1 #defyhatenow Social Media Code of Conduct

BE TRANSPARENT
- "The views expressed are my own and not those of my community or organisation."

BE RESPONSIBLE
- Post clear messages. Take responsibility for the content you post.

BE ACCURATE
- Always verify sources & check your facts.

BE CREDIBLE
- Don't spread rumours or misinformation.

BE SMART: PUBLISHING ON SOCIAL MEDIA
- Respect all regulations re: copyright, privacy and spam
- Check the terms of CC (Creative Commons) Licenses
- Attribute work to the copyright owner & share alike

BE FAIR AND PROFESSIONAL
- Do not post comments that you would not say directly to another person.
- Always consider how people might react before you post.

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

- Community Engagement.
- Outreach to new community circles and Ethiopian diasporas
- #HateFreeEthiopia Brand Building (engage people online and 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

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2 Safe Digital Spaces

SAFE SISTERS ONLINE

Options to increase security on social media:
- Untag yourself from embarrassing posts or photos.
- Leave groups, limit access to only your friends.

How are women & girls portrayed online?
- Think before you post and share statements, comments, or jokes with others!
- Consider the impact your words might have and if it's offensive.
- Ask: "How would I feel if I was one of the group being insulted?"

Make better passwords
- Make it fun! Creating a strong passphrase from favorite song lyrics.
- Use special characters, numbers and capital letters!
- Don't use the same password for multiple accounts

Think before you click
- Don't click on suspicious looking links and attachments.
- Be skeptical of strange emails from people you don't know.
- Pay attention to the sender's info and the contents of the email.

Always log off
- Review security settings on your phone and computer
- Add a password to get into your devices
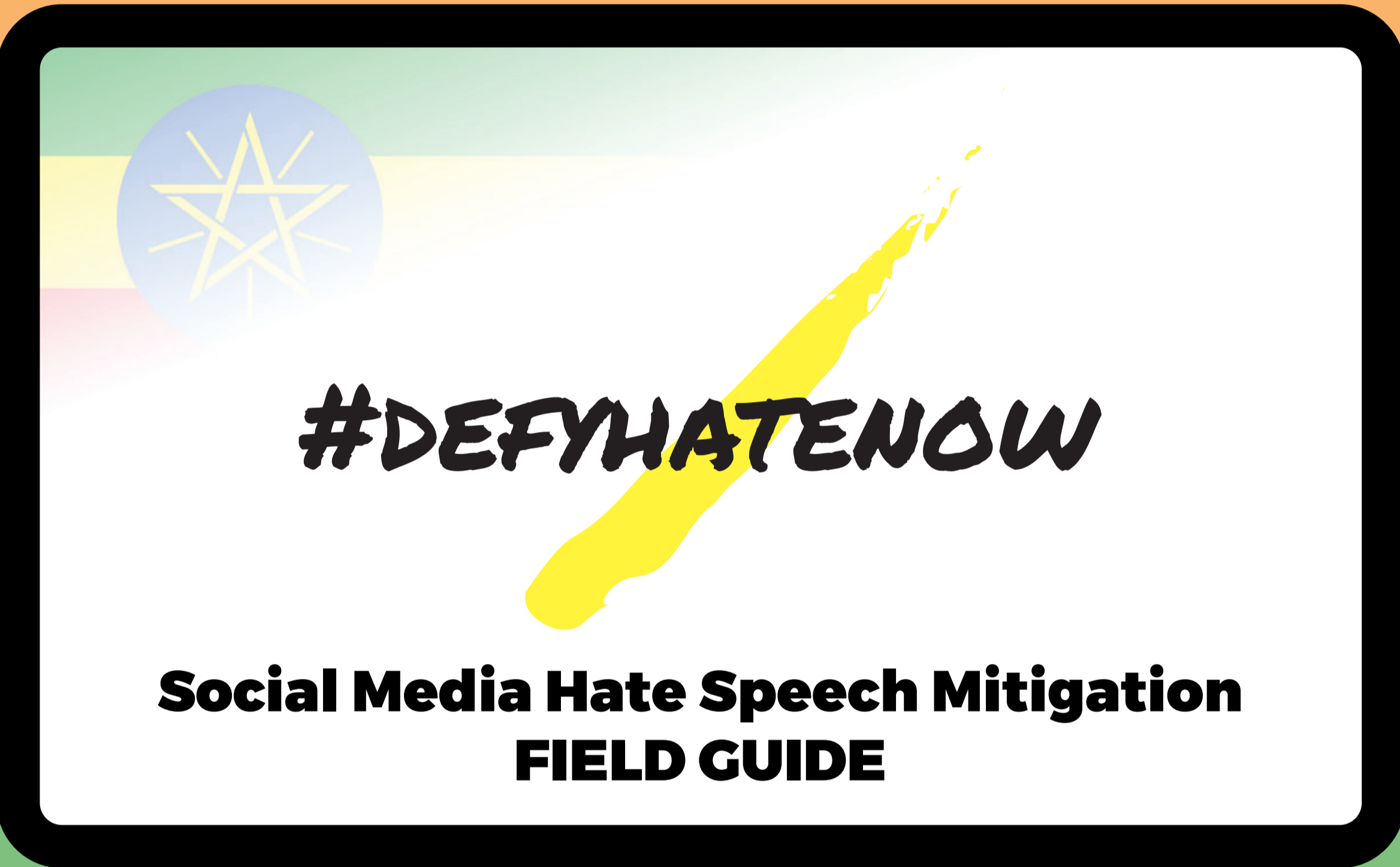- Always sign out when you leave a shared computer or phone.

Be careful with what you post online
- It's almost impossible to remove an image or text after you post it online! Think about what you share before you post online.
- Review your privacy settings on the social media apps and sites. Limit permissions (location, microphone, contacts) and who sees your stuff.

Take care of your sisters!
- Photos leaked online bring suffering to a lot of women. Look out for sisters! Don't forward inappropriate content on the internet.
- Delete and report people who use their accounts as a platform for online bullying and violence against women.

SAFE SISTERS
https://safesisters.net/

Credit:
Illustration by Policy

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3 Stop Disinformation!

#FactsMatter #ThinkB4UClick

INFORMATION DISORDER
An umbrella term to include satire and parody, false connection (e.g. click-bait), misleading content, false context (e.g. a genuine photo claimed to have been taken in a different place or time), imposter content, and manipulated, hoax and fabricated content.

DISINFORMATION
Deliberate attempts to confuse or manipulate people through dishonest information.

MISINFORMATION
Misleading information created or disseminated without manipulative or malicious intent.

MAL-INFORMATION
Based on reality, but used to inflict harm rather than to serve the public interest.

CHECKLIST TO IDENTIFY MISINFORMATION:
- Read the headline.
- Read the entire article.
- Don't believe a word until you check facts and sources.
- Are sources and facts credible? Why or why not?
- Search to see who else has covered the story.
- Check images to see if they are what they claim to be.
- Do you see two sides (or more) to the article?
- Are you being spun? Do you feel manipulated?

- Are other credible news outlets covering the story?
- Is the story manipulated, a hoax, propaganda or misinformation?

SOME STORIES ARE INTENTIONALLY FAKE.
- Think critically about the stories you read.
- Only share news that you know to be credible.
- Are you being spun? Do you feel manipulated?
- Are other credible news outlets covering the story?
- Is this story a potential fake news story?

FIVE PILLARS OF VISUAL VERIFICATION
1. **Provenance:** Are you looking at the original content?
2. **Source:** Who captured the original content?
3. **Date:** When was the content captured?
4. **Location:** Where was the content captured?
5. **Motivation:** Why was the content captured?

https://firstdraftnews.org/training

#ThinkB4UClick
CHECK THE SOURCE AND VERIFY THE INFORMATION
Not everything you see online is true. Not all sources are reliable. Always check facts!

LIES SPREAD FASTER THAN THE TRUTH
The whole world is listening to what you post. Don't share lies and misinformation!

GET CONTEXT BEFORE YOU RESPOND
Out of context information has the ability to mislead many people.

SMALL STEPS MATTER, YOU CAN HAVE A LARGER IMPACT
#ThinkB4UClick is a call to action.

Encouraging citizens to take small "hygienic" steps to mitigating hate speech and incitement to violence. We need to have more conversations on these issues at home, school and in the workplace. Each person has an obligation to use Social Media responsibly and utilize the online mechanisms for reporting hate speech and misinformation online. Let us work to have a #HateFreeWorld

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4 Counter Hate Speech Online

You may not promote violence against or directly attack or threaten other people on the basis of:

- race
- ethnicity
- national origin
- sexual orientation
- gender
- gender identity
- religious affiliation
- age
- disability
- disease

Violent threats (direct or indirect):
You may not make threats of violence or promote violence.

What to do if you see hate speech online?
- Take a screenshot of potential hate speech on Facebook, Twitter, WhatsApp or video. Including the comments as evidence in case there is potential legal action.
- Don't respond or get drawn into inflammatory conversations.
- If you do respond to published comments that you may consider unfair, always be accurate and professional. Remember to be authentic, constructive and respectful.

- Stay polite in tone and respectful of individuals' opinions, especially when discussions become heated. Show consideration for other people's privacy.

COUNTERING DANGEROUS SPEECH

Counterspeech is any direct response to Dangerous Speech which seeks to undermine it.

Violence may be prevented by interfering with Dangerous Speech in several ways:

- Inhibiting the speech
- Limiting its dissemination
- Undermining the credibility of the speaker.

The most direct way is to have a positive effect on the speaker, convincing him or her to stop speaking dangerously now and in the future. It can also succeed by having an impact on the audience – communicating messages that make Dangerous Speech socially unacceptable or by 'inoculating' the audience against the speech so they are less easily influenced by it.

Dangerous Speech Project
dangerousspeech.org

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5 Ethical Journalism Guide

When it comes to hate speech, journalists and editors must pause and take the time to judge the potential impact of offensive, inflammatory content.

This **5 point test**, developed by the Ethical Journalism Network, highlights questions in the gathering, preparation and dissemination of news and helps place what is said and who is saying it in an ethical context.

1. STATUS OF THE SPEAKER
How might their position influence their motives?
Should they even be listened to or just ignored?

2. REACH OF THE SPEECH
How far is the speech traveling?
Is there a pattern of behaviour?

3. GOALS OF THE SPEECH
How does it benefit the speaker and their interests?
Is it deliberately intended to cause harm to others?

4. THE CONTENT ITSELF
Is the speech dangerous?
Could it incite violence towards others?

5. SURROUNDING CLIMATE – SOCIAL / ECONOMIC / POLITICAL
Who might be negatively affected?
Is there a history of conflict or discrimination?

DON'T SENSATIONALISE!

AVOID THE RUSH TO PUBLISH

TAKE A MOMENT OF REFLECTION

Ethical Journalism Network
ethicaljournalismnetwork.org

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6 Art for Peace #Artivism

ART AND SOCIAL CHANGE
#BeTheChange #PeaceAmbassador

Social media can be used to change stereotypes and prejudices by giving a platform to those who were silenced or had no vehicle for their message. Art movements can facilitate new perspectives, cultivate dialogue and build a culture of empathy through creative expression. Any form of creative self-expression is one way to empower ordinary citizens to mobilise action.

Ethiopians occupy the social media landscape with peacebuilding and #Artivism taking action against hate, conflict and incitement to violence.

#PeaceJam #Artivism #Art4Peace #HateFreeEthiopia #Act4Peace

A #PeaceJam is an informal community oriented peacebuilding event, process, or activity where youth, cultural actors and anyone interested in peace and cultural dialogue get together to share their ideas, visions and hopes for the future, make new friends and connections.

- Harness the power of social media to promote peace online and offline
- Bring friends and communities together to #DEFYHATENOW
- #Peacejam on Facebook, Twitter, Blogs, Instagram, WhatsApp
- Become a social media #PeaceAmbassador

Anyone can start a social media #PeaceJam by organising an event or simply by sharing your own peace messages online. Link your #PeaceJam to any kind of global peace event to reach a wider audience and have greater impact with your message. Examples: UN World Peace Day, 21st September; World Press Freedom Day, 3rd May; International Women's Day, 8th March.

Use #PeaceJam #HateFreeEthiopia and #defyhatenow hashtags on your social media posts to help track the broader use of online channels for positive cultural change on the social media peace landscape of Ethiopia.

"Peace starts within me"
#defyhatenow #peacejam participant, Juba, South Sudan, 2015

#DEFYHATENOW

Social Media Hate Speech Mitigation FIELD GUIDE

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https://defyhatenow.org
info@defyhatenow.org