

01

SOCIAL MEDIA
CODE OF CONDUCT

#defyhatenow

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 trend

03

COUNTERING HATE |
DANGEROUS SPEECH

Counter and Alternative Narratives

Counter-narratives directly respond to and challenge hateful messages by deconstructing and discrediting them with counterarguments and facts. In contrast, alternative narratives focus on fostering a positive and inclusive mindset, offering constructive ideas that encourage society, including those spreading hate speech, to consider new perspectives. Both strategies aim to promote positive discourse and undermine harmful narratives.

Here are the four most common alternative narratives:

Factual Alternative Narrative: This alternative narrative presents accurate, evidence-based information to counteract hate speech. It uses data, statistics, and credible sources to refute false claims and educate the audience.

Moral Alternative Narrative: This narrative appeals to ethical and moral values, emphasising shared human values and empathy. It highlights the harmful effects of hate speech on individuals and society.

Humour and Sarcasm: Uses irony and exaggeration to criticise or mock hate speech, making it appear ridiculous. It engages the audience through humour and encourages reflection on the absurdity of hate speech.

Positive Alternative Narrative: This narrative promotes positive stories and examples that counteract hate speech and promote a more inclusive perspective. It shares success stories and positive contributions of targeted groups to inspire and uplift.

02

GENDER BASED
VIOLENCE

Prevention of GBV

Awareness and education are the strategic use of information, communication, and learning activities to change harmful attitudes, beliefs, norms, and behaviours that contribute to gender-based violence.

Community mobilisation involves engaging, organising, and empowering community members and local leaders to take collective action in preventing and responding to gender-based violence.

Legal & Policy Reform includes updating, enacting, or strengthening laws, regulations, and policies to prevent and respond to GBV more effectively.

Economic Empowerment increases individuals' financial independence and decision-making power, particularly for women and marginalised groups, thereby reducing their vulnerability to GBV.

Response mechanisms to GBV

One-Stop Centres (OSCs): These are integrated service delivery points where survivors of gender-based violence can access multiple essential services under one roof—typically health, psychosocial, legal, and safety services.

Healthcare Services refer to the immediate, short-term, and long-term medical

and psychosocial support provided by trained health professionals to address the physical, emotional, and reproductive health consequences of GBV.

Legal Support encompasses a range of services and assistance provided to survivors, helping them understand, navigate, and access justice systems—whether formal (e.g., courts, police) or informal (e.g., customary or community mechanisms)—to seek protection, hold perpetrators accountable, and claim their rights.

Shelter & Social Support: This is the protection, practical assistance, and emotional support provided to survivors of gender-based violence to help them escape immediate danger, stabilise their lives, and begin the process of recovery and reintegration.

Case Management Approaches: In this approach, trained professionals, such as social workers or caseworkers, assess the needs of GBV survivors, develop an individualised care plan, and coordinate access to a range of services, including health, psychosocial support, safety planning, legal aid, and shelter.

Both prevention and response strategies are essential for a holistic approach to GBV, aiming for long-term change and immediate survivor support.

#DEFYHATENOW

Social Media Hate
Speech Mitigation
Field Guide

04

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**.

STATUS OF THE SPEAKER

- How might their position influence their motives?
- Should they even be listened to or just ignored?

REACH OF THE SPEECH

- How far is the speech traveling?
- Is there a pattern of behaviour?

GOALS OF THE SPEECH

- How does it benefit the speaker and their interests?
- Is it deliberately intended to cause harm to others?

THE CONTENT ITSELF

- Is the speech dangerous?
- Could it incite violence towards others?

SOCIAL * ECONOMIC * POLITICAL CLIMATE

- 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**

05

ART FOR PEACE
#ARTIVISM

Art for Post-conflict Healing

Don't let the art speak over you – Understanding #Artivism Talk.

Art: the expression or application of human creative skill and imagination across various media, including visual arts, performing arts, and literature, resulting in works that hold aesthetic value, evoke emotions, or tell stories.

Activism is taking action and vigorously campaigning to achieve social or political change.

#Artivism: using art as a tool or platform for social or political activism. Protest art: art created to express dissatisfaction with a particular social or political issue.

Rehabilitation art: the use of art forms to help individuals and communities heal from physical, emotional, and psychological trauma.

Art mends scars – this is how

Expressing the unseen: Art offers a safe space for individuals to express trauma through non-verbal means.

Coping mechanisms: Creating art provides a healthy outlet for stress and anxiety, promoting emotional well-being

Building confidence: The process of creating art fosters a sense of accomplishment and rebuilds self-esteem

Healing & reconciliation: Art projects bring communities together, promoting empathy and understanding

Community rebuild: Collaborative art fosters a sense of shared purpose and hope for the future.

“Peace starts within me”

CREDITS

#defyhatenow aims:

- to raise awareness of and develop means for countering social media based hate speech, conflict rhetoric and directed online incitement to violence.
- to amplify 'positive influencers' occupying the social media landscape with voices of peacebuilding and counter-messaging rather than leaving that space open to agents of conflict.
- to bring the global diaspora into the online peacebuilding framework
- to bridge gaps of knowledge and awareness of social media mechanisms between those with access to technology and those without.

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#defyhatenow #ThinkB4UClick #HateFreeEthiopia

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