

Transforming Masculinities

The golden rules
(core principles)

**Put
survivors
first**

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Always prioritise the safety and dignity of those who have experienced violence. Frame them as empowered heroes of their own lives, not helpless victims.

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**The golden rules
(core principles)**

**Remember
it's a human
rights issue**

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Violence isn't a 'private family matter' or a 'cultural tradition.' It is a violation of human rights rooted in unequal power.

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**The golden rules
(core principles)**

**Be a game
changer**

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Focus on positive, transformative messaging. Challenge old stereotypes instead of just repeating 'don'ts.'

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Content best practices:
ethical storytelling

**Consent is
mandatory**

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Never share a survivor's story without their 100% informed consent.

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Content best practices:
ethical storytelling

**Avoid
‘trauma
porn’**

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Do not use graphic images (bruises, crying, etc). They are sensationalist and can re-traumatise your audience..

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Content best practices:
ethical storytelling

**Use
warnings**

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Always include a 'Trigger Warning' (TW) at the start of sensitive content.

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Content best practices:
words matter

**Choose
Strength**

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Use 'survivor' instead of 'victim.'

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Content best practices:
words matter

Be precise

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Use '**perpetrator**' rather than 'abuser'.

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Content best practices:
words matter

**Don't
minimise**

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Avoid terms like 'domestic dispute' or 'crime of passion'.
Call it what it is: **violence**.

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Content best practices:
ownership of actions

**Violence is
a choice**

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There is NO excuse for violence.

Not stress, not alcohol, not mental health, and certainly not 'how someone was dressed'.

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Content best practices:
ownership of actions

**Name the
responsibility**

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Never imply a survivor 'provoked' the violence. The responsibility lies 100% with the person who chose to be violent.

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Promoting real equality:
the new standard of manhood

**Strength =
respect**

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Challenge the idea that being a
‘man’ means being dominant.

True strength is found in
compassion and equality.

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Promoting real equality:
the new standard of manhood

Active allies

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Encourage men and boys to call out sexism and harassment when they see it.

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Promoting real equality:
equality at home

Shared chores

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Household work isn't 'gendered'.
Everyone in the house is
responsible for the home.

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Promoting real equality:
equality at home

**Joint
decisions**

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True equality means women have an equal seat at the table for financial and life-changing decisions.

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Promoting real equality

**Believe
people**

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If someone tells you they've experienced violence, **believe them**. It is incredibly rare for someone to make these stories up. Your support might be the only support they have.

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**Safety and accuracy
for your platform**

**Self-reflect
first**

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Before posting, check your own biases. How do you feel about gender roles? Does that show up in your content?

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**Safety and accuracy
for your platform**

Fact-check

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Always verify statistics or legal advice with reputable sources before sharing.

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**Safety and accuracy
for your platform**

Call it out

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Be a role model. If you see misogyny in your comments or your community, address it firmly.

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**Safety and accuracy
for your platform**

**It's not
'bullying'**

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Don't sugarcoat it.
Call gender-based violence
by its real name so the gravity
of the issue isn't lost.

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