#DEFYHATENOW

Social Media Hate Speech

HATE SPEECH GUIDELINES

Facebook

Hate speech includes content that directly attacks people based on their: Race, Ethnicity, National origin, Religious affiliation, Sexual orientation, Sex, gender, or gender identity, or Serious disabilities or diseases.

Imo

Hateful speech: imo embraces diversity and we encourage every community member to interact and communicate with people from various backgrounds. Please do not attack anyone based on their race, ethnicity, national origin, gender, gender identity, sexual orientation, religious affiliation, disabilities, or diseases.

Telegram

You agree not to promote violence on Telegram channels.

Twitter

Hateful conduct: You may not promote violence against, directly attack or threaten other people on the basis of race, ethnicity, national origin, sexual orientation, gender identity, religious affiliation, age, disability, or disease. You may not make threats of violence (direct or indirect).

WhatsApp

You will not use our services in ways that are illegal, obscene, defamatory, threatening, intimidating, harassing, hateful, racially, or ethnically offensive, or for promoting violent crimes; publishing falsehoods, misrepresentations, or misleading statements.

YouTube

Hate speech is not allowed on YouTube. Hate speech refers to content that promotes violence against or has the primary purpose of inciting hatred against individuals or groups based on certain attributes, such as: age, caste, race or ethnic origin, immigration status, religion, disability, gender identity and expression, sexual orientation, veteran status.

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Peace & Social Media
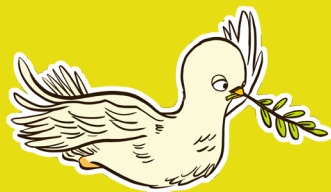
PEACE IN THE AGE OF SOCIAL MEDIA

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.

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Digital Rights + Human Rights
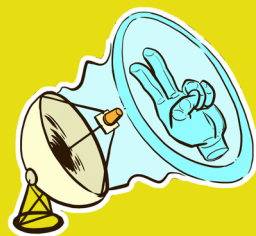
DIGITAL RIGHTS ARE HUMAN RIGHTS

Access to Information | Freedom of Expression | Right to Privacy

"While social media have at times served as a level playing field for civic discussion, they are now tilting dangerously toward illiberalism, exposing citizens to an unprecedented crackdown on their fundamental freedoms" — Freedom on the Net: The Crisis of Social Media, Freedom House 2019

In this era of digital disruption, what are the most important challenges and opportunities for defending human rights, now and on the horizon?

CHALLENGES TO DIGITAL RIGHTS:

· Digital authoritarianism: surveillance, internet shutdowns

· Social networks offer 'free internet' owned by private corporations

· Attacks on freedom of the press, harassment of journalists

· Safety for women online, cyberbullying & sexual harassment

· Corporate/government misuse of our data, metadata and privacy.

DIGITAL AUTHORITARIANISM ON THE RISE

There is reason to be concerned about the implementation of hate speech laws, which can be used to silence criticism of those in power by citizens, and curtail freedom of expression by journalists and activists.

Who is working to protect our access to digital rights?

FREEDOM HOUSE: THE CRISIS OF SOCIAL MEDIA
https://freedomhouse.org/report-types/freedom-net

ARTICLE 19: GLOBAL FREEDOM OF EXPRESSION
https://www.article19.org/resources/global-expression-report-2018-19-global-freedom-of-expression-at-a-ten-year-low/

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Social Media Code Of Conduct

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☑ **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.**

1. Community Engagement.

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

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Gender Based Violence Online
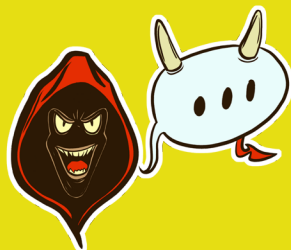
GENDER BASED VIOLENCE ONLINE

· What is cyber-bullying and gender-based violence?

· How does sexual harassment affect women online?

· Why is civil society action & education important?

Gender-based violence is a global health and human rights issue that violates international human rights law and gender equality.

Gender-based violence (GBV) online takes many forms including hacking, impersonation, surveillance, recruiting victims into violent situations, and malicious distribution of intimate photos and messages.

Online harassment exacerbates digital exclusion and self-censorship.

Koliwe Majama, an African media, internet and communications expert says the sharp rise in technology-related violence against women and its normalisation has made the use of the Internet a gendered issue:

"It has, of necessity, become imperative that women get to the fore of the debate on cyber-security instead of leaving it solely to governments and the financial/business sector as is the case in national and regional governance forums."

LEGAL IMPLICATIONS OF GBV ONLINE

Ethiopia has no specific law to address Gender based violence.

'Pagume activism campaign'
by yellow movement raises awareness of gender based violence and other inequalities.

facebook.com/TheYellowMovementAau

FEMALE LEADERSHIP & ONLINE BULLYING

"We are socialized to believe men are the only capable leaders. We need to be educated, women should not be intimidated from running for office." — Theresa Mmolawa

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Safe Sisters Online

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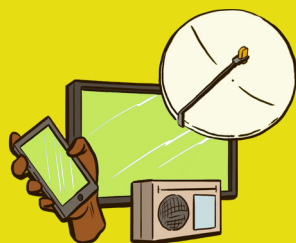
Take care of your sisters!
· Photos leaked online bring suffering to a lot of women. Look out for sisters! Don't forward inappropriate content on the internet.
· Delete and report people who use their accounts as a platform for online bullying and violence against women.

SAFE SISTERS
https://safesisters.net/

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Technology & Peace

#TECH4PEACE

#PeaceTech, #Tech4peace relate to people and communities use of technology in the processes of peacebuilding. PeaceTech is a tool that might be used to ignite conflicts, which can instead be pro-actively used in peacemaking.

"PeaceTech's point of departure is that technology is not inherently good or bad, powerful or not; it is people's decisions that have the power to design, use or misuse technology – and influence where it leads us." — Berns, J. A Forum for Peace and Security in the 21st century: Build Peace Forum, March 2015.

Iceaddis
Innovation hub and co-creation space supporting technological innovations, creative projects, and startups.
http://www.iceaddis.com/

CARD — Center for Advancement of Rights and Democracy
https://www.facebook.com/CARDEthiopia
https://www.cardeth.org/

EthioCheck Lab
seeks to address the rising problem of mis- and disinformation, supporting fact checking in Ethiopian media houses. A joint initiative by MERSA Media Institute and DW Akademie.
https://mersamedia.org

@EthiopiaCheck
Fact-checking desk monitors media and social media reports and develops appropriate responses. Ethiopia Check is an Internews project.
Twitter: **https://twitter.com/ethiopiacheck?lang=en**
Facebook: **https://www.facebook.com/EthiopiaCheck/**

Kelela Guides
produces tools and content to fight against social problems that are often absent from public discussions and awareness.
www.kelela.org
Telegram: **https://t.me/kelelaguides**

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Identity & Context

PREJUDICE AWARENESS

Societies across the globe are comprised of countries with different ethnic, religious or cultural groups and sometimes these groups feel like they do not fit together. This may be due to historical, colonial legacy or recent events. This leads to tension which in turn may lead to conflicts.

Identity based conflicts are hard to manage as identities are complex. We are aware of aspects of our identities targeted by a dominant group in society. We are predisposed to be prejudiced and hold biases towards groups of people we haven't interacted with beyond a certain level.

Our identities are not static, we negotiate them on a daily basis.

General Assumptions Regarding Prejudice (Cotton, 1993)

· Prejudice is learned and can be unlearned

· An effective method of addressing prejudice is to focus on the self and then to explore similarities and differences between groups

· People who feel good about themselves don't need to denigrate others

· Facts alone do not lead to improved intergroup relations. This requires education focusing on cooperative learning and critical thinking.

To be effective:

· Inter-Group Dialogue must provide space for genuine exchange of views.

· Enable the discussion of differences and disagreements.

· Dialogue must be inclusive, allowing for community representation beyond "traditional" leaders, especially bringing the voices of women, girls, youth, and displaced/minority communities to the forefront.

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Art 4 Peace #Artivism

ART AND SOCIAL CHANGE
#BeTheChange

Any form of creative self-expression is one way to empower ordinary citizens to mobilise action. The use of technology and digital media has allowed art movements to grow with unprecedented speed and access.

Social media can be used to change deeply rooted stereotypes and prejudices by giving a platform for those who were often silenced or had no vehicle for their message. New creative online art movements are where people can break down long-established barriers, work to facilitate new perspectives, cultivate dialogue and build a culture of empathy through creative connections and expression.

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

'YEGNA' started as a female music group project. They were called the 'Ethiopian Spice Girls'. Their highly relatable series addressing gender based violence and other topics that affect girls in Ethiopia is broadcast on TV and Facebook.

https://www.girleffect.org/what-we-do/youth-brands/yegna/

YEGNA Information about COVID19 in multiple local languages:

https://www.facebook.com/yegna/

Dignity Period, non-profit organization supports girls in school by providing the supplies and education they need to manage menstruation and continue their studies.

www.dignityperiod.org/

Amplifier 'We The People'
Amplifier is a design lab that builds art to amplify the voices of grassroots movements. The We the People campaign aims to restore hope, imagination, curiosity, and creativity into our country's dialogue.

https://amplifier.org/

Beautiful Rising harnesses the insights of change-makers worldwide to help make our movements more strategic, creative and effective. out the key elements of creative activism.

https://beautifulrising.org/about

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Trauma Healing

MENTAL HEALTH SELF CARE KIT

Keeping the peace around you

Identify unhealthy coping mechanisms

· Social withdrawal **|** Over sleeping

· Over eating sweets or fatty foods

· Overuse of medication, drugs (alcohol, cigarettes, opioids)

· Taking out stress on others verbally or physically

Adopt healthy coping mechanisms

· Physical exercise **|** Going for walks **|** Doing chores

· Join a sports team in school or the community

Build and maintain relationships

· Join church service teams (choir, church cleaning team, usher)

· Arrange meetups with friends and community members

· Sign up for school clubs

· Consider volunteer work and 'giving back to the world' activities

Develop a "Stress relief" kit

· Take walks in nature **|** Meditate **|** Keep a journal or diary

· Put your thoughts into words or paintings (poetry, music, stories, art)

· Learn a habit of reading

· Make a cup of tea or coffee when it gets a bit too overwhelming

· Talk with a friend or professional if you are struggling to cope

"It is common for people to have experienced stressful and upsetting events. Even events that happened a long time ago can still affect how a person thinks and feels today, how we react to other people and situations many years later. Trauma is the person's experience of a situation – how they think and feel about it afterwards, it's the situation itself. No two people will have the exact same reaction to a given situation and no reaction is wrong or shameful." — Lynn A. Kovich, State of New Jersey: Department of Human Sciences, Trauma Assessment (July, 2015)