**Social Media Code of Conduct**

1. **DefyHatеноw**
   - **BE TRANSPARENT**: The views expressed are my own and not those of my organization.
   - **BE RESPONSIBLE**: Post clear messages. Take responsibility for the content you post.
   - **BE CREATIVE**: Don’t spread rumours or misinformation.
   - **BE SMART**: Publishing on social media.
   - **BE FAIR AND PROFESSIONAL**: Do not post comments that you would not say yourself.

2. **Safe Digital Spaces**
   - **SAFE SISTERS ONLINE**
     - **Option to increase security on social media**
     - **Option to be a bystander**
     - **Option to leave an online peacebuilding framework**
   - **MAKE CONVERSATION**
     - **Strive to increase awareness of cultural and political transformation**
     - **Strive to reduce conflict**
     - **Strive to promote peace**
   - **BE RESPECTFUL**
     - **Use the terms of CC (Creative Commons)**
     - **Respect all regulations re: copyright, privacy and spam**

3. **Stop Disinformation!**
   - **Facts Matter!**
     - **Check the sources and verify the information**
     - **Use #PeaceJam and #HateFreeCameroon to any global peace event to encourage citizens to take small “hygienic” steps to have a #HateFreeWorld**
     - **Social Media Code**
       - **Tag sources**
       - **Tags to highlight sources and trends**

4. **Counter Hate Speech Online**
   - **You may not promote violence against or directly attack or threaten other people**
   - **COUNTERING DANGEROUS SPEECH**
     - **Counter speech is any direct response to Dangerous Speech which seeks to undermine a mission**
     - **Violence may be prevented by intervening with Dangerous Speech in several ways**

5. **Ethical Journalism Guide**
   - **DON’T SENSATIONALISE!**
     - **AVOID ANYTHING THAT MIGHT BE MISLEADING OR INACCURATE**
     - **Avoid the temptation to sensationalise**
     - **Avoid making accusations or attributing motives**
     - **Avoid making false claims or attributing motives**

6. **Art for Peace #Artivism**
   - **ART AND SOCIAL CHANGE**
     - **#BelieTheChange #BelieveTheOscar**
     - **#AgeInEquity**
   - **BE SMART**
     - **Publishing on social media**
     - **Respect all regulations re: copyright, privacy and spam**
   - **BE FAIR AND PROFESSIONAL**
     - **Do not post comments that you would not say yourself**

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**Facts Matter!**

Social Media Hate Speech Mitigation FIELD GUIDE

You may promote violence against or directly attack or threaten other people on the internet.

1. **STATUS OF THE SPEAKER**
   - **Race**
   - **National origin**
   - **Religion**
   - **Age**
   - **Sex**
   - **Sexuality**
   - **Gender identity**
   - **Nationality**
   - **Age**
   - **Health**
   - **Disease**

2. **MEANING OF THE SPEECH**
   - **Is it a direct attack?**
   - **Is there a threat or accusation of violence?**
   - **Does the speech promote violence?**

3. **INTENT OF THE SPEECH**
   - **What is the intent behind the speech?**
   - **Is the intent to cause harm or to promote peace?**

4. **DIFFERENTIATE BETWEEN FACTS AND OPINIONS**
   - **Is the speech factual or opinionated?**
   - **Is the speech supported by evidence or is it opinion-based?**

5. **STATE THE FACTS**
   - **Summarize the facts of the situation.**
   - **Avoid spreading disinformation.**

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**Safe Digital Spaces**

1. **SAFE SISTERS ONLINE**
   - **Option to increase security on social media**
   - **Option to be a bystander**
   - **Option to leave an online peacebuilding framework**

2. **MAKE CONVERSATION**
   - **Strive to increase awareness of cultural and political transformation**
   - **Strive to reduce conflict**
   - **Strive to promote peace**

3. **BE RESPECTFUL**
   - **Use the terms of CC (Creative Commons)**
   - **Respect all regulations re: copyright, privacy and spam**

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**Ethical Journalism Guide**

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

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

2. **MEANING OF THE SPEECH**
   - How is the speech traveling?
   - Is there a pattern of behavior?

3. **DIFFERENTIATE BETWEEN FACTS AND OPINIONS**
   - Is the speech factual or opinionated?
   - Is the speech supported by evidence or is it opinion-based?

4. **INTENT OF THE SPEECH**
   - What is the intent behind the speech?
   - Is there a threat or accusation of violence?

5. **STATE THE FACTS**
   - Summarize the facts of the situation.
   - Avoid spreading disinformation.

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**DefyHatenoW**

The facts matter! Social Media Hate Speech Mitigation FIELD GUIDE is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License:

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