

SafeDM: Empowering Women & Girls Against Digital Harassment





1. Objective

SafeDM is designed to help women and girls detect harmful digital messages quickly and safely. The tool scans messages from social media or messaging apps and provides immediate feedback on the level of harm, along with recommended actions.

2. Target Users

- Women and girls using messaging platforms like Instagram, WhatsApp, Telegram, TikTok, etc.
- Vulnerable online communities exposed to digital harassment, threats, or manipulation.

3. Key Features

- Message Scanner: Users paste a message and click “Scan Message” to analyze its content.
- Color-Coded Alerts:
 -  Green – Safe
 -  Yellow – Warning / Possibly harmful
 -  Red – Harmful
 -  Black – Extremely dangerous
- Recommended Actions: Block, report, save evidence, or do not respond.
- Mobile-First Design: Optimized for phones while remaining fully responsive on desktop and tablets.
- Empowered UI: Purple × Peach palette creates a safe, modern, and strong environment.

4. Implementation Pathway

- **SafeDM** is a web-based tool using HTML, CSS, and JavaScript for keyword detection.

The web app includes:

- Scanner page for analyzing messages
- About page to raise awareness about online harassment
- Resources page with tips and support links
- No backend or database is required; all scanning happens in the browser.

5. Potential Scalability

- Integrate AI-based message detection for better accuracy
- Develop a browser extension to scan messages automatically on social media platforms
- Expand awareness resources to include articles, helplines, and reporting guides
- Add multilingual support to reach a broader user base

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