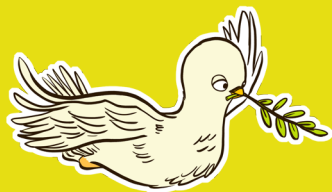


**#DEFYHATENOW**

# Peace & Social Media

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# PEACE IN THE AGE OF SOCIAL MEDIA

## **Designing your social media peace campaign:**

- What message do you want to get across?
- What types of messages are likely to appeal to your audience?
- What medium/channel does your audience prefer?
- Sharing videos on YouTube, post on facebook or Instagram?
- Who might your audience listen to and respond positively?
- How can I become a Peace Ambassador on social media?

Peace is the responsibility of every one of us, both as individuals and as part of our communities, not only a topic for government officials.

When we think about peace in the age of social media, it is important to note how much an ordinary citizen can do and the power s/he holds to change the course of a conflict.

**You can stand against oppression, assist in humanitarian rescue operations at the time of crisis and contribute to major upheavals simply by using your smartphone!**

The online world serves to amplify and expand the reach of existing tensions offline. Digital spaces today have come to act as mediums that transmit the hate speech that exists offline to go beyond certain limits and exacerbate the feeling of hate and revenge both offline and online.

Social media is only a tool, that has proved influential in both the making and the disruption of peace. It is our responsibility to use it wisely.