



## A message from our Movement Manager:

*"Thank you for signing up to become a Digital Defender - we are so excited to have you as part of our growing human rights movement."*

*Digital Defenders are people who commit to change the conversation on social media in order to promote and defend human rights.*

*As a contributor to digital culture, you can help to create a community that values compassion, inclusiveness, and solidarity with our fellow human beings.*

*Through your work, you can help to shift public sentiment, influence decision makers, and ultimately defend human rights.*

***Thank you for challenging injustice and working towards a better world!***

*In solidarity,*



*Sarah Gooderham, Movement Manager  
Amnesty International Australia"*

## How To Be A Digital Defender

**Taking part is easy, and anyone with a social media account can do it! Our current Digital Defenders theme is #ProtectProtest, to raise awareness of the important role that protest plays in challenging injustice and defending human rights.**

**There are two main ways to be a Digital Defender:**

1. Share positive content on social media that promotes the values of compassion, inclusiveness, solidarity, truth, and justice
2. Change the conversation when you come across comments on social media that include discrimination or misinformation

# How To Share Positive Content

Here's your handy guide to sharing positive content on social media that promotes the values of compassion, inclusiveness, solidarity, truth, and justice.



## 1. Compassion



Encourage people to support one another by sharing examples of kindness

Kindness can work wonders. Especially for the vulnerable  
*Professor Peter Fonagy*

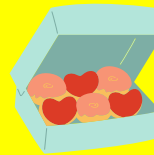
On the eve of Mental Health Awareness week, one eminent psychologist reminds us that those resistant to empathy need it most



**PROMOTE ACTIONS LIKE THESE**



## 2. Inclusivity



Seek and share content created by people from a different demographic to you

I was kidnapped by police for nine hours for being a Black Lives Matter protester



**SHARE PEOPLE'S STORIES**



## 3. Solidarity



Create and share content to show solidarity with those most affected

Belarus: dozens of peaceful female protesters thrown into vans by riot police

Rally in Minsk against disputed re-election of Lukashenko was attended by thousands



**SHOW SUPPORT FOR PEOPLE**



## 4. Truth



Encourage people to check sources before posting

Nearly all Black Lives Matter protests are peaceful despite Trump narrative, report finds

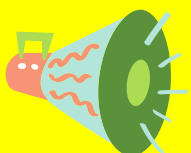
In stark contrast to rightwing claims, 97% of demonstrations have involved no serious harm to people or property



**POST REPUTABLE SOURCES**



## 5. Justice



Stand up for those who are being harassed or targeted

Black organiser of UK anti-racism rally threatened with arrest

Ken Hinds launches legal challenge against Met police over alleged discrimination



**RAISE AWARENESS**



# How To Change The Conversation

Ready to start changing the conversation on social media? Here's your guide for when you come across comments on social media that include discrimination or misinformation.



## Step 1: Look after yourself

- Remember why you started
- Practice mindfulness
- Prioritise self-care



### Remember why you started

What's motivating you to become a Digital Defender? How will it benefit you, other people, and the world around you?

### Practice mindfulness

Take three deep breaths, close your eyes and notice your senses, then observe your emotions with curiosity

### Prioritise self-care

When you feel that an activity is no longer benefiting you and others, take a break and swap it for something that replenishes you physically and emotionally. Your wellbeing is important!

## Step 2: Listen with a kind and open heart

- Practice empathy
- Ask questions
- Reflect back



### Practice empathy

Close your eyes and imagine thinking, feeling, and experiencing the world the way this person does

### Ask questions

Go beneath the surface and look for further feelings and experiences behind the comment

### Reflect back

Show that you're listening by reflecting back what you heard, validating their feelings and experiences

## Step 3: Lead with a common vision and values

- Offer a different perspective
- Use "I" statements
- Build a shared vision for the future



### Offer a different perspective

Acknowledge shared values and offer your ideas on why things are the way they are

### Use "I" statements

Begin your comments with "I feel" and "I wonder" to keep the conversation open and respectful

### Build a shared vision for the future

Highlight the kind of world that is possible, that would benefit both you and your conversation partner based on your shared values





## You Did It!

**Congratulations on becoming our newest Digital Defender.**

We're so excited to know that you're on social media changing the conversation, challenging injustice, and promoting human rights.

If you have any questions at any time, please feel free to call us on 1300 300 920 during business hours AEST, or email us any time at [supporter@amnesty.org.au](mailto:supporter@amnesty.org.au)



## Want To Do More?

**Attend a virtual rally and join the Facebook group!**

If you would like to meet other Digital Defenders and support each other to comment on social media, keep an eye out for the next virtual rally, and [join the Facebook group](#) to find out which comment threads need your help!

