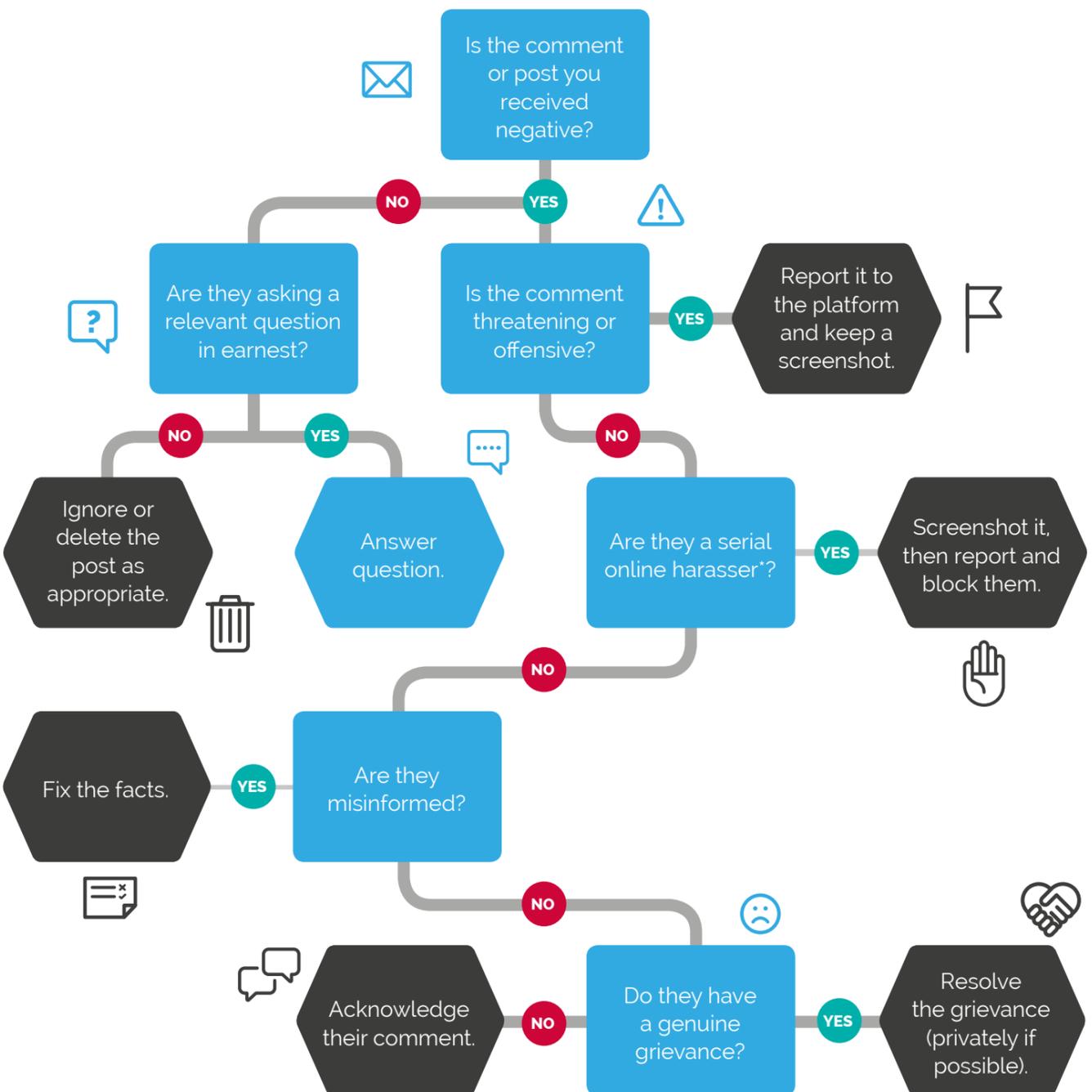


DEALING WITH ONLINE HARASSMENT



With an uncertain political climate, we're seeing an increase in some groups receiving unwanted responses online; in particular women, minority groups, and organisations tackling sensitive issues. Often these organisations are doing incredible work and supporting vulnerable people who need their help more than ever due to the current state of the world. Being harassed, or the fear of being harassed, can't be allowed to impact their work.

Here at Social Misfits Media we've teamed up with Hollaback! to create a quick, easy to use flowchart to help you or your organisation deal with unwanted abuse online. Sometimes it's hard to know whether to respond to comments, and we often see organisations engaging with online harassment in an ineffective way because they're unsure what else to do. Next time this happens, don't fear, and follow the flowchart for help!

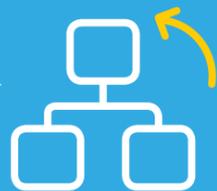


*A serial harasser is someone who is deliberately offensive or provocative online. You can spot them by looking at their profile and checking if they regularly send offensive comments or tweets to lots of different people/ organisations. If their profile is private a few clues might be that they don't have a profile picture, or that they're a relatively new user.



When responding to comments always consider sourcing (try and cite them), timeliness (it's always best to respond as soon as possible) and tone of voice (keep it calm).

If the user comments again, start the flowchart process from the beginning, as you may need to adjust how you respond (or don't). If you continue to receive comments or posts from a single user, consider reporting them to the platform. It may also be helpful to have a policy where you only respond to a user up to 3 times, and then send a link to further information, such as an FAQ section on your website.



If online harassment is an ongoing concern, you'll want to develop policies and procedures to protect your organisation and support your team. To learn how, Hollaback! has developed a series of online resources at www.iheartmob.org/resources. For further advice, including how to report to a platform, visit Hollaback!'s online resources at www.ihollaback.org/resources.

For more free guides to help you get the most out of social media visit www.socialmisfitsmedia.com.



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