



## Chat from Web Conference

September 5, 2012

### **Bystander Intervention: Using Social Media to Build Bystander Action to Prevent Violence**

<http://preventconnect.org/2012/08/bystander-intervention-using-social-media-to-build-bystander-action-to-prevent-violence/>

Welcome we will start soon!  
Twitter hashtag ideas?  
thanks!

Please let us know where you are from (City and State) and what is the weather there  
State College, PA sun just came out  
It's raining a bit in Pasadena, CA!  
Katy, TX Sunny, hot, and humid  
#bystander ?  
Ebony from Chicago 90 hot and humid  
The sun is finally peaking out behind the clouds in Enola, PA.  
Alaina, Princeton, NJ - sunny for now (lots of rain earlier)  
Amherst MA. Muggy  
Buffalo, Wyoming...sunny and mild only

Santa Cruz, CA... Typical morning fog & the sun is beginning to break through

Cape Girardeau, MO Muggy and waiting on more rain soon, but the sun is out now  
Ottawa, Ontario, Canada ... sunny  
West Lafayette, IN. cloudy but hot and humid!  
santa ana, ca weather is gloomy today  
jackson, california. thunder, lightning and rain! i love it  
denver, colorado clear skies!  
Hashtag #bystander for tweeting during this session.  
Washington, DC... hot and humid today

Hello from a muggy and foggy day in Northern California!  
Little Rock, AR; hot and sunny  
Long Island, NY... humid and thunderstorms!  
Sorry. I accidentally highlighted.

Winchester, VA HOT and muggy! A little sunshine but mostly clouds.

Maurepas, Louisiana..hot and watching the water from Isaac go down in my backyard.

hey everyone - sunny and warm (and a bit sticky) here in Enola, PA!  
Marilyn George here...I am in Smithers BC, Canada...it is sunny, scattered clouds, 20 celcius  
here  
Cloudy in Kankakee, IL  
beckley, wv... very humid but cloudy. 76 degrees  
Mt Carroll, IL sunny and low 80s

\*waves\* "Hello Everyone. Geneva, NY here. 78, sunny and beautiful here."

Chicago, IL Sunny and warm!

Topeka, KS - sunny and HOT! 97 here!

Billings, MT - beautiful fall day, sunny and cool. I love it!

belleville,il stormy

Use hashtag #bystander for tweeting!

muggy, rainy, not pretty at all in Howell, MI

Denver, CO... Sunny and beautiful, 74.

Paula & Rachel here in beautiful far northern coastal California.

State College, PA, overcast

Bismarck, North Dakota. Sunny and 72

Lompoc, California and a cozy 68 degrees.

I am working in the Stopping the Violence field...outreach. What hats are many of you wearing...

Elena Giacci nm overcast and cool

Spokane, WA 75 and clear

NYC ever changing

public relations/fundraising development for domestic and sexual violence non-profit agency

Prevention - child sexua abuse

beautiful and sunny in portland Or

Portland, OR Mid 60's

Nancy Feinberg Project Against Violent Encounters (PAVE) Bennington VT

Bunny Chidester Fredericksburg VA

jeannie fennell

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rainy and humid in Connecticut  
Hallo from Cape Girardeau,MO  
Toronto Canada is gorgeous and sunny too !  
Twitter hashtag for today is #bystander.  
Wyoming Coalition Against Domestic Violence & Sexual Assault  
20 c is 68 fahrenheit  
Is there sound coming thru for others?  
Charlotte NC  
yes to sound

Michigan Coaliton to End Domestic and Sexual Violence hot and sunny  
thanks none on our end

If sound isn't working, trying calling. For audio you can call 800-324-5531 Passcode 566 270#  
Santa Fe, NM  
Hello from Connecticut  
Safe City Mississauga - Crime prevention - Canada  
Raleigh, NC. Like hot soup!  
Hello from Laramie, Wyoming!  
Can hear just fine  
Bismarck North Dakota 72, mostly cloudy  
Oh, Canada.  
Hello from Waterloo Region, Ontario (Canada)  
Ottawa Coalition to End Violence Against Women-Helloe to all!  
Hello from Kansas  
Hi, Kristine Harris from Cedar Rapids Ia.

Women's Crisis Services of Waterloo Region, Kitchener Ontario (Canada)  
Bozeman, Montana! Warm and sunny  
Coos Bay, Oregon. I hear and see presentation great  
Hello from Denver  
Hello from Boston, MA!  
Hello Carrie from Winthrop University in Columbia SC

<http://preventconnect.org/2012/08/bystander-intervention-using-social-media-to-build-bystander-action-to-prevent-violence/>

Hello from cloudy Indianapolis!  
This is FC anad Partners team from Tulsapresent  
San Antonio, TX - hot!  
Pat Bradley, Cheyenne, WY  
Lynn Johnson Crandon WI  
WV Sexual Assault Coalition (WV FRIS)  
Child Abuse Center, Baltimore Md

Crime Victim Center  
Human service - Domestic violence funder  
Municipal Government

County Government DV Coordination Office, coordinator of defending childhood initiative  
Crime prevention, Mississauga, Ontario, Canada  
Women's Safety & Resource Center  
Hi from Fern Gilkerson and Ellen Lyon from PCADV  
Hi chiran I'm from Crime Prevention in Waterloo Region  
National TA Provider - NSVRC  
Local Government...  
CAC  
United way of Lake County  
Children's Hospital  
State Division of Behavioral Health substance abuse prevention  
part of unoin coalition  
Family Justice Center from Tulsa  
Urban Indian Clinic

Public Awareness for Prevention of child abuse and domestic abuse  
Waterloo Region Crime Prevention Council  
Wow, what a great mix.  
Child Sexual abuse prevention and treatmen  
Family support services  
For audio you can call 800-324-5531 Passcode 566 270#  
So excited to hear more from all of you!  
Hi Anthony I recently became aware of your organization specifically the Neighbourhood  
Watch there  
Monica Moran Regional planning agency Massachusetts

<http://preventconnect.org/2012/08/nsvrc-web-conference-sept-2012/>

Please sign up for the September 12 we conference! It is really practical info.

<http://preventconnect.org/2012/08/expanding-evidence-dialogue-2/>

Hope to see you all on that the recruiting, hiring and training webinar next week!  
[www.preventconnect.org](http://www.preventconnect.org)  
thanks for the shout-out, Sally Laskey!

hi chiran, perhaps lets chat afterwards - i will privately send you my email  
sounds good

Speaking of social media, use #bystander hashtag to share insights on Twitter.

Or to learn what Jennifer Groves is eating right now...

Conference was AMAZING!!!

will there be another bystander conference in the next year??

Two words Cookie Butter...Twitter #bystander

In the mean time, check out the bystander course on [learn.preventconnect.org](http://learn.preventconnect.org).

Hear podcast from the Bystander Intervention conference

<http://preventconnect.org/mail/newsletter/2012-07-10.html>

Defend A Child is absolutely interested in getting involved in bystander intervention  
would be really interested in working with you on bystander pedagogy as that fits within the  
union value of mutual aid

Rock. Star.

Ditto.

Awesome! My email

Thanks Jeff - we will be in touch!

Social media as a responsibility - very interesting concept!

NSVRC resources on bystander at <http://preventconnect.org/mail/newsletter/2012-07-10.html>

I meant <http://www.nsvrc.org/projects/engaging-bystanders>

Slides from today's presentation at <http://preventconnect.org/2012/08/bystander-intervention-using-social-media-to-build-bystander-action-to-prevent-violence/>

For audio you can call 800-324-5531 Passcode 566 270#

it's inclusive

Everyone is a bystander!!!

Why is a bystander approach valuable for prevention efforts?

It was an excellent workshop, Ali!

Thanks David! Casey and I had so much fun at NSAC!

it empowers others to help prevent rape

To move from being passive to being an activist

Peers matter

bystanders will change social norms

ownership

Thanks Jen

Doesn't put males on the offensive

To hold abusers accountable, to promote healthy social norms, speaking out and not remaining silent.

nobody has to do everything but everyone has to do something

social norms changing

Because there is only one me and I need all the help I can get.

using peer pressure in a positive light

The more we open up the conversation and talk about it, the less stigma is associated with the crime

I treats people as postential helpers rather than potential perpetrators

Move to being proactive rather than reactive

maked everyone accountable

Equally involves everyon to be active

makes\*

expands accountabililty to all

We need the masses to recognize the need for change in order to create real change in our communities.

it is valuable because it teaches others about how to help in violent situations

gives someone something concrete that they can do prevent sexual violence

provides better vehicle to engage men as allies

we can all be the change we want to see

Builds community

It takes everyone to prevent violence.

Many more peopple can be reached; reaches into community and social norms that support violence n a non-confrontational way

it holds perpetrators accountable

It takes the responsibility off victims and advocates

doesn't require much attitude change

involves everyone

doesn't condone bad behaviors

but what is it?

shifts focus away from placing blame and responsibility on survivor and goes to root issue

Standing by gives a sort of permission to the offender

It's more acceptable in rural communities - its about community strength not weakness

inviting people to see the benefits of preventing violence

promotes community responsibility. reduces victim-blaming.

It allows people to be a part of the solution rather that silently accepting violence.

promoting a sense of community, safety, and respect

Helps bystander feel empowered and informed

holistic approach, not just treating the symptoms

When you are a bystander you comply with the actions tht are taking place before you.  
Prevention efforts enable bystanders to feel empowered to become active and make positive impacts

Gives everyone a role, a part to play in their community!

Amen Jessica

Helps others understand we all have a responsibility to stop disrespectful behavior

The antidote to helplessness

From Claudia and Stacey @ BARCC It's an integral approach to engaging the whole community and moves from a 2-person perpetrator/survivor dynamic into a community one

reminds us that violence is learned...and so can non-violence, respect, etc.

thanks dee

This makes me feel good. It's all so positive!

being an active bystander is part of being in a community

beyond raising awareness, moving towards seeing violence, especially gendered violence, as a social problem rather than an individual problem.

really breaks the silence as so many people have been impacted by violence

Community responsibiility

It breaks isolation...breaks the cycle of violence...

sorry, I just logged on. Can you post a link to slides and notes?

It sends a clear message to the perpetrator that their behavior is not acceptable and will not be tolerated

changes norms that it is none of our business

Toni- you are right! we can learn respect and healthy sexuality as well!

Materials can be found at <http://preventconnect.org/2012/08/bystander-intervention-using-social-media-to-build-bystander-action-to-prevent-violence/>

Yeah, Nicole and BPHC!!

BPHC seems to do all the cool things, Meg.

Thanks Meg.

What social media do you use?

facebook

facebook, only

facebook and twitter

Facebook

facebook

facebook

fb  
facebook only.  
pinterest  
facebook, twitter, wordpress, youtube...  
facebook  
facebook & twitter  
facebook  
Personally or professionally?  
FB instagram  
twitter, facebook, tumblr  
Facebook  
facebok  
Facebook  
FB  
Twitter, Facebook, Blogger  
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Intagram  
pintrest  
facebook, twitter  
nothing  
Facebook,  
INSTAGRAM!!!!  
Twitter, youtube, socialcam, pinterest..ish, fb  
Facebook, twitter  
pinterest  
instagram

Professionally, Facebook. Privately, Facebook, Plurk, Flickr, Tumblr  
youtube  
youtube FB  
personally or professionally?  
instagram  
instagram  
FB, Twitter, blog, youtube,  
facebook, youtube, twitter  
FB, military websites  
awareness video's on Youtube  
fb, twitter, pinterest linked in imstagram  
limited facebook; youtube  
love instagram  
youtube

fb, twitter, youtube. my interns keep telling me we have toget unto tumblr  
You Tube  
blogspot  
youtube  
you tube  
Absolute Punk  
facebook  
and instagram!  
facebook, emailing,  
youtube! forgot that!  
facebook, youtube, twitter, email  
FB, twitter, pinterest, google+, youtube, instagram  
Facebook, Twitter, YouTube, Google+  
Facebook, Twitter, Blog, Instagram, YouTube  
Facebook/texting/youtube  
instagram, facebook, twitter, youtube, pinterest

facebook, pinterest, twitter, youtube, instagram  
facebook, instagram, youtube, pintrest  
facebook and twitter  
facebook, twitter, youtube, pinterest, email, google+  
Facebook, pinterest  
Purevolume  
Facebook, Twitter  
Yay for PINTEREST!!  
Tumblr  
facebook, twitter, some youtube  
Facebook, twitter, pinterest  
What is Absolute Punk?  
e-mail/google  
facebook, youtube

I'd like our agency to start using Twitter. Went to a great worksahop atNSAC 2 weeks ago  
Facebook, Twitter  
Facebook, twitter

@samantha it's just a subculture tool around music. like myspace or something for rock/punk  
also LinkedIn  
yeah what is absolute punk? we have a really great punk crown in this area...it might be a  
great took  
tool, grr  
Aw, poor LinkedIn. Everyone forgets about it.  
My agency was really resistant to using social meida at first  
I find pinterest use both confusing, interesting, and fascinating.  
And time consuming.

i had to advocate for the idea for a year before I was allowed to go ahead with it

@Ashley, Nice! I'll look into that- it sounds like it'd be a big hit here in Santa Cruz  
I looove it, Ashley  
hi Meg  
Yes I use Linked In

our agency is just now starting to use social media with my position  
Hi Julie!  
Teens, Kindness and Cruelty on Social Network Sites (2011)  
[//pewinternet.org/Reports/2011/Teens-and-social-media.aspx](http://pewinternet.org/Reports/2011/Teens-and-social-media.aspx)  
What I find hard about pinterest is making it meaningful.

Pew Research Center's Internet & American Life Project 2012 Winter Tracking Survey <http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx>

@Ashley - we are exploring Pinterest now...I have some resources I can share with you.

@Ashley the therapists at my agency use it for vision board type activity for clients

What do you define as different between online users versus social media user?  
my nine year old brother has a facebook!

Sally just posted an instagram pic of the conference on Twitter. Wow.

kaleigh, they use pinterest?

right now I am only using facebook but am interested in the other forms so this is very  
inciteful

Kaleigh- how do they use fb for vision board activity?

i really like the dream board idea because you can specify what you want to find

Kids are crazy involved in technology! My 3 yr old niece told me her DVD was not "skipping",  
it was "buffering"...geesh!

lol @ jennifer

and a lot of it is really inspiring, pinterest is super inspiring, could definitely be utilized for  
dream boards!

Tech Abuse in Teen Relationship Study (2007)

Is that 9% of those bullied, or 9% of all teens bullied via text msg?

What is on pinterest that is useful for this work? Is it all memes?

There are a variety of things, mostly DIY projects

no - that is where we come in - we need to populate Pinterest with our good messages!@

Absolutely, we can be the ones to create the norms within these spaces!

And not just cute memes! Though of course we can keep making those.

can you print out these slides?

Cool thank you

I've been thinking a lot about how we can use it, Ashley...I'm a bit excited that there is a lot of  
room for us to create cool things...including awesome memes.

Krista, you can get the pdf of the slides at...(it's coming)

<http://preventconnect.org/2012/08/bystander-intervention-using-social-media-to-build-bystander-action-to-prevent-violence/>  
thank you!!

You all can start with @NSVRC by sharing your own successful bystander intervention stories  
<http://www.nsvrc.org/projects/bystander/share-your-stories>

Sally and Jennifer - I really, REALLY appreciate that point that WE can create and shape the norms in these spaces. These are communities too.

Social media as tool vs. social media as community is an important distinction to make

Probably both, but can offer different benefits and drawbacks depending on goals  
Can it be both?

What opportunities do you identify for social media to be used to prevent abuse?  
provide resources

Get the messages to people we don't have physical access to  
create a teen page that describes healthy relationships  
Educate people about what is abuse, statistics, what to do

connecting to and reaching audiences we would have never reached otherwise

I agree with Sally, it's both

Creating facebook groups, polls, videos, links

disseminate info

how to recognize

Prevention tips for parents

education, tips, pointers, debunking myths

I like the positive messages that can come from it

Extend information to the larger community to let them know that violence DOES happen here and in all communities.

links to websites for teens on our facebook page

encourage students to comment in a positive manner on youtube

effective social media use means building community and having conversations

demonstrate healthy bystander behavior. show not tell.

Facebook updates with info about tdv

current event awareness to bring attention and educate

comment on problematic Facebook jokes (calling out rape jokes, mythbusting, etc)

promote events and trainings

show youth how to take action using social media

It allows us to communicate with teens and young adults in the methods of communication that they prefer

create culture of safety

education and resources

Reporting crime

help connect people who are practicing bystander intervention - so they can share tips and tools in a culturally competent and age appropriate way!

Provide opportunity for teens to promote social norms rejecting rape culture or unhealthy behaviors

encourage dialogue, especially on topics that are taboo or difficult for ppl to talk about

we can target people while they discuss other topics

evaluate attitudes

communicate positive social norms

I've read some classes create a pinterest page to collectively post negative or positive media messages.

Means to change the culture and steer people away from violence.

these conversations allow us to share tools, educate, and motivate for social change actions both on and offline

use memes & other images to rock worldview - stop taking privilege for granted

Educate connect to resources galvanize around issue

creating effective campaigns

mobilize action

I see some comments about changing culture.

engage

We are promoting a teen video contest on this subject. They can use any form of media.

Giving examples of positive bystander behavior to use as a model

We use FB to encourage participation in our "Shine the Light on DV" campaign each October.

mobilize student activists

i really love this concept of cultural shift

keeping ourselves informed as well

speaking the language of youth

And highlighting what aspects of communities can support bystander action

engage in conversations with community members - what are their bystander intervention success stories

man i can not spell, shift\*  
I holla'd back the other day...  
OMG Ashley you R funny  
[www.ihollaback.org](http://www.ihollaback.org)  
You go, Ashley!  
Love Hollaback!

Internet sound is dependent on your connection capacity. If sound isn't working, trying calling.  
For audio you can call 800-324-5531 Passcode 566 270#

Here's a PreventConnect podcast with Hollaback's founder  
<http://preventconnect.org/2012/03/ive-got-your-back-bystander-intervention-for-street-harassment/>

great Morpheus meme for challenging notions of "nice guys" being "friendzoned", feelings of entitlement, gender, etc... <http://pinterest.com/pin/248612841900403957/> - it's in youth language & encapsulates large ideas in little text  
[www.ihollaback.org/get-involved/](http://www.ihollaback.org/get-involved/)

I love this campaign  
what is green dot?

Green Dot is a bystander intervention program.

Hollaback is a GREAT example of both social media as a tool and creating a community around bystander action  
that is awesome!

love it

that would be an effective campaign

agreed - this sounds great

Here's some info on Green Dot. It links to a video interview.

[Http://preventconnect.org/2010/09/green-dot-a-comprehensive-approach-to-violence-prevention/](http://preventconnect.org/2010/09/green-dot-a-comprehensive-approach-to-violence-prevention/)

I love the data collection element as well...  
digital bystanders! awesome

I does feel good to know someone has your back, to see the green dot. Very powerful.

we outnumber those that choose to harm others!

where do U get the app?

what if there isn't one in your city?

The visual representation is awesome.

Terri, do you have an iphone? Search in the app store for Hollaback  
thanks

Like Hollaback! Winnipeg on Facebook <http://www.facebook.com/pegcityholla>  
oxytocin

not the pain med

ahhh, thank you

i was wondering about that

Malcom Gladwell's article was very thought provoking...glad to hear about the TED talk too though. Do you have a link?

welcome, it's a bonding hormone

Get HOllaback apps at <http://www.ihollaback.org/resources/iphone-and-droid-apps/>

thanks David

as folks interested in preventing child sexual abuse, we are trying to figure out how and when to say something

these days the easier you can make it for people to be involved the better

are there any hollabacks in rural communities? it seems a good fit with urban areas, but I'm wondering how it translates to rural areas

what was the ted talk that jodie referred to?

yes jess!

i think the talk was related to the science of levels of hormones during social media use

Love it the reference to the literature and connecting it back to the current work...

Jodie is so well spoken on this topic, thanks so much

Ted Talks <http://www.youtube.com/watch?v=2iCdzZplu-Y>

Thanks!

our rural communities are so different..

they are and they aren't...

how do you prevent this being used against someone ie. harassing someone

yes, stephanie - preventing child sexual abuse is critical

<http://preventconnect.org/mobile-apps/>

Need that Android!

i need a smart phone i feel so alone!

me too!

jessica you are not alone.

my ipad has become my best friend. lol

yay!!

So exciting!

that's awesome!

Changing norms, and sending a message that we won't tolerate it!!!

How does activism to end street harassment contribute to preventing sexual violence, domestic violence & stalking?

stopping objectification of women

disrupts rape culture

all a part of the continuum of harm to women

Let's society know that it isn't okay

It takes a coordinated community response to stop the violence.

Culture of safety, deterrent for perps

ad busting

Street harassment is how sexual assault can start. People often "test" the other-so standing up and saying something is a great deterrent

\*of

creating a barrier, culture shift, education, awareness

promotes an intolerance for unhealthy behavior

It supports those that want to act!

start a honest discussion about the issue

empowerment

holds people accountable

The street often feels like a big hole in our work...the times when people aren't engaged at their school, their faith community, etc. where they might get other messages about norms

Intervention is public modeling

you can hollaback public instances of child abuse as well

It IS our business

addressing underlying sexism

changing mores

they are often connected to each other in practice as well as theory

if people think it's ok to do in public to strangers they will do it in their relationships

let's survivors know others don't think it's ok

often seen as a minor offense that is tolerated...this sends a different message...that it is very much a form of sexual violence to pay attention to and not accept or tolerate

ditto re social norms change and also exposes prevalence of problem

Helps survivors be less reluctant to ask for help or come forward.

It's okay to reach out to the services designed to respond and a bystander can make the call when the victim can't



rape myth busting

creates a positive community while empowering individuals

breaking stigma

creates voices on the ground level...helps break the silence that will hopefully make it easier to speak out in other situations

thank you jodi

As an early activist in preventing sexual harassment, it has been an honor and extremely exciting for the Worker Institute at Cornell to have partnered with Emily May and Hollaback! and now by virtual extension with Jodie Layne. On Sept 21 in NYC Cornell and Hollaback will launch two research reports. (1) An analysis of a random selection of stories from 223 NYC voices, who posted apps, that also looks at bystander behavior and strategies of response and (2) A study of workplaces, organizations & union responses and what skills and information they need to help when street harassment comes indoors. I will send to copies of both reports to David Lee for distribution after our launch event. For those want to attend the event contact me at [removed]

Thanks!

downloaded Hollaback app! thanks!

can we all get together in one place! we would be so powerful! wish we could work together

This is great, KC! David, please circulate widely!

Looking forward to seeing those reports, KC!

Thanks @KC - I will forward it

I so appreciate that this is an approach that is needed across the lifespan.

We piloting a Youth Training Youth Project last yr and it was powerful

AMEN Nicole

www.Stop It Now is a non-profit that works to get the word out about child sexual abuse and the grooming of children with a focus on the responsibility of bystanders and intervening when a person sees inappropriate behavior of older persons around children (online or in person)! I love the thinking about 'demythifying!' - GETTING INVOLVED-speaking up

great program for unions to sponsor for their member and families. Contact unions in your area to make this suggestion. Happy to brainstorm with anyone who wants to pursue this approach.

@mary - are you involved in CSA prevention?

Great point about social media as news source: gives us a much better chance to promote the stories, frames we want via blogs, tweets, etc.

an outside source of information i greatly believe in is literature regarding non violence communication. it's a communication shift that we should all look into...it could really stretch into our prevention/proactive work

Nicole - you're so right! I love brocolli with parmesan cheese...

We have a teen facebook page. The challenge we are having is making it a two-way conversation and not simply us posting to the group. Any ideas?

lesley im with you!

I have incorporated the Nutritional Impact into all of my Gender Stereotypes presentations!! I love it!!

We LOVE this exercise! Use it all the time with our youth

awesome

Kids LOVE it too!!

we have found this tool to be really helpful for engaging youth

@Lesley you might want to try using polls and setting up specific discussions

looking forward to using this exercise

wow - I love this concept

is there a link to this sheet somewhere

is the nutrional impact tool something we can post on our webpage?

excellent idea! for adults too.

i really want to set up polls and discussions but we only have 27 likes

Awesome activity!

great tool

do you havedownloadable copies of the "nutritional impact and billboard slides?

Here is the music nutritional lable form

<http://www.bphc.org/programs/cafh/violenceprevention/Forms%20%20Documents/Start%20Strong%20Sound%20Relationships.pdf>

Lots

Awesome!!!

the link did not wok\rk David

@Jessica you could ask for folks to each committ to bringing in more community members through some sort of contest.

that link didn't work for me

Lots of great resources at  
<http://www.bphc.org/programs/cafh/violenceprevention/startstrong/Pages/Home.aspx>  
or me  
thank you sally, can we email?  
[removed]  
went onto website  
got it  
that is a great program!!!

@iHollaback in French Glamour Mag!  
<https://www.facebook.com/photo.php?fbid=517604704920349&set=a.121234314557392.22254.117870918227065&type=1&theater>  
That's an amazing idea!!! I want to go! lol  
do you have the link to this article?  
<http://jezebel.com/5929772/basically-not-one-single-shit-is-given-about-teen-dating-violence-except-in-boston>

Here is NYTimes article on the face it approach  
<http://www.nytimes.com/2011/08/07/magazine/teaching-kids-how-to-break-up-nicely.html>

Teaching warning signs is considered education and not necessarily prevention

To Nicole's point, I think it's been our experience that people really want to engage in those kinds of conversations, as opposed to just being the recipient of, for example, warning signs, etc.

How do you plan to use social media to build bystander action?

Thanks Nicole

Extend facebook presence to encourage more people to get involved in community events around prevention.

Use teens as the writers for our blog and Facebook pages, they can talk teen and get the point to them better

I work in a rural community, with many many smaller communities around Smithers BC (which has a population of 6000), other smaller communities have populations as small as 500 to 300....I work closely with First Nations Communities...as it is every where...the rate of violence is so very high...alot of what has been discussed here...is so valuable...thank you.

BIG shift from talking about negative current events to POSITIVE behaviors

working with Shout-Out group at local highschool to focus community education efforts

Add social media component to our domestic violence help line to reach and connect with more teens

Utilizing more youtube links...creating impromptu videos of teens doing good work

making links with union's website as there is a big push to organize young workers

i'm part of our education department...we can work with our community outreach dept to spread our prevention work, see everyone in our org as an activated bystander

Enhancing our facebook presence with teens using polls (thank you for the ideas!!!) and other videos, and discussion.

We'd like to be using more social media to engage youth-serving orgs, and having social media as a part of the package we can offer to creating social change in org climate

Taking tips I learned here for a presentation I'm doing on using social media for positive public health change--can't wait to check out the TED talk!

Hardy Girls Healthy Women, Inc. is wonderful...they have a site where youth can re-create gender-bias ads and magazine covers to be more gender normative! Its awesome.

have a monthly focus on our facebook page prevention related such as bystander interventions, healthy relationships, etc. with links, articles, tips, etc.

provoke discussion, even argument on campus about gender, sex roles, relationships, etc...  
It is so right to focus on your sphere of influence!

I am looking forward to exploring ways to harness the power of Pinterest for our bystander and other prevention endeavors.

My university has a FB page for our bystander intervention program  
<http://www.facebook.com/pages/Trinity-University-Step-Up-Bystander-Intervention/175557605864818>

Talk to victims (and then use their stories - protecting identity of course) about instances of bystanders doing nothing or even encouraging crime; the impact on the victim and his/her safety; etc.

We'd also really love to highlight the aspects of org or community culture that support positive bystander action

I have just recently been more active in using facebook...I can see how affective this can be, especially here in this area...because I see so much lateral violence going on both on and off facebook...

even though the "likes" on our facebook page isn't a very high number it still gets me so excited to see when someone "shares" or likes something I have posted. If I have reached 2 people who shared it with their 100 friends - that's possibly 200 people who have seen something I have posted

Sign a virtual "pledge" to stand up against violence

love the virtual pledge idea!

do love the virtual pledge idea

Yes "Harness organizing in the community!" and "actually create some actions that are tangible!"

We did a Denim Day event in April to encourage people to wear jeans for Sexual Assault prevention.

on facebook

Nicole, how did you recruit the youth participants?

awesome idea Leslie

That denim day was great and led to many discussions with friends and coworkers. Thanks!

Please raise your hand if you have a question.

What specific directions would you recommend to give to teens regarding social media sexual harassment/bullying? How should they intervene?

Create a daily status that your friends can respond to..."love is...", "my partner shows me respect by...", I dream of a world where...

Thanks Nicole

my organization has used social media to gain in person support for court hearings

don't engage

Like that idea Melanie

Our "Shine the Light" campaign to turn New York State purple in October is promoted on Facebook. We then ask people to send us their purple photos and we post them on our page. [thatsnotcool.com](http://thatsnotcool.com)

that's an awesome idea Suzanne

What a great idea, Suzanne!

i find pictures are the most effective. great facebook sites like miss revolutionaries, being liberals, the other 98% use quotes, humour, and photos. these are eye catching for facebook viewers

People love to see their photos posted on our site.

I post a thought for the day also Tanya on our fb page and they seem to get the most shares and likes - just pics with inspirational or thought provoking quotes or statements

Teens are really engaged creating clips for TV and YouTube about healthy relationships.  
picture is worth a thousand words  
data that gets posted to central areas that I know Hollaback! is working on with the NY City Council can impact public policy  
that's a great idea Dee the thought of the day  
Thank you everyone  
thanks Tanya

I do daily peace quotes on my personal page, and have found them very effective. A daily quote, or link, or other thing to be shared comes to be expected by people, and anticipated. It also connects like-minded people.  
we are very interested in developing bystander messaging and training for preventing child sexual abuse  
tanya - what is "miss revolutionaries?"

I would like to have the power points of this presentation. I got on the call late.  
invaluable, thanks  
check it out on facebook it's an org out of california  
training staff/supervisors about bystander intervention to support the students who are speaking up/out.

Slides at <http://preventconnect.org/2012/08/bystander-intervention-using-social-media-to-build-bystander-action-to-prevent-violence/>  
all of the titles i listed are present on facebook and use images, quotes and humour to make a point  
for social change  
great, thanks!

excellent presentation... I so appreciate all the new information that I have learned today. I will contacting a few of you for more indepth information. thank you for your commitment!  
thanksfor that info Tayna  
Tanya\*

Twitter BINGO...using "I Have A Right BINGO" game. Teaching about rights you have in a relationship. Not sure how it would work exactly...but cool idea!!  
thanks all for the ideas and insight

you're very welcome. the nobel womens initiative also does a great job on social media  
Thanks so much for a great webinar!  
thanks everyone!  
Thank you!  
Bravo, all!

Thank you, David!  
Thank you!  
Many thanks!  
This was very helpful.  
Thank you!!!

Hey Jennifer Grove, I'm trying to get Kim to get you to Alabama!!!  
Thanks everyone!  
thank you so much  
Thank you!  
THANK YOU!!!  
Great webinar! Resources and ideas aplenty.  
thanks!  
Thank you everyone!  
thank much  
great webinar!!!  
Thank you all, it was very informative. Great resources.  
Inspiring!