

## HATE SPEECH

**It is our belief...** that the choices we make as advertisers have an impact on society and must be aligned with our corporate values. As an industry, we are committed to challenging hatred and supporting media that play a positive role.

### The leadership position

Advertising funds hate speech inadvertently. We advocate action by advertisers to make hate unprofitable.

### Commercial imperative

A framework is needed to support the media moving away from being aligned with hate speech and extremist content. This will ensure brand safety, and will attract millennials as both new customers and employees in the future<sup>1</sup>. Only a minority (48%) of millennials currently believe businesses behave ethically and that business leaders are committed to helping improve society (47%). It will also play a part in ensuring future growth, as brands with meaningful purpose and principles ‘...command a price that is 14% higher, and their growth in value share is, on average, 6% higher than brands that are low on meaning, difference, and salience.’<sup>2</sup>

We believe organisations should include these principles in all agency briefs and instruct planners to ensure that our advertising purchases are consistent with these principles:

### Advertiser behaviour:

- Adopt and apply ISBA’s best practice guidelines on countering hate speech through our own social media channels<sup>3</sup>
- Use our influence to encourage the online platforms we advertise with to implement effective processes for swiftly identifying and removing hate speech
- Endeavour to avoid advertising with media outlets that fuel hatred on the grounds of race, religion, nationality, migration status, sexuality, gender or gender identity, disability or any other group characteristic

In assessing whether a publication or platform has crossed the line, we will be guided by international human rights principles, including those outlined in the United Nations-backed Rabat Plan of Action<sup>4</sup>. This aims to tackle hate speech while also respecting the right to freedom of expression.

Through our advertising choices, we will seek to **positively support** media outlets that align with the best practice guidelines outlined in the Camden Principles on Freedom of Expression and Equality<sup>5</sup>.

### Media behaviour:

Media behaviour of particular concern would include publishing or broadcasting:

1. Statements which incite violence or discrimination against a particular group
2. Dehumanising language (e.g. “rats” or “cockroaches”) to describe a particular group
3. Negative misinformation targeting a particular group
4. Stories about a particular group which are overwhelmingly negative
5. Coverage which makes unnecessary references to race, religion, gender and other group characteristics that may promote intolerance.

<sup>1</sup> Deloitte Millennials Survey, 2018, <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>

<sup>2</sup> “The Power of Being Meaningful, Different, and Salient”, Millward Brown 2018 [https://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/Millward\\_Brown\\_POV\\_The\\_Power\\_of\\_Being\\_Meaningful-Different-Salient.pdf](https://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/Millward_Brown_POV_The_Power_of_Being_Meaningful-Different-Salient.pdf)

<sup>3</sup> “Challenging hate speech on social media platforms – a guide for advertisers”, March 2018 <http://www.isba.org.uk/media/1589/challenging-hate-speech-guidance.pdf>

<sup>4</sup> “Rabat Plan of Action on the prohibition of advocacy of national, racial or religious hatred that constitutes incitement to discrimination, hostility or violence”, 2012 [http://www.ohchr.org/Documents/Issues/Opinion/SeminarRabat/Rabat\\_draft\\_outcome.pdf](http://www.ohchr.org/Documents/Issues/Opinion/SeminarRabat/Rabat_draft_outcome.pdf)

<sup>5</sup> “Camden Principles on Freedom of Expression and Equality”, 2009 <https://www.article19.org/data/files/pdfs/standards/the-camden-principles-on-freedom-of-expression-and-equality.pdf>