

## White Ribbon Australia Social Media Community Guidelines

White Ribbon Australia actively participates in online forums across our social media channels to engage the community in our call to action to end all forms of men's violence against women and children. This includes hosting our own content and amplifying the voices of the individuals and organisations we support. We ask those who follow us and our visitors to our channels to engage with kindness, tolerance, humility and respect.

Please see below our Community Guidelines:

1. We acknowledge that White Ribbon Australia focuses on primary prevention of men's violence against women and their children. Our social media platforms provide us with an opportunity to focus on the various forms of violence and abuse to which women are subjected by men, including: domestic, family and partner violence; sexual violence; sexual harassment; coercion and control; and other forms of abuse. Our content is intended to prevent violence and victimisation before it begins, and more widely, to raise awareness of the drivers of violence, including gender inequality, inequitable power relations and constructions of masculinity. Our posts strive to encourage thoughtful reflection and engage men and allies in prevention-based conversation, campaigns and reflection. We will not allow persistent misrepresentation of our beliefs and objectives. Comments that are offensive, abusive and distasteful, or offer harmful advice for others in contradiction of the professional knowledge and code of conduct of our employees. Similarly, we will only tolerate comments, posts and links that are evidence-based. Myths and misinformation will also not be tolerated.
2. Our content and the comments associated with it are monitored seven days a week. We encourage fair, balanced and respectful dialogue. Any comments that are considered offensive, threatening, defamatory or unlawful will be deleted, along with all commentary deemed to be examples of cyber bullying. We will not tolerate racism, misogyny, or abuse. People who repeatedly post comments in breach of our Community Guidelines will be blocked.
3. In accordance with point 1, behaviour which is deemed by us to be anti-social, or a personal attack, will not be tolerated. We reserve the right to delete inappropriate comments and to block any community member who consistently demonstrates this type of behaviour.
4. Our posts are political in nature - these are forums to discuss policies and initiatives, not political parties and personalities.
5. We encourage respectful, open-minded and fair debate, acknowledging a diversity of thoughts on a singular issue. Differences in opinion are not a breach of our guidelines.
6. We will remove any content that may put us (or you) in legal jeopardy. This includes potentially defamatory comments, material or links posted in potential breach of copyright and includes offensive profile pictures that contain profanities or indecent imagery.
7. Our employees, partners, members and volunteers are encouraged to participate in discussion on White Ribbon Australia channels and have agreed to our Social Media Policy and Code of Conduct.

We welcome all of our social media followers and supporters to engage in the conversation to end all forms of men's violence against women and children. We appreciate your support and we look forward to having a lively, informative and polite discussion with you. We encourage you to go deeper into the issue and visit our resources and participate in our programs. Together we can strive for a nation free of all forms of gendered abuse and violence.