 Here's to you! 🏳️‍🌈



THANK YOU

11:36 AM · Jul 8, 2020 ⓘ

👍 902 🗨️ 295 people are Tweeting about this