

#ENGAGE #RESPONSIBLY

ENGAGE RESPONSIBLY IS ENDORESED BY



Global Alliance
for Responsible
Media

GARM

WE'RE LAUNCHING AN OPEN-SOURCE, COLLECTIVE MOVEMENT TO KEEP SOCIAL MEDIA SOCIAL. JOIN US!

ABOUT #ENGAGERESPONSIBLY

WHAT

Human social connections are critical to the sustainability of our planet and our future. As advertisers and brands this is our moment to lead the way in the next evolution of social sustainability, protecting social spaces and a just society.

Endorsed by and building on the significant progress being made by the Association of National Advertisers (ANA) and the Global Alliance for Responsible Media (GARM), #EngageResponsibly is an open-source movement that empowers consumers, brands and social media platforms to take action to prevent the spread of hate speech online. Supported by Salesforce and WPP, the initiative uses the power of collective action to help make social media environments safer for all users.

The problem of hate speech on social media is undeniable. Research from the Anti-Defamation League (ADL) shows that 35% of Americans report experiencing harassment online due to racial, religious or sexual identity. In the UK, hate speech is considered a crime and a public health risk while in the U.S., hate speech is considered an adolescent mental health risk by the CDC.

WHY

HOW

#EngageResponsibly is launching in the U.S. on Twitter, Instagram and Facebook in the first release. Hate reporting services will expand to additional social platforms in the next release cycle. The technology is modular and scalable, enabling the initiative to expand into multiple markets while managing the specific platform, data privacy and policy requirements of each market.

The initiative will be powered by a robust database that combines consumer-reported data augmented with high-volume social listening to provide an ongoing and uniform pulse on the state of hate across networks.

Technology integration with the social media platforms is fully GDPR compliant and is designed to meet developer and user Terms of Service for each social platform. The technology will be going live in open-beta in November to inform the ongoing product roadmap.

POWERED BY

The initiative is made up of founding business partners in a co-owner model, supported by coalition members. Importantly, the initiative is structured to be operated as a not-for-profit, governed by a diverse Board of Advisors that will ensure all key stakeholders have a voice in how the initiative evolves.



#ENGAGE #RESPONSIBLY BENEFITS

THE CONSUMER BENEFIT

Through an education campaign, the initiative will raise awareness with consumers about what online hate is and why it is so important to act on it. It will also inform consumers on how to report hate using the existing platform mechanisms, in which social media companies are making substantial investments.

Research from the Anti-Defamation League (ADL, 2020) tells us that more than 75% of Americans want reporting hate to be easier. Through this initiative, consumers will have access to a uniform and intuitive mechanism for reporting publicly-accessible online hate across platforms. Users will be able to report hate and interact with @Engage Responsibly through direct message (DM) within each platform. Technology integration with the social media platforms is fully GDPR compliant and is designed to meet developer and user Terms of Service for each social platform. The technology will be going live in open-beta in November to inform the ongoing product roadmap.

THE CUSTOMER BENEFIT

Small and medium sized businesses (SMBs) are vital members of every large brand's value chain and consumer experience. At a time when these partners are facing the negative consequences of the coronavirus pandemic, the initiative will offer them access to tools that allow them to be at the forefront of responsible advertising, maximizing the impact of their social media presence while demonstrating their shared commitment to fighting hate with their consumers.

THE BRAND BENEFIT

Brands will be able to opt-in to an Anti-Hate Certification program. Brands can earn certification by calculating their "hate footprint" and then investing to offset that footprint in vetted NGOs that are either fighting hate or support communities most impacted by hate. This will allow brands to invest in social media advertising while taking action to mitigate hate speech online. Brands will receive a seal of approval to serve as a visual marker on their media channels to declare themselves "anti-hate certified." Certification will instill trust with consumers that advertisers are playing their part in stopping the spread of hate speech online.

THE PLATFORM BENEFIT

Social media platforms will be critical partners in the initiative. Importantly, data collected through the initiative will expose how users and content that spark hate 'jump' from platform to platform to avoid being shut down as anti-hate speech policies are enforced. Applying the GARM aligned definitions to the open data, platforms can anticipate potential spikes in hate speech and act quickly to limit their spread. Social networks have already begun to share across platforms to stop terrorism, through Global Internet Forum Counter Terrorism (GIFCT) and through Project Protect to help stop child exploitation. With this initiative, they can extend this collaborative approach to sharing online hate data across platforms.

Join the Movement

We all have a role to play in stopping the spread of hate speech. This is not about us solving the problem but being a part of the solution. It is a first step and we want it to be a collective one.

Every brand, business and organization, big or small, that shares our values is welcome to join as a coalition member. For those seeking to play a bigger and longer-term role in the initiative, there are different routes to explore. Coming in December 2020, make sure you don't miss the ANA Webinar to learn how you can get involved. And if you're interested in setting up a meeting to learn more, please sign up at EngageResponsibly.org.