



STOP ONLINE VIOLENCE AGAINST WOMEN TOOLKIT

Spring 2018

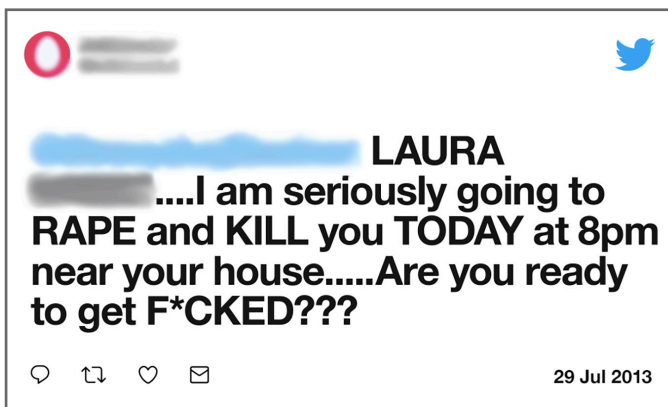
Trigger Warning:
This toolkit contains content
on violence, rape, and racism.



THE ISSUE

For many women, the Internet is not a safe space. Although social media platforms in particular have become a critical space for women to express themselves and make their voices heard, they have also become spaces where women are easily targeted for expressing their views.

Online violence and abuse denies women the right to express themselves equally, freely, and without fear. Women are targeted at higher rates and in different ways than men are. Women are specifically targeted because of their gender and the threats are specific to their identity.



23% of women experienced online abuse or harassment

Of those women:

76% changed how they used social media

41% felt their physical safety was at risk

32% changed how they expressed themselves online

Resource Check

Check out pages 6-7 to for resources on how to take action and how to order campaign swag!

Note

It is important to understand and acknowledge the role that other aspects of a person's identity all play in shaping how women are targeted online. Women of color; religious or ethnic minority women; lesbian, bisexual, transgender or intersex (LBTI) women; women with disabilities; or non-binary individuals who don't conform to traditional gender norms of male and female will often experience abuse that targets these different or intersecting identities.

Hate and abuse on Twitter are not merely mean words. Women face rape and death threats, racist and sexist language, and hate speech. Women have their addresses, work, and personal information revealed. Women face “targeted harassment” where one or more people organize to attack, harass, and abuse the woman repeatedly. The online nature of Twitter allows content to go “viral” easily, compounding the abuse and fear women face.

Women who experience violence or abuse online can face multiple hurdles when attempting to report these acts to social media platforms or law enforcement. In addition to the negative psychological impact of experiencing online abuse, the inadequate response to online violence by social media platforms means **women often end up self-censoring or even leaving social media platforms altogether.**



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I have basically reconciled myself with the fact that I’m prepared to die for the work that I do. That might happen. If you get 200 death threats, it only takes one person who really wants to kill you.

Pamela Merritt,
US blogger and activist

Online violence and abuse means women are no longer able to enjoy their rights to freely express themselves and to live free from fear of violence.

Important

Remember to practice self-care when engaging on online platforms yourself!

As our research and the work of anti-violence organizations show, online and police reporting processes are deeply flawed. However, if ever you fear for your safety, we recommend reporting this immediately to the police and to people you trust (parent, teacher, dorm RA, work supervisor, etc.).

If you are being harassed online, we recommend you 1) screenshot any offensive or harassing messages; 2) block and report abusers; 3) talk to a parent, teacher, or friend for support.

THE SOLUTION

Twitter started with a simple, but powerful idea: Let people tell their story about what's happening in the world right now.

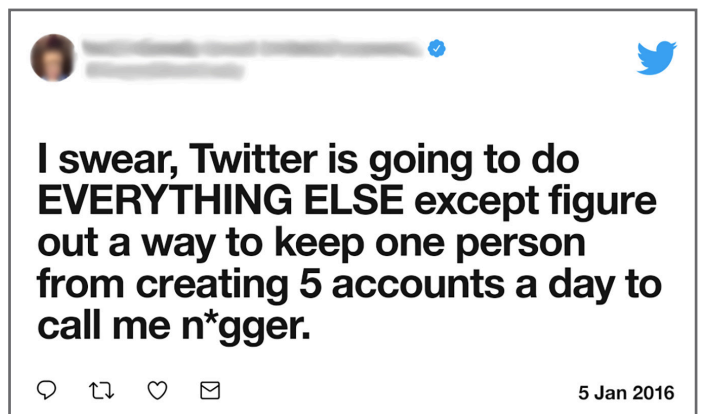
Well, this is what's REALLY happening – **abuse is running rampant on Twitter, making it a toxic place**, particularly for women. And when Twitter fails to follow its own rules on abuse, this can drive women off the platform.

Twitter has become a conduit and megaphone for powerful movements like #MeToo and #TimesUp – movements designed to defend women's freedoms. Twitter wants to be a part of this, publicly announcing that it “stands with women to make their voices heard.” And yet, women's **freedom to express themselves and freedom to live free from violence, including psychological violence**, is routinely silenced by toxic abuse on the platform.

It's time Twitter put its own rules into practice to stop this from happening.

This means consistently enforcing their own policies that explicitly say violence and abuse against women has no place on Twitter. Women should be able to express themselves – without fear of being shut down by prejudice and hate.

WOMEN
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SEVEN WAYS TO TAKE ACTION AGAINST THE ABUSE OF WOMEN ONLINE

1. Be a Decoder

Sign up (& sign others up) to join #ToxicTwitter Troll Patrol --our Decoder Project. Participate as a digital volunteer to read and categorize Tweets to classify the abuse that women face online. The Decoder Project will enlist the help of thousands of volunteers and will begin on March 21.

2. Take a picture

Take a picture holding an abusive Tweet and an "X" in front of your mouth to show how women are silenced. Tweet your picture to @jack and @amnestyusa and be sure to use the hashtag #ToxicTwitter.

3. Tweet @jack

Tweet @jack, the CEO of Twitter, and use the hashtag #ToxicTwitter to let him know that you think Twitter should enforce its own policies to protect women from violence.

4. Record a video

Record activists reading the text of abusive Tweets. Email the video recording to GSI@aiusa.org, and it may be chosen to be included in Amnesty's video project. NOTE: avoid using hate speech if you use videos in your own activism. See an example of this here: goo.gl/3aKHrS.

5. Talk to the press

Write a letter or an op-ed to your local or campus paper letting them know the facts about online violence against women and inform them of the actions you and your group are taking. Invite press to events or stunts that you're staging related to the campaign.

Note

Check out Page 6 for more details and resources for executing each of these Seven Ways to Take Action Against the Abuse of Women Online.

6. Create a hate stops here wall

Use paper or a board to create a wall on campus where students can share examples of violent language they have received or seen online. Take a picture and send to GSI@aiusa.org. Use this exercise to motivate people to take action on #ToxicTwitter.

7. Spread the word

Help spread the word about online abuse against women by tabling, sidewalk chalk-ing, or posting on social media. Share information in this toolkit on your campus to spread awareness of the abuse that women endure.

Questions?

Questions about this campaign can be sent to GSI@aiusa.org.

RESOURCES

Decoder Project

The Decoder Project launches on March 21, 2018 and will undertake a large-scale analysis of Tweets addressed to women politicians, journalists, and activists. Sign up to be a Decoder here: www.amnestyusa.org/decoder

Send Tweets to Jack

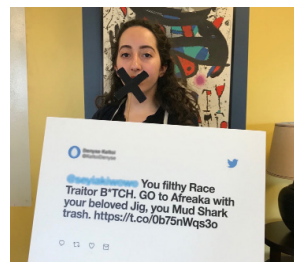
Sample Tweets:

- You want to know what's happening, @jack? Women are being harassed, abused & silenced on your #ToxicTwitter every single day.
- Women face repeated violence and abuse on #ToxicTwitter, and have little confidence that @Twitter will resolve it. Tell us how you're going to protect women's voices, @jack.

Twitter photo action

Take a picture holding an abusive Tweet and a printed X over your mouth. Print abusive Tweets and the X on 8 1/2" by 11" paper from our report at this link: goo.gl/HmV7A4
Tweet the picture to @jack with one of the sample messages from above.

Sample pictures to Tweet @jack:



Video recording tips

Record your video with a smartphone or a camera and be sure to film horizontally! Amnesty International USA will bleep out any hate speech in the video, so please read abusive Tweets directly as they are written (Note: If you decide to use the video recording for your own advocacy, bleep out offensive words). View this video as inspiration for the video project: goo.gl/3aKHrS

Engaging with the media

Keep op-eds relatively short: about 600-800 words. Keep letters to the editor even shorter: less than 250 words. When speaking with the press, have two or three points in mind that you want to make. If you want to invite press to an event, give them at least 48 hours notice, and let them know who will be available to answer any questions. Rehearse possible questions and answers. Go to this website to get more information: goo.gl/kB9QzF

Advocating on campus

Be sure to adhere to any guidelines or rules your school, college, or university may have regarding posting content around your campus. Take extra care to understand any policies regarding hate speech or offensive and discriminatory language. Also, print off these two-side handouts [here](#).

Get free swag!

Fill out the form at the link below to ask for free buttons and stickers related to this #ToxicTwitter campaign: goo.gl/7sQcr3 Here are pictures of the free swag we have available:

