

#defyhatenow

Social Media Hate Speech Mitigation Field Guide Version 1.0 May 2018

The #defyhatenow Social Media Hate Speech Mitigation Field Guide offers tools and strategies to be used in grassroots communities & online campaigns for peacebuilding in South Sudan and around the world. Developed and compiled by the #defyhatenow initiative with selected excerpts from materials published by collaborative partner organisations & networks, 2015 – 2018.

#DEFYHATENOW FIELD GUIDE INTRODUCTION

#defyhatenow Social Media Mitigation Field Guide is a long term product of the #defyhatenow initiative for combating hate speech. The guide contains an overview of selected grassroots projects, initiatives and strategies designed for use in the field with training materials, workshops resources and toolkits for raising awareness, developing counter narratives and mitigating violence related to online hate speech.

The #defyhatenow Field Guide is meant for anyone anywhere, who is interested in becoming a positive influencer, especially aimed at people who want to have a positive impact on their communities through developing social media skills to do so. The Field Guide supports those working either as individuals or working in collaboration with South Sudan's many youth, civil society, peace-builder and media organizations, international agencies, churches and schools.

Objective

- The Field Guide offers tools, strategies and resources to mitigate and combat hate speech both online and offline.

Target Audience

- South Sudan youth civil societies.
- Media Organizations operating in South Sudan.
- Religious leaders
- Policy Markers in South Sudan
- International Agencies in South Sudan
- Universities in South Sudan

#DEFYHATENOW PROJECT CONTEXT

#defyhatenow responds to South Sudan's ongoing civil crisis by addressing the roles played by social media users in exacerbating or helping to mitigate these issues, since the eruption of conflict in December 2013 and July 2016.

Our vision is to strengthen the voices and support the actions of youth, women's and civil society organisations, peace activists and independent journalists in South Sudan to develop strategies as part of a global 'dangerous speech' mitigation community. The #defyhatenow initiative also aims to create an awareness of the impact hate speech has in potentially fuelling conflict and offers training in how social media can be used in a constructive and peacebuilding manner.

#defyhatenow aims to raise awareness of and develop means for countering social media based hate speech, conflict rhetoric and directed online incitement to violence and 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.

This Field Guide is their tool kit to do so.

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@defyhatenow

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

<https://twitter.com/defyhatenow>

The #defyhatenow initiative to combat social media hate speech by the r0g_agency for open culture and critical transformation gGmbH, 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).



Auswärtiges Amt



Institut für
Auslandsbeziehungen

#defyhatenow Field Guide Contains:

Large Poster & Game: 'Quick reference' tips and tools to counter hate speech on social media

Guidebook: Detailed information for workshop facilitators & training resources

Handouts: Selection of handouts and exercises to photocopy and use in workshops

Cards: 10 Concept Cards to facilitate group discussion in workshops

Medium Posters (Series of 5): Concept illustrations to use as visual discussion guides & prompts

USB Stick with video, audio & external resources / Pen / Post-it notes

QUICK REFERENCE HOW-TO GUIDE [A1 POSTER & GAME]

1. How To Use Social Media
2. How to Verify Fake News
3. How to Recognise Hate Speech
4. How to Counter Dangerous Speech
5. How to Report Ethically
6. How to use Social Media for Peace

#DEFYHATENOW 'CONCEPT' CARDS

How to use Social Media

What is Hate Speech?

Verify Rumours and Fake News

Countering Dangerous Speech

Online Hate ~ Offline Violence?

Safety for Women Online

Ethical Journalism

Identity & Context

Cultural Initiatives

Social Media #PeaceJam

A2 POSTER SERIES CONCEPT ILLUSTRATIONS

- 1 #ThinkB4UClick! Social Media Code of Conduct
- 2 Categories of hate speech and emotional responses
- 3 What can we do to counteract HATE SPEECH?
- 4 Does online hate speech incite offline violence?
- 5 #HashTagsForPeace!!! Social Media Activism

How to use the #defyhatenow FIELD GUIDE

The guide is designed with a specific flow, however it can be used in any order.

Where you start depends on the needs and focus of your participants. Each chapter has a selection of handouts and exercises to facilitate working with different areas of the Field Guide.

We invite you to share any documentation and input from the workshops - go to defyhatenow.net and follow the link to the contact form. The concept cards are designed to help you navigate the flow of the workshop, facilitate discussion, and you can also use them to organise the group into small clusters for more focused exploration of questions and exercises in specific areas.

The large poster is for quick reference to key areas of the field guide, with a game on the reverse side with a race to be the first to #defyhatenow and reach a free & prosperous South Sudan!

The five smaller posters can be used to focus on questions and facilitate discussion.

While the main focus of the project is the impact of online hate speech and dangerous speech on social media, all these tools and strategies can also be used to address and mitigate any incidence of hate speech that may occur in other settings, for instance over the telephone or in person, at school, in your family or at community events.

Each and every one of us can be the change we want to see in the world!

<http://defyhatenow.net/>
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