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. If you are unsure whether the content you are featured in is high-risk, please consult with your ABC contact.

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: Bolster privacy

Review information available online about you:

If you are featured in very high-risk content:

- Google your phone number, email address and home address to ensure they are not readily available online linked to your name.
- Review location settings on apps and social media platforms.
- You may like to consider registering as a silent elector

On social media:

- Consider your social media accounts and their purpose. Are you using them to engage with the broader public or for personal connections?
  - If accounts are for personal use only, it is recommended you set them to private (or protect Tweets).

- You could consider switching your accounts to private for 3 days following publication
- 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 links for key social media platforms
- Utilise strong passwords and enable two-factor authentication across all accounts

If you are featured in very high-risk content:

- You may like to consider what your social media posts share about you and how they may be used to identify details about you or discredit you

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 tags, direct messages, comments and replies. 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 inauthenticity.
- You may wish to turn on Twitter's Safety Mode for the days following publication

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

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 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:

- Lifeline - 131 114
- A mental health care plan from your GP