



**I SAY NO
TO SEXISM
ONLINE**

#LogIntoEquality

GUIDE FOR CHAMPIONS

COMBATting TECHNOLOGY-FACILITATED GBV

A GUIDE FOR INTERNATIONAL GENDER CHAMPIONS

In recent years, technology-facilitated gender-based violence (GBV) has emerged as a pervasive issue of global scale. Amplified by the anonymity, scale and speed of the internet, online violence can cause serious harm and undermines victims' safety, reputation, freedom of expression, and participation in the digital realm.

The following guidance is designed to help Champions understand and combat technology-facilitated GBV and online sexism within their organisations and virtual networks. It provides actionable steps towards creating safer online spaces and tapping into the vast potential for positive change that information and communications technologies offer.

This toolkit is part of the 'I Say No To Sexism Online' campaign, launched in 2023, to complement the IGC's GBV Pledge. As one of two IGC core commitments, the GBV Pledge requires each Gender Champion to uphold a zero-tolerance stance towards any form of GBV, sexist attitudes and behaviours, and harmful norms and beliefs- both offline and online.

What is technology-facilitated GBV?

UN Women defines it as any act of violence committed, assisted, aggravated or amplified by the use of ICT or other digital tools that results in or is likely to result in physical, sexual, psychological, social, political or economic harm, or other infringement of rights and freedom. It encompasses a wide range of sexist behaviours and actions, including online harassment and threats, cyber-bullying, the spread of misogynistic content, revenge porn, and more.

Why is this important?

Technology-facilitated GBV is often dismissed as an insignificant phenomenon, confined to the virtual sphere. However, similar to offline violence, online violence reflects structural gender inequality, deep-seated social norms and patterns of harmful masculinities. It exists within a continuum that bridges the physical and digital realms.

Women, particularly young women and girls, women in public life, and women who already face intersecting forms of discrimination, are among those most affected by technology-facilitated GBV. According to the [Economist Intelligence Unit](#), 38% of women globally have personally been subjected to online violence, 65% reported knowing other women who had been targeted online, and 85% of women reported witnessing online violence against other women. The political, social and economic consequences of technology-facilitated GBV are significant. It increases the digital gender divide, silences women's voices and has serious impacts on their health and well-being.

ACTIONS AND ACTIVITIES TO SUPPORT THE 'I SAY NO TO SEXISM ONLINE' CAMPAIGN

Creating a safe, respectful and inclusive digital environment is an important part of promoting gender equality offline and online. The following guide offers 10 suggestions for Champions to tackle technology-facilitated GBV through personal and institutional initiatives.

- 1 Set a positive example in your virtual network:** Avoid perpetuating gender stereotypes or harmful norms in your online communications. Call out, report, or, where possible, delete sexist content in your online interactions. Include your commitment towards a sexism-free online space into your email signature.
- 2 Take a public stance:** Participate in initiatives like the International Gender Champions' #LogIntoEquality social media challenge to visibly demonstrate your commitment to combatting online gender-based violence and create a chain of positive messaging towards a safer, more inclusive digital world.
- 3 Amplify existing initiatives:** Post or reshare educational and advocacy-related content, using your online platform and voice to raise awareness across your networks. Share informative articles, resources, and stories that shed light on the issue and promote a positive online culture.
- 4 Continue educating yourself:** Complete a training course on the topic and consult with an expert or your organisation's Gender Focal Point. Stay informed and engaged by following relevant pages and hashtags on social media platforms. To get you started, some useful links can be found on the IGC website's resource repository.
- 5 Promote safe online spaces within your organisation:** Ensure that your organisation's prohibited conduct policies account for technology-facilitated GBV, establish clear reporting and investigation mechanisms, and dedicate resources to offer confidential support to victims of online GBV. Develop a comprehensive Code of Conduct moderating behaviour in your online spaces and share with your employees and constituents.

ACTIONS AND ACTIVITIES TO SUPPORT THE 'I SAY NO TO SEXISM ONLINE' CAMPAIGN

- 6 Fund civil society organisations:** Support specialist organisations dedicated to building digital literacy, advocating for the elimination of technology-facilitated GBV or offering psychological and legal support to victims.
- 7 Build institutional capacity:** Initiate regular training and awareness programmes within your organisation to sensitize staff, educate on available support and reporting mechanisms, and encourage employees to intervene when witnessing instances of technology-facilitated GBV. Where possible, participate in such training sessions yourself to lead by example.
- 8 Protect privacy:** Where needed, equip your employees with business phones or other IT-equipment, to avoid using private equipment. Ensure that all employees have a professional phone number or business account for any platforms used in professional settings to avoid any need for having to share personal details.
- 9 Take the pulse:** Periodically assess the effectiveness of your organisation's policies, procedures and measures for preventing and responding to technology-facilitated GBV to identify potential areas for improvement. Ensure the collection of gender-disaggregated data on technology-facilitated GBV to inform targeted strategies and evidence-based solutions.
- 10 Consult and collaborate with others:** Forge partnerships, for instance with feminist civil society organisations, educational institutions and law enforcement bodies, to leverage collective expertise and resources in addressing technology-facilitated GBV.