# Case study: Flower Speech

## What was the name of the campaign or action?

Flower Speech Campaign ( #Panzagar)

## What was the goal?

To reduce people to say hate speech and dangerous based on religious , ethnics , gender and discrimination .

## What was one main tactic that was used, and how was it used?

Flowers

- to take selfie photo and share on social network and change their profiles .

Slogan ( Clear Message )

- to spread message  via T shirt , Wristband , Pamphlet , Stickers , Posters , Vinyl .

Graphics ( Art Work , Animations and Photos)

- FB Cover and Banner .

Press Conference and Interview

- Release on Print Media , Broadcasting Media , On line Media .

## Was the campaign/action effective or ineffective, and why?

Effective to raise awareness about hate speech and dangerous speech can cause violence and Conflict .

## What are some key lessons that other activists could learn from this?

How to use social media effectively , how to work wth Local CSOs and Youth Activist .

Easy to understand Message .

## Where can people learn more?

(List websites, articles, etc.)

[www.facebook.com/panzagar](http://www.facebook.com/panzagar)

<https://www.facebook.com/supportflowerspeech>

<http://www.religionnews.com/2014/12/24/using-flower-speech-new-facebook-tools-myanmar-fights-online-hate-speech/>

<http://www.irrawaddy.org/interview/hate-speech-pours-poison-heart.html>

## *Possible further questions to tease out interesting material:*

## Were there any unintended consequences?