#DEFYHATENOW

- BE RESPONSIBLE.
- BE TRANSPARENT.
- BE CLEAR AND CONSISTENT.
- BE ACCURATE, CHECK FACTS.
- BE FAIR AND RESPECTFUL.
- BE PROFESSIONAL.
- ALWAYS BE CREDIBLE.

“WHAT IS YOUR INTENTION?”
Always work to encourage tolerance, mutual respect & togetherness.

2. Outreach to new community circles and Ethiopian diasporas.
3. #HateFreeEthiopia Brand Building (engage people online/offline)

Every tweet, blog article, facebook post, or comment, or reply should be:

- Positive and courteous to the online community
- Simple and easy to understand
- Engage participation through questions or calls to action.
- Non-political / politically neutral
- Proper language, grammar, and formatting
- Visually stimulating (photo, quote, or video)
- Use hashtags (#), handles (@name), and tags to highlight sources and trends