

# 16 Days of Activism against Gender Based Violence Campaign 2017



All partners involved in the #GE4us campaign run the risk of being at the receiving end of negative or even offensive backlash on social media, website comments and/or mentions or tags on personal pages. If this occurs, the poster should be directed to the below guidelines if their response or comment is not part of a respectful debate but is deemed worthy of removal.

*We are committed to creating and providing a safe, inclusive and supportive community space and facilitating an open and respectful dialogue between the members of this community. This includes respect for the rights, dignity, and property of others. We ask all our Facebook friends and Twitter followers to do their part to help us achieve this. We therefore ask you not to post comment or content that:*

- is threatening, abusive, obscene, indecent, or objectionable*
- is defamatory or slanderous towards any individual or organisation*
- contains deceptive, false or misleading information*
- contains disrespectful, offensive or hateful comments or material*
- breaches copyright or violates the intellectual property rights of other people*
- breaches privacy and confidentiality provisions*
- contains racist, sexist or other discriminatory content*
- promotes inaccurate, inappropriate or harmful health advice*
- is posted for commercial purposes*
- discusses topics that fall outside the realms of interest to members and stakeholders and which does not appear to be within the context of a legitimate discussion or enquiry.*

*While differences of opinion are welcome, we expect that discussion and disagreement be expressed civilly and respectfully and that all our users are mindful and considerate of others when participating in this space. Comments deemed to be inappropriate may be removed and users who engage in this behaviour may be blocked. Unconstructive criticism will also be removed.*

*We reserve the right to remove any content or block users that violate our community guidelines, or that we determine are otherwise offensive to our community. All content must also comply with [eg. Facebook's, Twitter's] policies.*

*We would be sorry to see you go, but if you change your mind and no longer want to like or follow our page, please feel free to [eg. "unlike", "unfollow"] our page.*

*Let's make a positive contribution to community by contributing to building a safe, inclusive and supportive space here on [eg. Facebook, Twitter]. We'd love to share that with you!*

If a comment is not deemed offensive enough to be removed, but does not fall in line with our views and values, it is best to leave a polite comment reiterating our key messages. This will have to be judged on a case by case basis.

Do make a note and record any negative comments or take a snapshot photo so we can better prepare and tailor a list of responses to negative feedback in future. In the meantime, you can use the below table as a guide for appropriate social media responses, when needed.

Type of comment or post	Example	Responding options
Neutral comment	A response to a question you posed  <i>'Interesting'</i> or @tags a friend in a post	Like their post/comment And/or Respond (eg. "us too", "thanks for your thoughts")
Neutral or positive comment with misinformation	<i>"Interesting research but I can't believe there is still a pay gap between women and men in Australia"</i>  <i>"I don't mind doing more household chores – it's just the way things are"</i>	Thank them for their comment and correct their statement with the view/ policy of the organisation.  Direct them to further information with a link.
Complaint	<i>"I was at your service today and your service staff are so rude. I'm never going back".</i>  <i>"Last time you ran 16 Days of Activism our workplace did not get the posters and activities we requested twice."</i>	Take a screenshot.  Acknowledge, apologise and act to resolve the issue/complaint. Refer to appropriate person. Ask them to phone or email if more info needed.
Unhelpful, negative, attack or trolling	<i>"Bloody X organisation at it again, ignoring the fact that women have more rights than men now. Feminazis."</i>	Take a screenshot of the comment.  Remind them of the page guidelines and that they are welcome to leave/unfollow the page.  Delete and block – especially if repeat offender or dependant on nature of the comment.
Vulgar, explicit, threatening or racist comments		Take a screenshot of the comment Delete the comment Remind other commenters on thread that these comments will be deleted. Direct people back to page guidelines. Consider blocking if repeat offender. Any threats of violence should be escalated to police, legal or management for further advice.
Query/question	<i>"Will you be sending out posters to local health services for the campaign?"</i>  <i>"Will you be holding an event members of my organisation can attend?"</i>	Answer the question, tag the original poster.  If you don't know the answer let them know it's been seen and promise to follow up. Respond accordingly where you are able to.
Politically motivated	<i>"This campaign shouldn't be funded by the government and taxpayers"</i>  <i>"XXXX MP is proud to support your campaign and launch it today".</i>	At your discretion, depending on the nature of the comment. Eg. You may delete and notify poster if it violates "house rules". You may also consider it a compliment and thank or acknowledge poster.
Sales/spam	<i>"Visit my business page XXX for huge discounts on women's clothing"</i>	Delete without notification.
Compliment	<i>"I just want to say how much I love this campaign and the work you do. Keep it up!"</i>	Thank the person and let them know you appreciate the time it took to make the comment and you'll pass it on.  Take a screenshot and share the love with your team! Like and reshare as a post at your discretion and with permission.