

12 Ways to Champion EQUALITY ONLINE

In terms of the esteem it's held in, women's football has made impressive progress in a short space of time. That's a bit like the online world: it's come a long way, but that doesn't mean we should stop trying to make it even better. The Women's European Football Championships are underway, and that's a timely reminder of how important it is to give everyone the respect they deserve online – regardless of gender, race, sexual orientation, religion or anything else. In partnership with the Global Equality Commission, we've produced a special guide to help young fans kick online discrimination into touch!

1 KNOW IT WHEN YOU SEE IT

Expressing views based on prejudice about a part of someone's identity – their race, gender or a disability, say – counts as online hate.

2 WHEN "BANTER" ISN'T FUNNY

Discrimination is sometimes disguised as humour: some memes, clips or gifs that certain people try to pass off as "funny" might actually be offensive.

3 BE YOUR OWN PERSON

Set a good example through your own online communication. Think whether you'd say a thing in real life before posting or sharing it online for the world to see.

4 SEEING SHOULDN'T EQUAL BELIEVING

Sneakier, less obvious types of online abuse can stay on the internet for longer, so don't assume that something's OK just because it's not been taken down yet.

5 SEXISM CAN BE ILLEGAL

As well as being extremely hurtful to a person or a group, online sexism and prejudice against women (known as misogyny) can be recorded as a hate crime in some cases.

6 ONLINE HATE, USED AS BAIT

Sadly, it's not just that being exposed to prejudice online is upsetting – some extreme organisations even try to recruit young people to their cause.

7 GET SOME DISTANCE

If you see messages online that upset you, it's probably time to give yourself some space from that site or app. Talk to a trusted adult about how you're feeling.

8 TURN OFF THE HATERS

If someone you follow on social media is posting sexist content, you could always mute them or block them – or unfollow them altogether.

9 PLAY IT BY THE BOOK

If you see someone discriminating online, you don't have to challenge them yourself. Screenshot their post and report them to the app or site you saw it on.

10 EXPLOITING 'PACK MENTALITY'

Sexist messages aren't always sent to a target directly: sometimes, they're posts designed to provoke misogyny among other people.

11 POSITIVITY ALWAYS WINS

Go the extra mile and spread some positive vibes! Instead of just reacting to a post and scrolling past, you could add a message of support and encouragement, too.

12 CREATE THE WORLD YOU WANT

Remember, you're the boss of your online world. Engage with posts or accounts that celebrate equality and understanding: block or unfollow the ones that don't.

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Safety®

#WakeUpWednesday

FURTHER SUPPORT

If you've been affected by any of the issues mentioned in this guide, there are some excellent resources that can offer further help and support.

NOS Mental Health Guides: nationalonlinesafety.com/guides

Minds: www.youngminds.org.uk

Stop Hate UK: stophateuk.org

Ditch the Label: www.ditchthelabel.org

Childline: www.childline.org.uk