



**MODULE FIVE**



# **Case Study of Rainbow Faith and Freedom:**

**How one 2SLGBTQIA+ serving nonprofit responds to online hate**



## KEY LEARNING OUTCOMES



Learn about Rainbow Faith and Freedom's (RFF) approach to anti-2SLGBTQIA+ online hate



Learn about how RFF responds to different types of online hate



Reflect on what aspects of RFF's approach might be useful in your organization and what you think your organization should do differently

# CONTENT WARNING

This module includes generalized descriptions of racist, misogynist, and anti-2SLGBTQIA+ online hate, as well as discussion of how religious beliefs are used to justify anti-2SLGBTQIA+ hate.

We encourage you to move on to the next module if engaging with this material doesn't feel like the right thing for you.

If you decide to continue with the module and need support, you can find resources in our resources section at the end of this module.

# How Should Your Organization Define Online Hate?

Having a working definition of online hate can be a useful starting point as your organization develops a plan to address it.





# How Does RFF Define Online Hate?

*“We know it when we see it”*

## Examples:

- Slurs
- Disrespectful language
- Angry tirades
- Name calling
- Racist, homophobic, transphobic, and/or misogynist messaging



# Why Has RFF Experienced an Increase in Online Hate?

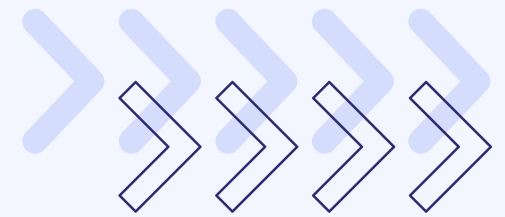
- Hosting and promoting nationwide and international events and surveys
- Boosting posts
- Promoting posts to targeted audiences (bots might use these terms to target organizations like RFF)



# How Does RFF Respond to Online Hate?

- Emphasis on education and opening up conversations
- Alignment of approach with organization's mission
- Recognition that engagement isn't always possible





# Reflection

Are there parts of your organization's mission, vision, and/or values that you think could guide your approach to anti-2SLGBTQIA+ online hate?





# How does RFF respond to online hate?



## Approach 1: Engage

If RFF decides there is an opportunity to engage with someone who posts anti-2SLGBTQIA+ content, they approach the user by trying to open up a conversation rather than engaging aggressively.



# How does RFF respond to online hate?



## Approach 1: Engage

“We’re sorry to hear you feel that way. If you’d like to learn more about our mission and why we exist, please feel free to visit our website.”

“Thank you for sharing your feedback with us. It seems you may have misunderstood who we are – we are not a church/mosque/synagogue but a charitable organization attempting to make faith-based institutions safe and welcoming places for the 2SLGBTQ+ community. Here are some of our resources...”



## Approach 2: Do Not Engage



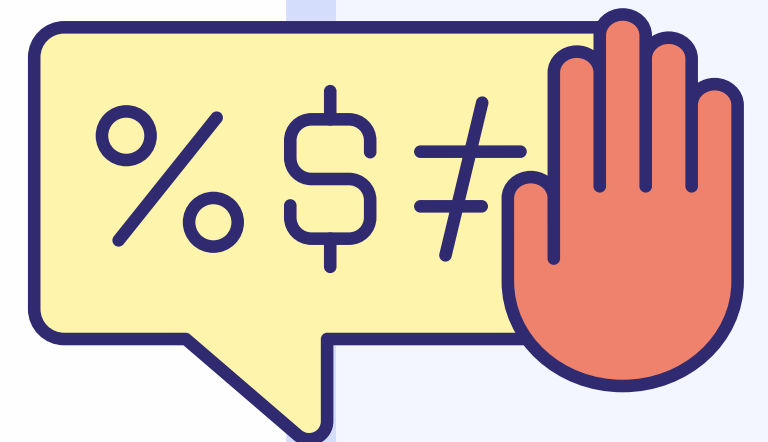
### Non-Engagement Options:

**Ignore:** Leave the comment where it is for user conversation

**Delete and Ignore:** Remove the comment and take no further actions

**Delete and Block:** Remove the content and block/ban the user from future interactions

**Report:** Remove the content and report the incident/user to the platform



# How Rainbow Faith and Freedom Addresses Anti-2SLGBTQIA+ Online Hate

Want to hear more about RFF's experiences with anti-2SLGBTQIA+ online hate? You can find their webinar in our resources section.





# Reflection

What do you think of RFF's approach to online hate?

Are there aspects of RFF's approach that you think would work well for your organization?

Are there things you think your organization should do differently?



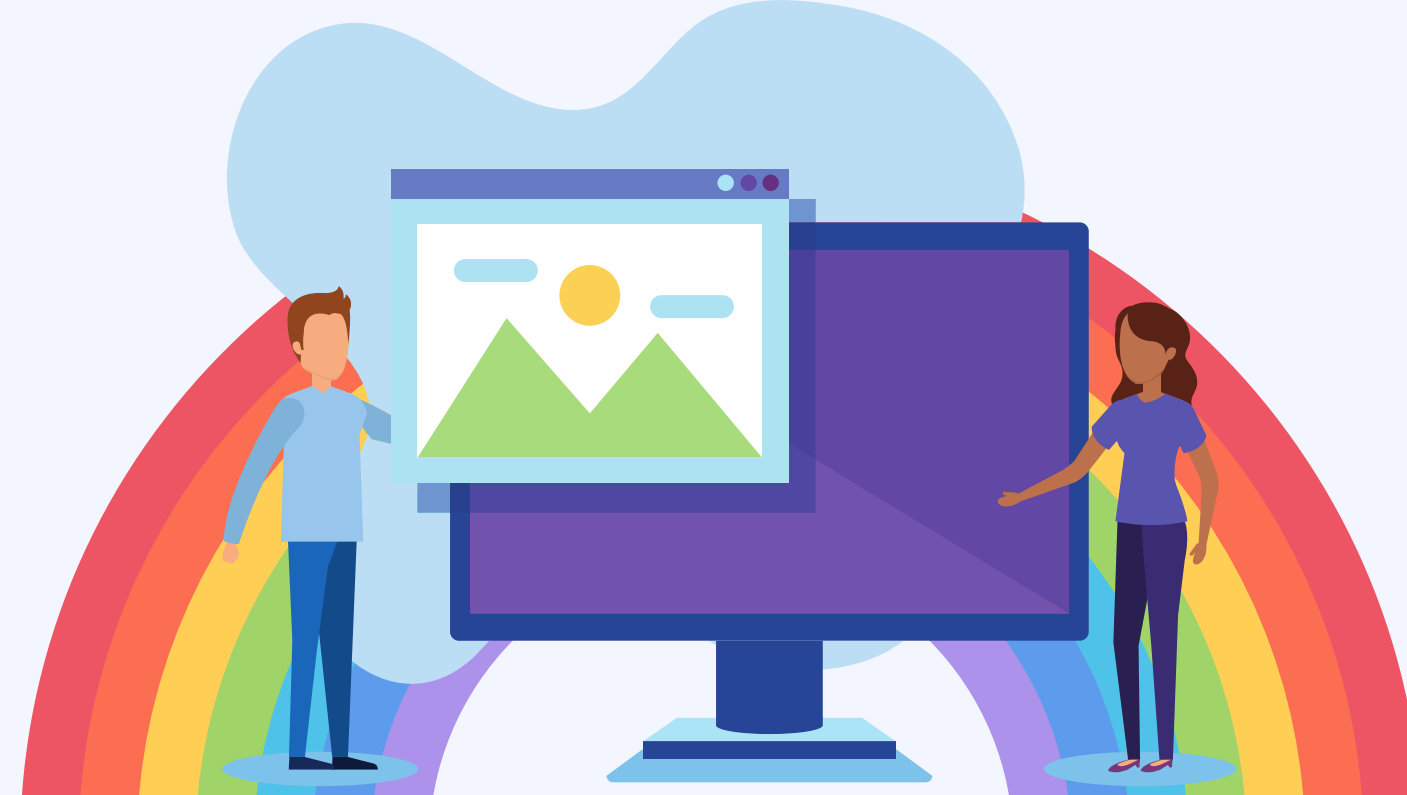


# What Other Options Are There For Responding to Anti-2SLGBTQIA+ Online Hate?

Interested in seeing other models of responding to anti-2SLGBTQIA+ online hate? Check out Alok Menon's Instagram, where they post responses to the racist and transmisogynist online hate they are subjected to.

<https://www.instagram.com/alokvmenon/>





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