

PREPARING FOR EXPOSURE TO A LARGER AUDIENCE



By the nature of the work we do, sometimes programs, topics and discussions on the ABC can be controversial. On occasions guests, guests, talent and contributors may receive negative comments online and feedback which has the potential to escalate to harassment and threats

Unfortunately female, Indigenous, LGBTQIA+, people living with disability and diverse people experience higher rates and severity of online abuse. It is also important to recognise intersectionality. The risk is also higher if the content you are featured in covers divisive topics.

This document aims to help you prepare for exposure to a larger audience. It is important to note, not all these steps may be necessary for all talent, but we like to think of it as an opportune moment for online spring cleaning.

While most contributors to ABC content do not experience online harm, we want to ensure all contributors are prepared for increased exposure and know the support available to them.

Step 1: Consider your social media settings

Private vs public accounts

- Consider your social media accounts and their purpose. Are you using them to engage with the broader public or are they just for personal connections?
 - If accounts are for personal use only, it is recommended you set them to private (or protect Tweets/X) for the days following publication.
- This is a prime opportunity to consider your privacy settings across all social media accounts.
 - Complete a [privacy check-up](#) and [security check-up](#) on Facebook.
 - Step through the safety guides for [Twitter](#) and [Instagram](#).
 - [The eSafety Office](#) has helpful safety links for each of the key social media platforms.
- Consider the content of your previous posts and tagged posts

If you believe the content you are featured in is very high-risk for example, you are whistle-blowing or speaking out against a group known to weaponize online abuse, please ask your ABC contact to reach out to the Social Media Wellbeing Advisor for further specific support

Step 2: Limit exposure to unwanted interactions

Avoid reading comments on ABC social media posts

- We would recommend avoiding reading the comments section on ABC social media posts. While we do moderate content, we are required to provide a platform for fair public discourse and some

commentary may be critical

- If you do choose to read comments, avoid replying to audience members, as you may identify both yourself and your family in doing so.

On personal social media platforms:

Across all accounts:

- Consider how you want to be contacted on these accounts, including who can tag you, direct message you, comment on/reply to your posts. You may like to limit these in the days following publication.

On Twitter:

- You could reduce notifications to only people you follow for the days following publication
- If you are concerned a particular user may incite online abuse against you, mute their account and mentions of their account
- Turn on quality filters and disable notifications from accounts with a default photo and without a confirmed address or phone number. These attributes are hallmark signs of in-authenticity.

On Instagram:

- Instagram has a hide offensive comments and message filters which may be useful
- If you are concerned a particular user may incite online abuse against you, mute their account and mentions of their account
- You may wish to limit who can share your stories

Step 3: Know the support available to you

Know the support options available to you, including:

Steps to take following online abuse:

- Your ABC contact can provide tips for what to do if you experience online abuse
- Report content directly to platforms. If no action is taken within 48 hours and abuse meets their threshold, contact the [eSafety Office](#) for assistance
- The eSafety Office can provide additional advice

Safety and security:

- Please contact the police on 000 if you feel in danger

Emotional support:

- For crisis support please contact Lifeline on 131 114
- You may wish to seek a mental health care plan from your GP