**Suggested responses to Family Violence Social Media Responses from Our Watch**

Our Watch’s approach to PVAW and social media: Navigating moderation and community management



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| Situation / Question / Comment | Response |
| Disclosure of violence | Hi (INSERT NAME), Thank you for sharing your experience and we are so sorry to hear about what you have been through. Please know that while we appreciate you sharing your story, we want to make sure you have all the support you deserve and Our Watch is not a direct service organisation. If you or someone you know is experiencing violence, please call 1800 RESPECT (1800 737 732) for advice and support. In an emergency, call police on 000.Thanks for reaching out and take please care. |
| Graphic or triggering disclosure of violence or sexual assault on a public post.   1. Reply to post asking them to please check their 'Other' inbox on Facebook. 2. Copy and then hide the comment  3. PM inbox with this message. | Hi (INSERT NAME), I hope you are well and thank you for trusting us enough to confide this information with us. We're very moved by your comment and willingness to share your story here. Just a quick note to let you know that we have hidden your comment from the discussion as it may be triggering for other women who have experienced violence. While we feel it is very important for you to share your voice in a safe and supportive environment, we also want to ensure you have the best support possible. Because Our Watch is not a direct service organisation, we aren't able to provide the support or assistance you deserve. If at any time you would like to talk to anyone confidentially, please call 1800 RESPECT (1800 737 732) for advice and support. In an emergency, call police on 000. I've pasted your comment below, in case you may want to revise the post join the discussion again. Thank you for sharing your story with us and we appreciate your understanding. All the very best and please take care. |
| Court case - Identifying details | Hi (Insert Name), Thank you for sharing your story. We're very moved by your comment and willingness to share your story here. Just a quick note to let you know that we have hidden your comment from the discussion as it referenced details of your current court case, and or identifying information about your family or partner. Legally it is best not to post publicly about this as it may potentially impact the outcome of your case. Please know that if you need to talk to someone you can call 1800RESPECT (1800 737 732) and they will be able to offer some immediate advice. We wish you all the best and please take care. Our Watch. |
| Disclosure of self-harm  1. Escalate immediately  2. Reply publicly (or via PM)  3. Hide public comment  (do NOT delete) | Hi (INSERT NAME), we hope you are ok. Thanks for trusting us enough to confide this information with us and please know that you are not alone in this. Our Watch are not currently equipped to handle situations like this as we are not a direct service organisation. We really want to ensure you're getting the best possible advice, so in lieu of us, we urge you to give these lines a call... The first is Lifeline (13 11 14), as they can help you out step by step in real time, You can also try 1800 RESPECT (1800 737 732) They're open 24/7, calling them is totally anonymous and it's free from landlines and most mobiles. Please take care and know that you've done a very brave thing in reaching out for help. Let us know if you need any more assistance. Thinking of you. Our watch |
| Follow up on disclosure of self-harm | Hi (INSERT NAME), we just wanted to make sure you're ok and we hope you know you are not alone. If you're still feeling upset and want to talk, please call the numbers we have listed here. Please take care. The first is Lifeline (13 11 14) Beyond Blue (1300 22 4636) 1800RESPECT (1800 737 732) |
| “What about men?” | Hi (INSERT NAME), We definitely agree that all violence is wrong, regardless of the sex of the victim or perpetrator. But there are distinct patterns in the perpetration and impact of violence that point to gender being a key factor. The overwhelming majority of acts of domestic violence and sexual assault are perpetrated by men against women, and this violence is likely to have more severe impacts on female than male victims. This doesn’t negate the experiences of male victims. But it does point to the need for an approach that looks honestly at what the research is telling us, and addresses the gendered dynamics of violence – this is what Our Watch seeks to do. Thanks for joining the conversation. Here is some more information: <http://www.theline.org.au/what-about-men>. |
| “You don’t care about helping men who have experienced violence.” | Hi (INSERT NAME), Thank you for joining the conversation. We believe ALL violence is abhorrent regardless of the gender of the victim or perpetrator. Our Watch has been specifically funded to prevent violence against women which is why we focus on supporting women in need. We have published information here (<http://www.theline.org.au/get-help>) about support services for men who have experienced violence. |
| “You are restricting freedom of speech by deleting my comment.” | Hi (INSERT NAME), Everyone is free to share their opinions if they are communicated in a respectful, productive way. If you are attempting to derail a constructive conversation or if your comments make others feel frightened, intimidated or diminished then you are in direct violation of our page’s terms of use (link to page terms of use). This behaviour will result in you being banned from contributing to future discussions in accordance with these terms. We appreciate your understanding. Our Watch will not tolerate trolling, irrelevant, disrespectful, offensive, crude or hateful comments, or comments that make another person on the page feel unsafe. We retain the right to hide, remove or edit comments that we feel are inappropriate or inconsistent with the values of Our Watch. |
| User derailing the conversation more than once | Hi (INSERT NAME), Thanks for joining the conversation. We agree ALL violence is unacceptable, but detracting from the issue we’re communicating about downplays others’ experiences. We’ve already responded to your questions and pointed you to further information. We completely understand that you don’t have to agree with us, but you can also choose not to be on this page. Please know that if you continue to comment in this manner we will need to remove you from the page in accordance with our Facebook Page guidelines: (link to page guidelines) Thank you. |
| User campaigning their own agenda  1. Post this response publicly  2. Delete their comment  3. Ban user | Hi (INSERT NAME), Unfortunately we feel that your intention is not to engage in respectful discussion here. Perhaps this is not the right environment for you and you may be more comfortable on another Facebook community. We try to keep this space a safe and respectful community for everyone involved and while we have continuously acknowledged that violence against men is a real issue, this is not the place for you to campaign your cause. Various community members feel your comments are derailing this campaign and disrespecting our vision and the experiences of female victims of violence. Please know if you continue this behaviour we will need to remove you from the page, in accordance with our Facebook Page guidelines (link to guidelines). We sincerely hope it doesn’t come to this. |
| Group warning if community members are becoming argumentative or hostile | Thank you everyone for sharing your comments. It's important to get the conversation started. Just a quick reminder to all...that we have created the Our Watch Facebook page to be a safe place where people can ask questions free from criticism so we ask that everyone please keep the discussion respectful in accordance with our page guidelines . Thanks again to everyone for your continued support and engagement. (link to page guidelines) |
| Victim blaming comment | Hi (INSERT NAME), thank you for your contribution to the conversation. Please keep in mind that many women in this forum have experienced severe situations of violence. Let's not take away or belittle their choices or experience. No one is saying victims should stay with abusers. But we all need to understand that there are many reasons that prevent them from feeling safe enough to leave. What we need to remember is not to blame victims for their choices in times like this. They are often most at risk of being severely hurt or even killed when trying to leave, and often threatened. We need to keep the blame on the perpetrators of violence. They are ultimately responsible for their actions. Again, thanks for your contribution... It's really important we all start this difficult conversation. <http://www.ourwatch.org.au/Understanding-Violence/Myths-about-violence> |
| “What causes violence against women?” | Although there is no single cause of violence against women and their children, the latest international evidence shows there are certain factors that consistently predict—or drive—higher levels of violence against women. These include beliefs and behaviours reflecting disrespect for women, low support for gender equality, and adherence to rigid or stereotypical gender roles, relations and identities.  Violence against women has been shown to be significantly and consistently lower in countries where women’s economic, social and political rights are better protected, and where power and resources are more equally distributed between men and women. Individuals (men and women) who do not believe men and women are equal, and/or see them as having specific roles or characteristics, are more likely to condone, tolerate or excuse violence against women.  There are four gendered drivers of violence:   1. Condoning of violence against women (this includes social norms, structures and practices that justify, excuse, trivialise, downplay or shift blame). 2. Men’s control of decision-making and limits to women’s independence in public life and relationships. 3. Rigid gender roles and stereotyped constructions of masculinity and femininity. 4. Male peer relations that emphasise aggression and disrespect towards women.   For more information, visit Our Watch’s website <http://www.ourwatch.org.au/Understanding-Violence> |