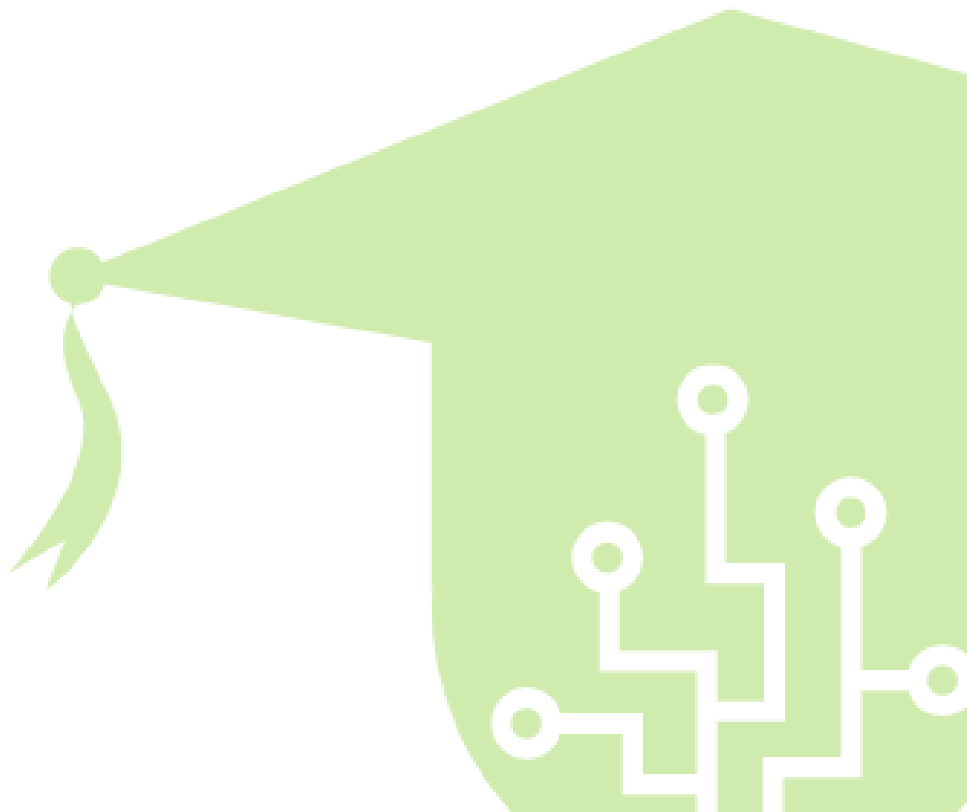


**L2D**

MEDIA LITERACY COMPETENCES  
FOR YOUTH WORKERS

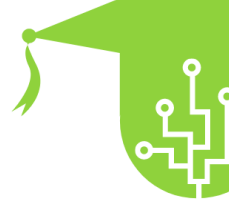
SOCIAL EDUCATION: The correct behavior on social media

MODULE SOCIAL EDUCATION

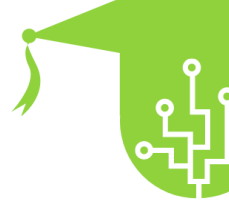




<b>Title :</b>	SOCIAL MEDIA BEHAVIOUR
<b>Key words :</b>	Media literacy – Critical thinking -
<b>Prepared by .</b>	İncirliova Gençlik Kültür Sanat ve Gelişim Derneği
<b>Language :</b>	English
<b>Objectives :</b>	<ul style="list-style-type: none"> <li>● To increase youth workers’ knowledge about the significance of using social media correctly.</li> <li>● To give point of view about the destructive effects of negative online behaviour.</li> <li>● To provide the correct communication on social media.</li> <li>● Increase knowledge about Human Rights Policy on Social Media</li> </ul>
<b>Learning Outcomes :</b>	
<b>Content Index :</b>	<p>UNIT 1: Why social media behaviour matters?                      1.2 The difference between face-to-face communication and social media network.                      1.3 Community Building and Online Culture                      1.4 Digital Citizenship</p> <p>UNIT 2: Negative behavior on social media                      2.1 The most used negative online actions                      2.2 Sharing discriminatory content.                      2.3 Posting fake news                      2.4 Abuse                      2.5 Posting a photo of someone without permission</p> <p>UNIT 3: The results of negative online behaviors                      3.1 Impact of negative online behaviors on different victim groups                      3.2 Negative online behavior leading to people being traumatized from every age group                      3.3 Spread of misinformation and disinformation</p> <p>UNIT 4: Ways to ensure the right communication on social media                      4.1 Respect the privacy of others                      4.2 Being mindful of what you post                      4.3. Interacting with empathy and respect                      4.4 Reporting concerning online behavior                      4.5 Posting educational materials for the child age group                      4.6 Demonstrating the right action as a public service ad on social media                      4.7 Educating and raising awareness of children and teenagers about social media at their schools</p> <p>UNIT 5 : Human Rights Policy on Social Media                      5.1 About Human Rights Policy on Social Media</p>



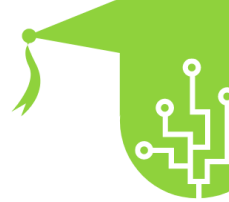
	<p>5.2 Major Components of Social Media Human Rights Policy</p> <p>5.2.1 Freedom of Expression</p> <p>5.2.2 Privacy and Data Protection</p> <p>5.2.3 Combatting Hate Speech and Harassment</p> <p>5.2.4 Content Moderation</p> <p>5.2.5 Right to Access and Digital Divide</p> <p>5.2.6 Human Rights Impact Assessments</p> <p>5.2.7 Transparency and Accountability</p>
<p><b>Content Development :</b></p>	<p><b>UNIT 1: Why social media behaviour matters?</b></p> <p><b>1.1 Impact of social media on people :</b></p> <p>Social media affects people like real life.</p> <p>Social media can significantly impact people's lives, just like real-life interactions.</p> <p>Social media platforms have become an integral part of modern society, with billions of people using them to connect, share information, and communicate with others. It is suggested that social media can influence people's behavior, emotions, and even their self-esteem. It can also affect people's mental health, with some studies linking excessive social media use to anxiety, depression, and other psychological disorders. Social media can shape people's attitudes and beliefs, especially when it comes to political, social, and cultural issues. It can also expose people to different perspectives and ideas, leading to more informed and diverse viewpoints.</p> <p><b>Emotional Impact:</b> Social media platforms have become essential elements of people's daily lives, and the relationships and interactions that take place on these platforms may cause strong emotional responses. Positive interactions, such as getting encouraging comments or likes on a post, can increase happiness and self-esteem. Similar to how contact with people in real life can influence emotions, bad experiences like cyberbullying or hearing harsh comments can, on the other hand, cause emotions like sadness, stress, or anger.</p> <p><b>Sense of Identity:</b> People can develop and display their digital identities on social media. To draw attention to specific aspects of their lives, such as accomplishments, relationships, or hobbies, people frequently edit their profiles, posts, and photographs. Social media can therefore significantly influence how someone views themselves and their value. People may feel inadequate, envious, or FOMO (fear of missing out) when comparing their lives to others' supposedly</p>



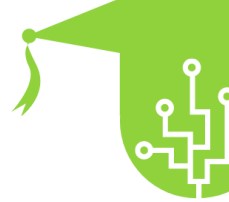
	<p>flawless ones on social media, which can have effects similar to those of real-life social comparisons.</p> <p><b>Social Connection:</b> Social media platforms offer chances for virtual socialization, and humans have a natural need for social connection and a sense of belonging. Online interaction with loved ones, friends, and communities can provide one a feeling of unity, support, and validation. However, social media interactions can also cause feelings of loneliness or isolation, particularly when users think their online connections are temporary or when they see other users participating in things they aren't allowed to.</p> <p><b>1.2 The difference between face-to-face communication and social media network.</b></p> <p>Social media connections and face-to-face communication differ in several important aspects. Face-to-face communication, to start, requires direct, in-person connection between people. It enables the real-time exchange of verbal and nonverbal information including tone of voice, body language, and facial expressions that can indicate emotions, intentions, and details of meaning. Because people can react to and respond to each other's reactions immediately, this immediacy creates a deeper level of understanding and connection.</p> <p>Social media platforms, on the other hand, offer an environment for technology-mediated dialogue. Without the need for physical presence, they let people to connect and communicate with others over different distances and time locations. The primary means of communication on social media platforms are written text, photographs, videos, and emojis, which can make it difficult to effectively explain feelings and intentions. Misinterpretations are more frequent as a result of the absence of nonverbal clues, which are essential for comprehending a message's entire context.</p> <p><b>Non-Verbal Cues:</b> In face-to-face communication, people can pick up on non-verbal cues such as body language, tone of voice, and facial expressions, which can provide additional context and meaning to the conversation. Social media communication, on the other hand, often lacks these non-verbal cues, which can make it more challenging to interpret the tone or intent behind a message.</p> <p><b>Timing:</b> Face-to-face communication happens in real-time, allowing for immediate feedback and clarification. Social</p>
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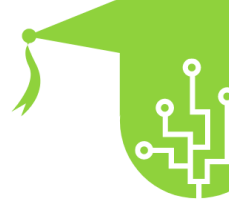
	<p>media communication can be delayed, with messages taking hours or even days to be seen and responded to.</p> <p><b>Audience:</b> Face-to-face communication is typically one-on-one or with a small group of people, allowing for a more personalized and intimate interaction. Social media communication can have a much larger audience, making it more public and potentially less intimate.</p> <p><b>Permanence:</b> Face-to-face communication is often ephemeral, with conversations happening in the moment and then fading away. Social media communication, on the other hand, is often more permanent, with messages and posts being archived and accessible for a long time.</p> <p><b>Self-Presentation:</b> In face-to-face communication, people can present themselves through their appearance, body language, and vocal tone. Social media communication provides opportunities for self-presentation through text, photos, videos, and other media.</p> <p><b>Hacking and Doxing:</b> Obtaining unauthorized access to a person's internet accounts, private information, or private chats in order to harass, blackmail, or expose them.</p> <p><b>1.3 Community Building and Online Culture</b></p> <p>Social media platforms are home to a variety of groups with similar interests, identities, or purposes. These communities' behavior contributes to the general culture and climate. Positive conduct such as helping others, giving important information, and fostering inclusivity can all contribute to a healthy and vibrant community. Toxic behavior, trolling, or spreading negativity, on the other hand, can create a hostile environment, drive people away, and stifle community growth.</p> <p><b>Encouraging Collaboration and Knowledge Sharing:</b> Collaboration and knowledge exchange among community members are encouraged by effective community development and a positive online culture. Individuals are more willing to share their skills, thoughts, and experiences with others when they feel part of a supportive group. This promotes a culture of learning, growth, and cooperation, which improves the overall quality of interactions and content in the community.</p> <p><b>Influencing Individual Identity and Behavior:</b> A social media community's online culture can influence how people perceive themselves and shape their behavior. Individuals</p>
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	<p>may align their conduct with common values when they are part of a group with shared ideals, supporting a positive self-identity. Furthermore, social media groups can serve as role models and examples of excellent behavior, inspiring people to adopt similar practices in their own online interactions.</p> <p>Peer Influence and Social Learning: Through peer influence and social learning, community formation and online culture affect social media behavior. When people see others participating in positive conduct, they may be more likely to copy or match their own behavior with the community's prevalent cultural norms. Positive behavior develops a societal norm as a result of social interactions and group dynamics.</p> <p><b>1.4 Digital Citizenship</b></p> <p>Social media conduct is a component of digital citizenship, which incorporates an individual's online rights, duties, and behaviors. Being a responsible digital citizen entails acting ethically, respecting others' rights and privacy, and being aware of the consequences of one's actions online. Individuals can contribute to a healthier and more constructive digital society by engaging in healthy social media activity.</p> <p>Critical Thinking and Media Literacy: Digital citizenship fosters critical thinking abilities and media literacy, which are necessary for understanding the large amount of information available on social media platforms. Digital citizens are encouraged to evaluate the authenticity and reliability of sources, question biases, and seek diverse perspectives. This enables individuals to make informed decisions and engage in intelligent discussions, contributing to a more informed and discriminating online community.</p> <p>Digital Footprint and Online Reputation: Understanding one's digital footprint and the potential long-term consequences of online acts are fundamental to digital citizenship. Individuals are advised to be aware of their online presence, as their social media activity can influence their online reputation and have real-world ramifications. Digital citizens think about how their postings, comments, and interactions might affect their personal and professional lives.</p> <p>Privacy and Security: Digital citizenship emphasizes the importance of protecting personal privacy and online security. Individuals are encouraged to understand privacy settings, manage their personal information responsibly, and be mindful of potential risks associated with sharing personal data on social media. Digital citizens prioritize their own</p>
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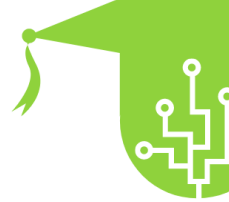


	<p>privacy and respect the privacy of others, avoiding actions that could compromise online security.</p> <p><b>UNIT 2: Negative behavior on social media</b>  <b>2.1 The most used negative online actions</b></p> <p>-Bullying.          Bullying can have serious consequences for the victim, including anxiety, depression, low self-esteem, and even suicide. It can also impact their social relationships, academic performance, and overall well-being. Unlike traditional bullying, cyberbullying can occur 24/7, making it difficult for victims to escape and seek help.</p> <p>-Harassment and Threats: Sending constant threatening messages, emails, or comments to a person, often including hate speech, swearing, or personal attacks.</p> <p>-Exclusion and Social Isolation: Leaving someone out of online networks, events, or groups on purpose, or spreading rumors to make them unpopular among their peers.</p> <p>-Denigration and Insults: Posting offensive remarks, taunts, or offensive memes about someone on social media platforms that make fun of their looks, talents, or other characteristics.</p> <p>-Aggressive language.          Aggressive language on social media refers to the use of threatening, demeaning, or insulting words or expressions that are intended to harm or intimidate others. Aggressive language can take many forms, including name-calling, profanity, hate speech, and cyberbullying. The use of aggressive language on social media can have several negative effects, such as perpetuating a culture of online harassment, promoting intolerance, and limiting the diversity of opinions and ideas that can be shared. Aggressive language can also lead to emotional distress, anxiety, and even depression in those who are targeted by it.</p> <p>Insults and Name-Calling: Directly calling someone a name that is insulting, using a slur that is unacceptable, or making a personal attack based on their appearance, background, or views.</p> <p>Threats and intimidation: Making explicit or implicit threats to harm another person physically or psychologically in an effort to cause them anxiety or distress.</p>
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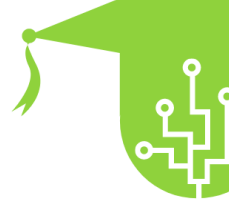


	<p>Using assertive and confrontational language: To express thoughts or debate, frequently disregarding or denigrating the opposing viewpoints without respectful interaction, is known as aggressive assertions and attacking statements.</p> <p>Excessive Swearing and Profanity: Using strong language and curse words excessively to express anger or frustration towards others.</p> <p>Mockery and Ridicule: Making fun of someone's thoughts, feelings, or deeds in a caustic or mocking way, frequently in an effort to denigrate or humiliate them.</p> <p>Victim Shaming: Shaming or blaming someone for their experiences or behavior, frequently indicating that they are deserving of bad outcomes or criticism.</p> <p><b>2.2 Sharing discriminatory content.</b></p> <p>Discriminatory content includes hate speech, racist memes, derogatory jokes, and discriminatory images. Sharing discriminatory content on social media can have serious consequences, including perpetuating stereotypes and intolerance, fostering division and hatred, and creating a hostile and unsafe environment for members of marginalized communities. It can also lead to legal consequences, such as violating anti-discrimination laws and online harassment laws.</p> <p>Hate Speech: Hate speech is content that expresses hostility, aggression, or contempt for a person or group. Hate speech based on race, ethnicity, gender, religion or other characteristics is unfortunately a common problem on social media.</p> <p>Stereotypes and Prejudices: Negative prejudices can be spread on social media by generalizing about people belonging to a certain group. This can occur in the form of stereotypes based on race, ethnicity, gender or other characteristics.</p> <p>Trolling: Trolling is provocative or discriminatory behavior on social media with the intent to offend, anger, or provoke discussion. Such content may cause emotional or psychological harm to people.</p> <p>Discriminatory Humor: Posts containing discriminatory humor are also common on social media. This includes content that is ridiculed, belittled or insulted based on race, ethnicity, gender or other characteristics. This so-called humor type, which targets people from almost all walks of</p>
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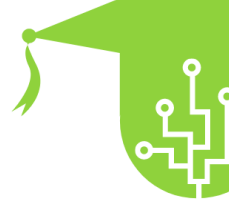




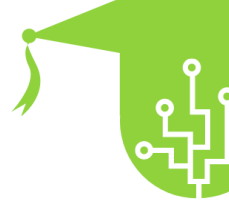
	<p>life, has a seriousness that can affect human health psychologically.</p> <p>Discourse and Expressions: Discourses and expressions that support or encourage discrimination can also be spread on social media. Such content can be used to spread discriminatory thoughts or belittle targeted groups. As a result, affected victims may suffer from common mental disorders such as social anxiety.</p> <p><b>2.3 Posting fake news</b></p> <p>Fake news can be seen in several form such as fabricated stories, photoshopped images, manipulated videos, and misleading headlines. Posting fake news on social media can have serious consequences, including spreading misinformation, creating confusion and distrust, and manipulating public opinion. It can also have social and political consequences, such as fueling conspiracy theories, promoting hate speech, and inciting violence.</p> <p>Online Rumors and Gossip: Spreading false or hurtful information about someone through online forums, blogs, or social media posts with the aim of damaging their reputation or causing them psychological suffering.</p> <p>False Information and Slander: Such fake posts contain information that does not reflect the truth. Content such as false news, slander, manipulated photos or videos can be spread to mislead or target someone.</p> <p>Conspiracy Theories: Conspiracy theories are false posts based on false information claiming that there is an occult power or hostile intent. Such content often exploits common concerns or fears and can polarize society. Such fake posts are usually made against celebrities, business people and public figures.</p> <p>Click Fraud: Some fake posts are spread for the purpose of click fraud. It encourages people to click on headlines that grab their attention and is often used to generate ad revenue or user information.</p> <p>Product or Service Promotion: In some cases, fake posts are spread to promote a particular product or service. Such content may mimic real user experiences or mislead the consumer by making exaggerated claims.</p> <p><b>2.4 Abuse</b></p>
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	<p>Abuse on social media can have serious consequences. It can cause anxiety, depression, and other mental health problems. Victims may experience feelings of helplessness, anger, and shame, which can have a long-term impact on their mental and emotional well-being. There are several types of abuse on social media, including:</p> <p><b>Harassment:</b> Harassment on social media involves the use of threatening, abusive or offensive language or behavior towards someone online. It can include unwanted attention or persistent messaging.</p> <p><b>Hate speech:</b> Hate speech is any form of speech that promotes or incites hatred, discrimination, or violence against individuals or groups based on their race, ethnicity, gender, religion, sexual orientation, or any other characteristic.</p> <p><b>Trolling:</b> Trolling is the practice of posting provocative or inflammatory messages online with the intention of eliciting a reaction or disrupting a conversation or community.</p> <p><b>Cyberstalking:</b> Constantly monitoring or following someone online, frequently across several platforms, and may involve sending threatening or excessive messages or unwelcome advances.</p> <p><b>2.5 Posting a photo of someone without permission</b>          Posting a photo of someone without their permission is a violation of their privacy. It can lead to feelings of discomfort, embarrassment, and a loss of control over their personal image. It can damage their reputation, both personally and professionally. The photo may not reflect their best image, and it can also be taken out of context or manipulated to portray them in a negative light. Depending on the circumstances, posting a photo of someone without their permission may be illegal. It can be considered a violation of privacy, and the victim may have legal grounds to sue the person who posted the photo for damages. If the photo is posted with malicious intent, it can be considered a form of cyberbullying. The victim may be targeted with harassment or abuse online, which can lead to emotional distress, anxiety, and even depression. Posting a photo of someone without their permission can also raise safety concerns, particularly if the photo reveals personal information such as their location, home, or work address.</p> <p><b>Public Shaming:</b> Sharing embarrassing or compromising photos, videos, or personal information about someone</p>
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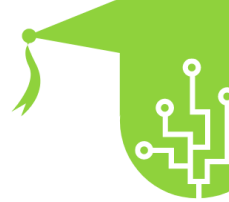
	<p>without their consent, with the aim of humiliating or ridiculing them.</p> <p>Revenge Porn: Sharing explicit or intimate photos or videos of someone without their consent, often after a relationship has ended, to humiliate, shame, or gain revenge.</p> <p>Secretly Taken Photos: Sharing photos taken secretly without someone's consent is also violation of human rights. For example, the unauthorized dissemination of photos that violate the privacy of a person's clothing can be an example of such behavior.</p> <p>Business Violation: Sharing photos of employees or customers at work without permission is also a type of violation by sharing. This can lead to breaches of privacy and security issues in a private or commercial setting. Such image sharing can affect a person's reputation, privacy and emotional health. It can also have legal consequences and it is important for victims to report such situations and seek legal action. Unauthorized image sharing is a crime in which privacy is violated and private content is spread without the consent of the person, and it is an unacceptable behavior in society.</p> <p><b>UNIT 3: The results of negative online behaviors</b></p> <p><b>3.1 Impact of negative online behaviors on different victim groups</b></p> <p>Individuals: Negative online behaviors can impact individuals, including adults and children, who may be targeted by cyberbullying, harassment, or other forms of abuse. It can lead to emotional distress, anxiety, depression, and even suicide in extreme cases.</p> <p>Businesses and organizations: Negative online behaviors can also impact businesses and organizations, if they are targeted with fake reviews, harassment, or other forms of abuse. It can lead to reputational damage and financial harm.</p> <p>Women: Negative behaviors such as gender-based discrimination, gender-based violence or harassment on social media can affect women. This type of behavior can make women feel insecure, targeted or despised. In addition to the negative behaviors encountered in daily life, insults, criticism, swearing and bullying against the female gender have a higher rate on social media. This situation exhausts female social media users mentally and spiritually and negatively affects them.</p>
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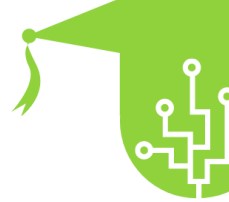
	<p>Minority Groups: Discriminatory or hateful behavior on social media based on differences such as race, ethnicity, LGBTQ+ individuals, religious belief or sexual orientation can have negative effects on minority groups. These groups may face humiliation, threats or attacks, and may experience a feeling of exclusion on social media. Minority segments, who are exposed to negative reactions and behaviors in daily life, feel more alone and helpless with the effect of social media. This situation negatively affects their psychology and daily life.</p> <p>Celebrities: Attacks or reputation assassinations on social media not only affect the reputation of celebrities, they can also endanger their lives and negatively affect their mental and mental health. False information or offensive comments spread on social media can harm a person's career or business.</p> <p><b>3.2 Negative online behavior leading to people being traumatized from every age group</b></p> <p>Negative online behaviors can have different impacts on people of different age groups. Children and teenagers who experience negative online behaviors, such as cyberbullying, may suffer from anxiety, depression, and decreased self-esteem. It can also affect their academic performance and lead to school avoidance. In extreme cases, it can lead to suicidal thoughts or actions.</p> <p>Children</p> <p>Negative behaviors encountered on social media can cause children to feel worthless or inadequate. Sarcastic or derogatory comments on social media undermine children's self-confidence and can lower their self-esteem. Some negative situations can lead to stress, anxiety, depression and other mental health problems in children. Harassment, threats or aggression on social media can disrupt the emotional balance of children and cause psychological trauma.</p> <p>Children exposed to aggression or mobbing on social media may want to isolate from children's social circles, stay away from other children, or limit their social interactions. Their children may be subjected to digital abuse. Bad behavior such as threats, insults or manipulation can jeopardize and psychologically affect children's online safety. Misbehavior on social media can negatively affect children's concentration and academic performance. Children who are constantly exposed to online attacks may be distracted and have difficulty concentrating on their schoolwork.</p>
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	<p><b>Teenagers</b></p> <p>Sarcastic or derogatory comments on social media can trigger emotional health problems in teens, such as stress, anxiety, depression, and low self-esteem. Young people, in particular, may be more sensitive to negative feedback on social media, which can have a negative impact on their mood and self-esteem. This can weaken young people's social connections and lead to social isolation.</p> <p>Mistreatment on social media can negatively affect young people's self-confidence and self-worth. Young people who are constantly criticized or insulted may lose their self-confidence. Extreme abuse, harassment or cyberbullying can lead to suicidal thoughts or suicide attempts in some teens. Such situations can cause young people to reach a psychologically difficult point and lead to serious consequences. Teens exposed to online attacks may have difficulty concentrating on lessons and their educational performance may suffer.</p> <p><b>Adults</b></p> <p>Adults who experience negative online behaviors may experience similar effects to children and teenagers. However, they may also experience financial harm if their reputation is damaged, which can impact their ability to secure employment or other opportunities.</p> <p>Behaviors encountered on social media can create emotional stress and discomfort in adults. Behaviors such as insults, aggression or humiliation can negatively affect the emotional stability and well-being of adults. Misbehavior on social media can have a negative impact on adults' self-esteem. Being constantly criticized or attacked can undermine a person's self-confidence.</p> <p>Negative events on social media can negatively affect adults' communication skills. Adults exposed to negative feedback or aggression may avoid communication or lose confidence. This, in turn, can affect social relationships. Dealing with negative situations on social media can consume adults' time and energy. Reacting to negative behavior, participating in discussions, or watching events can make a person feel tired and restless.</p> <p>Adults who experience negative online behaviors may experience stress and anxiety, particularly if the negative behavior occurs in the workplace or impacts their reputation. It can also impact their personal relationships and lead to social isolation. Older adults who experience negative online behaviors may be particularly vulnerable to financial harm, as</p>
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	<p>they may be targeted by scams or fraudsters. It can also impact their mental and physical health, particularly if they are already dealing with age-related health issues.</p> <p><b>3.3 Spread of misinformation and disinformation</b></p> <p>Negative online activities, such as the deliberate distribution of misinformation and disinformation, can have serious societal consequences. False or misleading information can cause confusion, manipulation, and a loss of trust in government, professionals, and the media. It has the potential to impact public opinion and decision-making, as well as contribute to real-world outcomes such as the propagation of conspiracy theories and the undermining of democratic processes.</p> <p><b>Damage to Trust and Credibility:</b> When misleading information is actively shared online, it undermines faith in online sources and platforms. Users may become distrustful of the information they encounter, resulting in a general lack of trust in online content. This diminishes the trust of legitimate sources and makes distinguishing true information from falsehoods more difficult.</p> <p><b>Harm to Individuals and Communities:</b> Individuals and groups can be harmed by misinformation and disinformation in a variety of ways. False information can lead to financial losses, personal suffering, or missed chances by misinforming people about risks, treatments, or opportunities also helps to stigmatize certain groups or individuals based on false narratives, fostering discrimination and prejudice.</p> <p><b>Public Health Risks:</b> Misinformation and deception about health-related topics can have major public-health effects. False claims about treatments, cures, or preventative strategies can mislead people and discourage them from obtaining necessary medical care. This can result in disease propagation, higher morbidity and mortality rates, and hampered public health initiative</p> <p><b>UNIT 4: Ways to ensure the right communication on social media</b></p> <p><b>4.1 Respect the privacy of others</b></p> <p>It is important to obtain permission before sharing personal information. Before sharing personal information, such as photos or contact details, obtain permission from the person in question. This is particularly important if the information is sensitive or private. When tagging people in posts or photos,</p>
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be mindful of their privacy settings and preferences. Some people may not want to be tagged in posts, while others may only want to be tagged in certain contexts. Avoid sharing confidential information, such as medical or financial information, without the express permission of the person in question. This information is often sensitive and should only be shared on a need-to-know basis. If someone has expressed a desire to keep certain information private, respect their boundaries and do not share the information without their permission. Avoid sharing location information, particularly if it reveals sensitive or private information about someone's whereabouts. This information can be used to track or harm individuals.

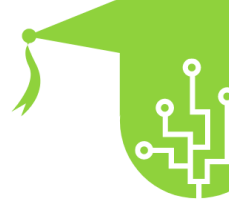
**4.2 Being mindful of what you post**

Before posting anything online, take a moment to consider the potential impact of your post. Ask yourself if it could be hurtful or offensive to others, or if it could be misinterpreted or taken out of context. Avoid sharing personal information, such as your address or phone number, on social media. This information can be used by others to harm or exploit you. Be cautious about sharing sensitive information, such as medical or financial information, on social media. This information is often private and should only be shared on a need-to-know basis. Use privacy settings to control who can see your posts and information on social media. This can help you control your online reputation and protect your privacy. Avoid engaging in cyberbullying or online harassment, as this can harm others and damage your own reputation.

**4.3. Interacting with empathy and respect**

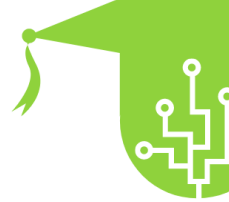
Use language that is respectful and considerate of others. Avoid using offensive or derogatory language, and be mindful of how your words may be perceived by others. Listen to what others have to say, and try to understand their perspective. Avoid interrupting or dismissing others, and ask questions to clarify any misunderstandings. Avoid making assumptions about others based on their social media profiles or posts. Instead, seek to understand them as individuals with unique experiences and perspectives. Offer support and encouragement to others, particularly those who may be struggling or going through a difficult time. This can help create a sense of community and support on social media. Take responsibility for your actions on social media and apologize if you make a mistake or unintentionally cause harm to others. This can help build trust and respect in online communities.

**4.4 Reporting concerning online behavior**

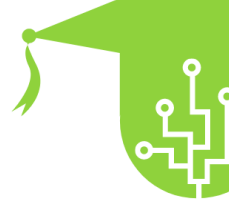


	<p>Reporting concerning online behavior can help protect yourself and others from harm, such as cyberbullying, online harassment, or online abuse. It can help hold people accountable for their actions. This can discourage further harmful behavior and create a safer online environment. It can also encourage positive behavior by demonstrating that harmful behavior will not be tolerated and that online communities value respectful and inclusive behavior. Reporting concerning online behavior can allow for intervention by authorities, such as law enforcement or mental health professionals, when necessary. It can contribute to a safer online environment by raising awareness of harmful behavior and encouraging positive behavior. Overall, it is an important step in creating a safer and more positive online environment. It is important to be vigilant and report any concerning behavior to the appropriate authorities or platforms to prevent harm and encourage positive behavior.</p> <p>Keeping evidence of negative online behavior provides proof of what occurred, which can be useful in cases where legal action or intervention is necessary. It can be helpful when reporting to online platforms or authorities, as it provides specific details and examples of the behavior. It helps to show patterns of behavior, which can be useful in identifying and addressing issues. Keeping evidence of negative online behavior can help protect yourself by demonstrating that the behavior occurred and providing proof in case of any future harm or legal action. It can be used for education and prevention by raising awareness of the types of harmful behavior that occur online and how to address them. It is an important step in addressing and preventing harmful behavior online. It is important to keep detailed records of any concerning behavior and to report it to the appropriate authorities or platforms when necessary.</p> <p><b>4.5 Posting educational materials for the child age group</b>          Posting educational materials on social media about positive online behavior is a great way to promote healthy online interactions for children. By providing children with information about positive online behavior, we can help them understand how to interact with others online in a safe, respectful, and responsible way. Some educational materials that could be posted on social media for children about positive online behavior include:          Guidelines for respectful online communication: These guidelines could include tips for being respectful and kind to others online, such as avoiding name-calling or derogatory comments.</p>
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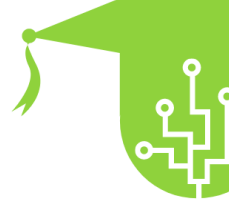




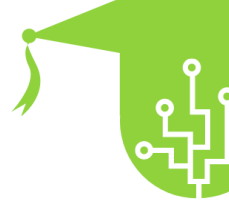
	<p>Cyberbullying prevention strategies: These strategies could help children understand how to identify and respond to cyberbullying, such as talking to a trusted adult or reporting the behavior to an online platform.</p> <p>Privacy and security tips: These tips could include information about protecting personal information online, such as never sharing passwords or personal details with strangers.</p> <p>Positive examples of online behavior: Posting positive examples of online behavior can help children understand what respectful and positive interactions look like and encourage them to emulate these behaviors.</p> <p>Online safety resources: Posting links to online safety resources for children and parents can help provide additional information and support for positive online behavior.</p> <p><b>4.6 Demonstrating the right action as a public service ad on social media</b></p> <p>Demonstrating positive actions in a public ad can have a significant impact on shaping people's perceptions and attitudes towards social media. We can encourage individuals to use social media in a more constructive and beneficial way. Positive ads can serve as a powerful tool to counterbalance the negative messages that often dominate the media landscape. It can inspire individuals to take action and make a positive impact in their own lives and communities. By showcasing positive examples of individuals or organizations using social media to promote kindness, generosity, or positive change, we can motivate others to do the same. Positive ads can also create a sense of community and unity, reminding people that they are part of something bigger and that their actions can make a difference. By highlighting the positive impact that social media can have, we can demonstrate that social media is not just a platform for spreading negativity or harmful behavior. Instead, it can be a powerful tool for connecting people, promoting positive change, and making a difference in the world.</p> <p><b>4.7 Educating and raising awareness of children and teenagers about social media at their schools</b></p> <p>It is crucial to protect children from bad behavior on social media. Parents and adults should monitor children's online interactions, provide a safe digital environment, and educate children on digital citizenship and online safety and raise their awareness about social media. In today's digital age, social media is an integral part of our daily lives. With the increasing use of social media platforms, it is important to educate</p>
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	<p>children and teenagers about the responsible use of social media. Schools play a critical role in providing this education as children and teenagers spend a significant amount of time at school and with their peers.</p> <p>Social media education can help children and teenagers understand the potential risks and consequences of their online behavior. It can help them to recognize and respond to online harassment, cyberbullying, and other negative behaviors. Children and teenagers can also learn how to protect their personal information and avoid online predators. Social media education can help children and teenagers develop the skills necessary to navigate social media platforms effectively. They can learn how to use privacy settings, identify fake news, and evaluate the reliability of online sources. By teaching them these skills, they can become more informed and responsible users of social media. It can help children and teenagers develop healthy online habits. They can learn how to balance their online and offline activities, establish appropriate time limits for social media use, and identify when social media use is becoming problematic or harmful.</p> <p>As a result, social media education can help children and teenagers understand the positive aspects of social media. They can learn how social media can be used to promote positive change, connect with others, and share ideas and experiences.</p> <p><b>UNIT 5 : Human Rights Policy on Social Media</b>  <b>5.1 About Human Rights Policy on Social Media</b></p> <p>Human rights policy on social media is a set of standards, norms, and principles that regulate the protection and promotion of human rights on online platforms and social media networks. Human rights, freedom of expression, privacy, and discrimination issues have evolved as social media platforms have become fundamental aspects of global communication and public conversation.</p> <p>Complying with human rights policy on social media is crucial for ensuring that online interactions are respectful, fair, and inclusive. Social media platforms have a significant impact on shaping public opinion and facilitating online communication, making it essential for them to uphold human rights principles. It is important because it protects human dignity, promotes social justice, encourages diversity and inclusion, prevents discrimination, and upholds the rule of law. It ensures that online communities are safe and inclusive for all individuals, regardless of their race, ethnicity, gender, sexual orientation, religion, or other characteristics. By promoting human rights principles on social media, we can create a positive online environment that fosters open</p>
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	<p>communication, free expression, and mutual respect, ultimately contributing to a more just and equitable society. Every site, social media platform, and all other internet-related publications have their own human rights policies as well as valid rights. These rights are important for the reliability of users. Its main purpose is to be the first source of reference for the solution of the victims.</p> <p>It is seen that most of the violations of personal rights through social media are directed towards honor and dignity. Such attacks can be carried out for purposes such as humiliating, misrepresenting, putting the person in a ridiculous or difficult situation, or creating a hostile environment for the person. The court defines acts such as insulting a person, humiliating him, exposing him to the enmity of others, humiliating, spreading untrue rumors about the person, damaging his professional and commercial reputation, and slandering as violations of personal rights to honor and dignity.</p> <p>A person who has been victimized on social media should apply directly to human rights. The first step is to have accurate and reliable information about the event. It should be tried to understand the issue by investigating details such as the place where the incident took place, who was affected, and the nature of human rights violations. Human rights are a set of standards protected by national and international law. By examining the relevant legal framework, contracts and legislation, the compliance of the event with these standards should be evaluated. It is important to know basic human rights principles in order to recognize human rights violations.</p> <p><b>5.2 Major Components of Social Media Human Rights Policy</b></p> <p><b>5.2.1 Freedom of Expression</b></p> <p>As incorporated in international human rights legislation, social media platforms must respect and uphold the right to free expression. Allowing people to express their opinions, thoughts, and ideas as long as they do not encourage violence or indulge in hate speech is part of this.</p> <p><b>5.2.2 Privacy and Data Protection</b></p> <p>The privacy of users should be maintained, and personal information should be managed securely. Social media sites should be open about their data collection procedures and take steps to guarantee that user data is not misused or shared without consent.</p> <p><b>5.2.3 Combatting Hate Speech and Harassment</b></p>
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	<p>It is the obligation of social media networks to combat hate speech, harassment, and online abuse. They should have clear policies against such behavior and take proper steps to prevent and address harassment, bullying, and discrimination.</p> <p><b>5.2.4 Content Moderation</b> Social media networks frequently have content moderation policies in place to limit the type of content that may be submitted. These policies must be explicit, transparent, and consistently applied. Moderation should be based on objective criteria, and choices should be made without bias or discrimination.</p> <p><b>5.2.5 Right to Access and Digital Divide</b> Social media platforms should work to bridge the digital divide and ensure that all people, regardless of socioeconomic level or geographic location, have access to their services. Efforts should be made to make social media accessible to underprivileged communities and people with impairments.</p> <p><b>5.2.6 Human Rights Impact Assessments</b> Social media firms should conduct regular human rights impact assessments to assess the potential implications of their policies and practices on human rights. This involves examining the impact on free expression, privacy, and underprivileged communities.</p> <p><b>5.2.7 Transparency and Accountability</b> Social media platforms should be transparent about their policies, practices, and decision-making processes. They should provide clear mechanisms for users to report violations and should be accountable for their actions.</p>
<p><b>Glossary :</b></p>	<p><b>CRITICAL THINKING :</b> Critical thinking is the analysis of available facts, evidence, observations and arguments to form a judgment through the application of rational, skeptical and unbiased analysis and evaluation. The practice of critical thinking involves habits of mind that are self-directed, self-disciplined, self-monitoring and self-correcting, so a critical thinker is someone who practices critical thinking skills or is educated and trained in their discipline.</p> <p><b>ONLINE CULTURE :</b> Online culture is a semi-underground culture developed and maintained primarily among frequent and active Internet users (netizens or digital citizens) who communicate with each other online as members of online communities; that is, a culture whose influence is mediated</p>



	<p>by "computer screens" and Information Communication Technology, especially the Internet.</p> <p><b>DIGITAL CITIZENSHIP :</b> The term digital citizen is used in different senses. Digital Citizenship: Internet, Society and Participation, digital citizens are "those who use the Internet regularly and effectively." In this sense, a digital citizen is someone who uses information technology (IT) to engage with society, politics and government.</p> <p><b>DIGITAL FOOTPRINT :</b> Every time you use the internet, you leave behind a trail of information known as your digital footprint. The digital footprint grows in many ways - for example, by posting on social media, subscribing to a newsletter, leaving an online comment or shopping online.</p> <p><b>EMPATHY :</b> Empathy is the ability to emotionally understand what other people are feeling, to see things from their point of view and to imagine yourself in their shoes. Essentially, it means putting yourself in someone else's shoes and feeling what they are feeling.</p>
<p><b>Bibliography :</b></p>	<p><a href="https://brilliantio.com/how-social-media-impact-our-life/">https://brilliantio.com/how-social-media-impact-our-life/</a></p> <p><a href="https://www.helpguide.org/articles/mental-health/social-media-and-mental-health.htm">https://www.helpguide.org/articles/mental-health/social-media-and-mental-health.htm</a></p> <p><a href="https://socialmediavictims.org/effects-of-social-media/">https://socialmediavictims.org/effects-of-social-media/</a></p> <p><a href="https://www.makeuseof.com/tag/negative-effects-social-media/">https://www.makeuseof.com/tag/negative-effects-social-media/</a></p> <p><a href="https://www.lifehack.org/articles/technology/you-should-aware-these-10-effects-social-media-you.html">https://www.lifehack.org/articles/technology/you-should-aware-these-10-effects-social-media-you.html</a></p> <p><a href="https://www.kaspersky.com/resource-center/preemptive-safety/cyberbullying-effects">https://www.kaspersky.com/resource-center/preemptive-safety/cyberbullying-effects</a></p> <p><a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4126576/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4126576/</a></p> <p><a href="https://www.news-medical.net/health/The-Impact-of-Cyberbullying-on-Mental-Health.aspx">https://www.news-medical.net/health/The-Impact-of-Cyberbullying-on-Mental-Health.aspx</a></p>
<p><b>Resources (videos, reference link)</b></p>	<p><a href="https://www.youtube.com/watch?v=Czg_9C7gw0o">https://www.youtube.com/watch?v=Czg_9C7gw0o</a></p> <p><a href="https://www.youtube.com/watch?v=yfZN4_gP5kQ">https://www.youtube.com/watch?v=yfZN4_gP5kQ</a></p> <p><a href="https://www.youtube.com/watch?v=8fQdzVbQlaU">https://www.youtube.com/watch?v=8fQdzVbQlaU</a></p>

