Chat from Web Conference

September 5, 2012

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


Welcome we wil 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
For audio you can call 800-324-5531 Passcode 566 270#
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 Coalition 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-Heloe 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

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 treatment
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
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 Grove 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.
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*
exands accountability 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 that 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 responsibility

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
facebook
Facebook
FB
Twitter, Facebook, Blogger
youtube
facebook, twitter, youtube
facebook, twitter
facebook, twitter, blog
Facebook, website, blog, twitter
facebook, twitter, pinterest
Twitter, Tumblr, Linkedin
facebook
facebook, twitter
facebook, twitter
Facebook and Twitter
facebook
twitter
facebook and youtube
twitter, FB
Facebook, Twitter, Pinterest
fb
!
facebook
facebook, twitter, youtube
FB, twitter, blogger
instagram
Pinterest
Facebook twitter
youtube
Facebook twitter
Facebook
facebook, twitter, pinterest, tumblr
youtube
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, twitterm pinterest linked in imstagram
limited facebook; youtube
love instagram
youtube

fb, twitter, youtube. my interns keep telling me we have to get unto tumblr
You Tube
blogspot
youtube
you tube
Absolute Punk
facebook
and instagram!
facebook, emailing,
youtube! forgot that!
facebook, youtube, twitter, email
FB, twitter, pintrest, google+, youtube, instagram
Facebook, Twitter, YouTube, Google+
Facebook, Twitter, Blog, Instagram, YouTube
Facebook/texting/youtube
instagram, facebook, twitter, youtube, pintrest
facebook, pinterest, twitter, youtube, instagram
facebook, instagram, youtube, pintrest
facebook and twitter
facebook, twitter, youtube, pintrest, email, google+
Facebook, pintrest
Purevolume
Facebook, Twitter
Yay for PINTEREST!!
Tumblr
facebook, twitter, some youtube
Facebook, twitter, pintrest
What is Absolute Punk?
e-mail/google
facebook, youtube

I'd like our agency to start using Twitter. Went to a great workshop at NSAC 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 pintrest 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)
What I find hard about pintrest is making it meaningful.
@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 defining as different between online users versus social media user? my nine year old borther has a facebook!

Sally just posted an insta gram pic of the conference on Twitter. Wow.
kaleigh, they use pintrest?
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, pintrest 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 pintrest 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)

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 identity 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

can encourage students to comment in a positive manner on youtube

effective social media use means building community and having conversations
demonstrate healthy bystander behaviour. 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 Llight 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 young
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
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/
I love this campain
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.
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?
welome, 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 arent...

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 od 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 deterance
  of
creating a barrier, culture shift, education, awareness
promotes an intolerance for unhealthy behavior
It supports those that what 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 practise 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 its 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 reserach 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 informatoin they need to help when street harassment comes indoors. I will send to cpyies 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 focue 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 'dymystifying'! - GETING INVOLVED-speaking up

great program for uniions 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 nutritionol 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 have downloadable copies of the "nutritional impact and billboard slides?"

Here is the music nutritional lable form
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
Losts of great resrouces at http://www.bphc.org/programs/cafh/violenceprevention/strartstrong/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 Thats 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
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.

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!
Thanks for that info Tanya.
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!