How to Use Social Media Responsibly

1. #defyhatenow Social Media Code of Conduct

BE TRANSPARENT:
The views expressed on this website/blog are those of the author and do not necessarily reflect the views of Ridyhateynow.

BE CLEAR AND CONSISTENT:
Post clear messages. Take responsibility for the content you post.

CHECK YOUR FACTS:
Be consistently credible

VERIFY SOURCES AND DATA:
Do not allow misinformation or share or forward rumours or repeat speculation.

BE ACCURATE:
Post accurate and fact-checked or share or forward

BE SMART:
Respect all posting, copyright, privacy, and spam when publishing on social media. Make sure all citations and link back to sources you use. Be consistent with the copyright holder.

BE HONEST:
Accurately describe your work and avoid publishing false information.

2. #ThinkB4UClick

To “jam” for peace
Hate is a global problem, affecting communities around the world. By joining together, we can stand up against hate and violence. #defyhatenow aims:

- To “jam” for peace
- To encourage dialogue — get together to share their ideas, and anyone interested in peace and cultural exchange who has a positive social media message
- To encourage participation through questions or calls to action
- To encourage #defyhatenow action against hate, conflict and incitement to violence.

#DEFYHATENOW

3. Verifying Fake News

Look closely at the URL.

DON'T BELIEVE A MICROSCOPE.

What are the signs and characteristics of fake news?

4. Countering Dangerous Speech

Dangerous Speech and its capacity to inspire violence depends on its context, and it is often used as a call to violence.

What is the definition of Dangerous Speech?

5. Ethical Reporting Guidelines

When it comes to hate speech, journalists and editors must pause and take the time to judge the potential impact of offensive, inflammatory content. The 5-point test developed by the Ethical Journalists' Network helps journalists in the gathering, preparation and dissemination of news and helps place what is said and who is saying it in an ethical context.

- The context and the emotional impact
- The target audience and the effect
- The source of the information and the reliability
- The potential for harm and the possibility of change
- The responsibility of the journalist

6. Social Media Peace Activism

What is a social media PeaceJam?

Social Media Hate Speech Mitigation Field Guide

- Harness the power of social media to promote peace
- Bring friends and communities in South Sudan and the world together to #DEFYHATENOW
- Harness social media on Facebook, Twitter, Instagram, and YouTube to be a part of the global peace movement

Let South Sudan occupy the global social media landscape with peacebuilding, telling action against hate, conflict and incitement to violence.

Peace starts within me

- Take awareness and act even develop criteria for counting social media-based hate speech, conflict messaging, and directed online violence to be effective.
- Actively, directly or indirectly threatens two people's social media landscape with voices of peacebuilding and counter-messaging rather than issuing a single open to agents of conflict
- Bring the voice of peacebuilding and prevent the use of social media for violence.

The #defyhatecampaign is intended to combat social media hate speech by the Ridy, agency for open culture and open communication. For more information, visit the website. The campaign is funded by the Info-Institut für ausländerbeziehungen (IKM) with the German Federal Foreign Office.

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