

1 How to Use Social Media Responsibly

#defyhatenow Social Media Code of Conduct

BE TRANSPARENT:
"The views expressed on this website/blog are my own and do not reflect those of my organisation."

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 use misinformation, share or forward rumours or repeat speculation.

BE ACCURATE:
Posts should be accurate and fact-checked and capable of substantiation

BE SMART:
Respect all laws re: copyright, privacy and spam when publishing on social media. Make sure you have permission to post copyright items, attribute the work to the copyright owner where required, and never use someone else's work as if it were your own.

BE FAIR AND PROFESSIONAL:
Do not post comments that you would not say directly to another person, and consider how other people might react before you post.

BE GOOD:
With every post, consider your intention, which should reflect the organisation's philosophy and social media goals as well as simple consistent peaceful & good intentions.

SOCIAL MEDIA CONTENT RULES

Every tweet, post, comment, or reply should be:

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



6 Social Media Peace Activism



#defyhatenow SOCIAL MEDIA #PEACEJAM

What is a social media #PeaceJam?

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

To "jam" for peace is to improvise peacebuilding without extensive preparation or predefined arrangements, but to develop new ideas and ways of doing things spontaneously with the energy coming from the creative interaction of the participants.

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 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 #SouthSudan and #defyhatenow** hashtags on your social media posts to help track the broader South Sudanese use of online channels for positive cultural change and gain a better understanding of the social media peace landscape of South Sudan.

- **Harness the power of social media** to promote peace; online and offline with #PEACEJAM
- **Bring friends and communities** in South Sudan and worldwide together to #DEFYHATENOW
- **#Peacejam** on Facebook, Twitter, Blogs, Instagram, WhatsApp to be a social media peace mobilizer.

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

#Peace4ALL #ThinkB4Uclick #defyhatenow #VisualSouthSudan #TheSouthSudanWeWant

Peace starts within me

#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 South Sudan's social media landscape with voices of peacebuilding and counter-messaging rather than leaving that space open to agents of conflict.
- bringing the South Sudanese global diaspora into the online peacebuilding framework
- bridging gaps of knowledge and awareness of social media mechanisms between those with access to technology and those without.

The #defyhatenow initiative to combat social media hate speech by the r0g_agency for open culture and critical transformation gOmbH, Berlin, with partners in South Sudan and internationally, is funded by the IfA – Institut für Auslandsbeziehungen (zivik) with means of the German Federal Foreign Office (Auswärtiges Amt).

<http://defyhatenow.net/>
<https://www.facebook.com/defyhatenow/>
<https://twitter.com/defyhatenow>
#defyhatenow #ThinkB4Uclick #Peace4ALL

2 #ThinkB4Uclick



HATE SPEECH AWARENESS

Hate speech, as defined by the Council of Europe, covers all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, anti-Semitism or other forms of hatred based on intolerance, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin.

SOCIAL MEDIA GUIDELINES ON HATEFUL CONDUCT

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 • or disease.

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

What do you do if you see hate speech or dangerous speech online?

Take a screenshot of potential hate speech on facebook, twitter, Whatsapp message or video including the comments as evidence.

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 proper consideration for other people's privacy.

#ThinkB4Uclick. Share Responsibly

Responsibility on social media is something many users overlook because you are hidden behind a screen. Behind every social media message is a person with a conviction, an intention, a certain mindset.

Are your personal convictions contributing to the betterment of society, your neighbour's wellbeing and your country? Are you standing up for justice, tolerance and understanding? Whenever you can make a stand, do so with compassion, and you will make a difference!

How we respond to these messages changes us from passive consumers of technology to active and conscious creators and generators of change.

For every negative message you receive, send two positive messages.

You have the power. Use it wisely!

#DEFYHATENOW

Social Media Hate Speech Mitigation FIELD GUIDE

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. 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



3 Verifying Fake News

#Yalichecks #ThinkB4Uclick

Check the source and verify information
Not everything you see online is true, not all sources of information are reliable always check twice and thrice if you may.

Lies spread faster than the truth
The whole world is listening to what you post, don't share lies and misinformation, you cannot undo all your wrongs with one correction.

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
The theme #ThinkB4Uclick is a call to action, it aims at 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 #HateFreeSouthSudan

CRITICAL THINKING MODEL

BE SKEPTICAL OF HEADLINES.
False news stories often have catchy headlines in all caps with exclamation points. Read the entire article.



LOOK CLOSELY AT THE URL.
Compare the URL to established sources. A phony or look-alike URL with small changes may be a warning sign of fake news.

DON'T BELIEVE A WORD UNTIL YOU CHECK FACTS AND SOURCES.
Are the sources and facts credible? Investigate the source. Is it a source that you trust with a reputation for accuracy?

INSPECT THE DATES.
Fake news stories may contain timelines that make no sense, or event dates have been altered.

CHECK THE EVIDENCE.
Check the author's sources to confirm accuracy. Lack of evidence or reliance on unnamed experts may indicate a false news story.

SEARCH TO SEE WHO ELSE HAS COVERED THE STORY.
Look at other reports. If no other news source is reporting the same story, it may indicate that the story is fake. If the story is reported by multiple sources you trust, it's more likely to be true.

CONSIDER THE IMAGES.
Fake news stories often contain manipulated images or videos. Sometimes the photo may be authentic, but taken out of context.

REVERSE IMAGE SEARCH.
Reverse image search photos to see when they were first published and verify original sources. Upload image, click on camera icon or search by URL.

<https://images.google.com/>
<https://reverse.photos/>
<https://tineye.com/>

SOME STORIES ARE INTENTIONALLY FAKE.
Think critically about the stories you read, and 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?

4 Countering Dangerous Speech

Dangerous Speech and its capacity to inspire violence depends on its context: on who spreads it, how, to whom, and in what social and historical context.

How can one know which speech is dangerous? One must make an educated, systematic guess.

Consider the:

Message > Speaker > Audience > Context > Medium of the speech

Use these five variables to analyse the dangerousness of hate speech:

- The degree of the speaker's influence over an audience
- The grievances or fears of the audience that can be cultivated by the speaker
- Whether or not the speech act is understood as a call to violence
- The social and historical context (such as previous episodes of violence)
- Whether the means distributing the speech is also influential (such as when a media outlet is the sole broadcaster of information in that area)

What are the hallmarks of Dangerous Speech?

Dehumanization, or referring to people as insects, despised animals, bacteria, or cancer. This can make violence seem acceptable.

Accusation in a mirror. Tell people that they face a mortal threat from a disfavoured or minority group, which makes violence seem not just acceptable, but necessary.

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 norms that make Dangerous Speech socially unacceptable or by 'inoculating' the audience against the speech so they are less easily influenced by it.