

A large, thick black circular graphic that is open at the top and bottom, resembling a stylized smile or a partial circle. It is centered on the page and frames the main title.

EXIT THE HATE LOOP

TIPS & TRICKS

ON BUILDING HATE FREE
COMMUNITIES



01

Promote diversity of facts and opinions.

When you set up the news agenda consider all the viewpoints and expertise on different issues. You don't have to be neutral. Just be fair.

02

Build informed not terrified audiences.

We know that good news is no news, but make sure that the negative news are soundly documented and do not trigger prejudice and discrimination among your readers and followers.

03

Business model vs. model the business.

Challenge the current business model that ensures outreach by sensationalistic approaches which generate negative reactions from your audience. Avoid clickbait and fake news as much as possible.





04

Regularly check your biases.

Depending on the context, the perceptions and values of your audience change. Yours and your newsroom colleagues change as well. Try identifying and correcting those biases that might narrow the context you need to translate to your audience.

05

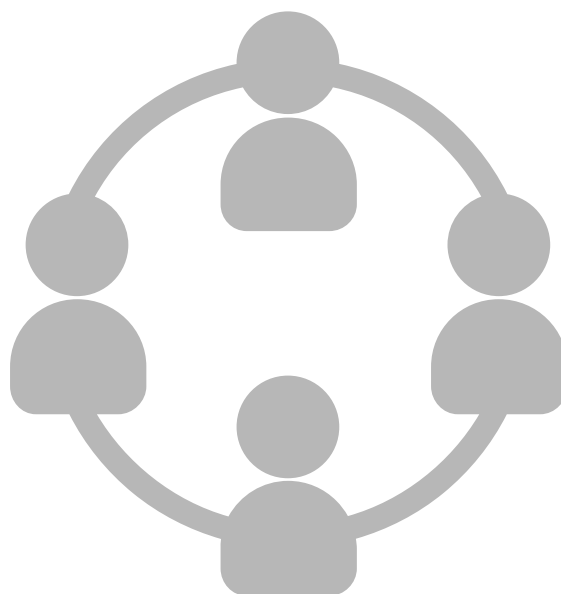
Promote freedom of speech inside and outside the newsroom.

Freedom of expression is the most valuable resource you have in your professional life, but it is not absolute. Make sure that your ideas do not conflict with human dignity and do not endanger other people or communities.

06

Build democratic audiences, not raging mobs.

Do not hesitate to enforce transparent moderating rules within the comment sections you manage. Also, don't hold back from raising the red flag when some individuals use abusive and hateful language against other members of the community. This is a form of respect for your audience, it is not censorship.



Op:Code

Open Code for Hate-free Communication



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PROJECT PARTNERS



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