EXIT THE HATE LOOP

TIPS & TRICKS

ON BUILDING HATE FREE HASHTAGS

01

Be an inspiration, not an instigator.

Your voice and experiences are an inspiration to your community. Make sure that you set clear distinctions between your opinions and incitement to violent acts or attitudes. Legally and morally, you are responsible for setting up the tone.

02

Don't avoid controversies, encourage dialogue.

Some topics might irritate your community and you might be tempted either to censor them or to voluntarily not address them (self-censorship). Open these discussions and make sure that all arguments are put on the table in a non-violent manner.

03

Keep your followers close, not captive.

Controversies and negative content might be beneficial for your outreach and bank account. Please consider diversifying your content in a manner which does not polarise your audience. This will create a safe space for interaction. It is also a great opportunity to extend your membership.

04

Be a facilitator, not a tyrant.

Some of your followers will challenge you with new topics to debate. Create a safe environment for their opinions in order to avoid potential conflicts with your audience or being labeled a censor. Things could escalate quickly.

05

Accept criticism, filter the hate.

Take your public role as seriously as possible, even if, occasionally, that implies various criticism from your followers. Yet you should be very strict in transparently filtering hate messages that target you, other members of your community or various vulnerable groups. Explain your decisions.

07

Protect your community from trolls.

Do not hesitate to block and report the trolls that are intoxicating your community. You should actively discourage any trolling activities that target the members of your community, so they feel safe and free every time they choose to spend some time on your page.

06

Protect the youngest.

Be mindful, sensitive to your context in case you have minors following you.

Op:Code

Open Code for Hate-free Communication

PROJECT PARTNERS

ActiveWatch

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