



indeed



#DeleteBanReport

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The Olympic Federation of Ireland's Athletes' Commission, together with Team Ireland partner, Indeed, is calling on sport social media managers nationwide to take a zero-tolerance approach to hate incidences; by deleting comments, banning the users from commenting further, and reporting the comments to both the social media channels and to the INAR ireport.ie tool.

Team Ireland athletes want to make a very strong statement that there is no place for online abuse, discriminatory comments or hate speech on social media channels. In sport, it is up to all of us to ensure that we follow best practice and make sport social media channels a safe and inclusive space that welcome our diverse Olympic family - whether they are athletes or supporters.

Shane O'Connor – Olympic Federation of Ireland's Athletes' Commission

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Combating racism and xenophobia is everyone's job. Speak out against negative behaviors, including negative statements on social media about groups of people, or the exclusion of people. Be cautious about the images that are shared across social media and through other communications platforms, ensuring they do not reinforce stereotypes. Finally, avoid terms, jokes, or memes that create stigma.

LaFawn Davis – Indeed Group Vice President of Environmental, Social & Governance

Global job site Indeed is an official partner with the Irish Olympic team and is supporting Irish athletes on the journey to qualification for the Tokyo Games.

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OLYMPIC VALUES



The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport, practised without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

The International Olympic Committee



“Irish Olympic athletes have already overcome many hurdles and challenges to reach the top of their sport. As role models, they are in the public eye, and their performances are under scrutiny. However, they should never be targeted based on their identity or cultural background, but unfortunately, this happens. As role models, Irish Olympic athletes want to make their position heard, and to influence and assist others in making the right choices in eliminating hate speech from social media – starting with channels that are managed by members of the Olympic sporting community.”

Peter Sherrard
CEO of the Olympic Federation of Ireland

TEAM IRELAND

OUR TEAM, ONE TEAM

The International Olympic Committee (IOC) has committed to full gender parity of athlete participation at Paris 2024 and will come close to that in Tokyo 2020, where there will be a 49-51 per cent split of female/male competitors.

But equality is not only about gender. It is about giving equal opportunities to all citizens to represent their diverse identities and backgrounds, recognising and valuing their differences while supporting them all equally.

Inclusion is defined as a sense of belonging and community, of interdependence, collective responsibility and a valuing of diversity.

Inclusion is the epitome of Team Ireland's philosophy.

According to the most recent census, the population of the island of Ireland is approximately 6.7m and this represents an increasingly gender-balanced, multi-cultural and diverse society.



“ If people are willing to invest themselves to achieve on behalf of our country, they need to be respected and admired and given the credit that they deserve. It makes no difference where they were born, how they speak, what they look like or where they live. The choices and sacrifices that they make are incredible and they represent our country with pride. They have identified themselves as Irish, and that’s all that matters. ”

Bernard Dunne – Team Ireland Boxing Performance Director and Indeed Ambassador

Team Ireland reflects all of these diversities. It includes athletes from all ethnic backgrounds, who were born here or elsewhere, and also others from Ireland’s far-flung diaspora, whose family history entitles them to represent the country of their parents’ and grandparents’ birth.

Irish athletes may also choose to emphasise dimensions of themselves or their ethnicity, religion or gender, but are still united together as members of Team Ireland - and the OFI regards each and every one of them as equal.

The OFI is equally committed to rooting out any prejudice and discrimination that they might encounter and, with this, Don’t Scroll By campaign, is asking you to do the same.

“ When you put on your Irish singlet you represent everyone, from whatever background, on this island, plus all the Irish diaspora abroad. Anyone who has any connection with Ireland, either through their ancestry or having spent time here, gets behind the Irish team. ”

I firmly believe sport can be a vehicle for social change. I got involved with Sanctuary Runners two years ago. This group enables Irish people to connect, and show solidarity with immigrants, refugees and asylum seekers -by running as a team. ”

Claire Lambe – Olympian in Rowing (Rio 2016)

“ I was accepted here with open arms, especially in the rowing community. I never heard anything like, ‘oh those foreigners in our country taking our green jerseys’, nothing like that. Everyone really supported me from the start, and still do. It’s a lovely feeling when you come from another country, to be so accepted for what you do in sport. ”

I hope other families who have moved here as mine did, see me representing Ireland and think, ‘our kids can do the same’. ”

Sanita Puspure – Double Olympian in Rowing (London 2012, Rio 2016) and Indeed Ambassador

DISCRIMINATION

A person suffers discrimination if they are treated less favourably than another on the grounds of their gender, gender identity, sexual orientation, race, ethnicity, national origin, ability or religion. Members of the travelling community are a recognised ethnic minority.

Ireland has specific laws that prevent discrimination in the workplace and in the provision of goods and services.

However, the use of discriminatory behaviour and/or language in sport is not always governed by criminal and civil law. Most sporting organisations have anti-discriminatory rules within their constitutions, which result in disciplinary action if an incident occurs on the field of play.

But what if discrimination in sport happens away from the field of play?

Social Media has become a place of insidious abuse and discrimination, ranging from online bullying and micro-aggressions to outright racism and hate speech.

It can move from micro-aggressive comments like ‘where are you from originally?’ or ‘can I touch your hair?’ to negative remarks about an athlete’s sexuality, physical difference or religious beliefs.

What is often passed off as a joke or ‘banter’ is not banter if it belittles anyone or makes them feel different or inferior.

Single comments and incidents may seem relatively minor, but if they are part of a pattern, or expressed alongside other forms of prejudice, can escalate into a clear form of discrimination.

What is hate speech?

Online bullying targets an individual – sometimes because of their identity group but not always.

Hate speech always targets by identity group.

This can be done to an individual by relating to their group identity, but it often also targets the group, thus seeking to hurt everyone in it. Research shows that if your identity is targeted in an incident, the impact on you is deeper. Additionally, the incident’s reach and damage is wider, as it impacts everyone in that group.



REPORTING

People in Ireland experience, or bear witness to, microaggressions every day, and the vast majority of racist, sexist, homophobic and anti-disability comments still go unreported.

WHAT IS INAR?

iReport.ie is a racist incident recording system which allows the Irish Network Against Racism (INAR) to record data and produce reports that help to advocate for improved public policy in Ireland and abroad. INAR uses iReport data in reports to Government, and international organisations such as the United Nations and the European Commission.

According to a monitoring exercise by the Irish Network Against Racism (INAR):

JUST
49%

of racist hate speech cases on social media in 2019 were reported by the Irish public to the servers/platform owners

ONLY
FOUR

of those comments were removed and just one 'user' was temporarily suspended

This is why the Olympic Federation of Ireland's Athletes' Commission is taking a zero-tolerance approach to online abuse, discrimination and hate speech.

Irish sport has no place for this and we ask you:

DON'T SCROLL BY

DELETE. BAN. REPORT.

HOW CAN YOU CALL IT OUT?

In the face of any abuse, discrimination and hate speech, apathy is always interpreted as acceptance - not just by the perpetrators and their victims, but also by those who control the space in which it is expressed.

We cannot simply stand by and do nothing.
We must eradicate it.
We must actively oppose it.
We must react purposefully whenever we see it.



1

DON'T SCROLL BY

You wouldn't stroll by if you heard this abuse in person, so don't scroll by when you see it on a screen.

If we don't protest against prejudice and abuse when we see it, then it will persist on social media and find more opportunities to thrive.

2

DELETE. BAN. REPORT.

First, take a screen grab of it then, **DELETE** the post, **BAN** whoever posted it and **REPORT** it to the social media platform involved by hitting the three dots or swiping left. Next, we ask you to use that screenshot to report it to the official reporting tool on www.iReport.ie.

 **Make sure you remember to take the screen shot and URL link to the comment or post first before deleting it!**



Don't re-post offensive posts. While trying to highlight abuse, you may unwittingly contribute to spreading it, so please don't share it in any way.



If someone goes too far, you can get the account deleted. I block whoever sent it and never reply. I won't ever comment on it and if it's really bad, I take a screenshot and send that to Facebook or Instagram, or wherever it's been posted, and that account is usually deactivated. Just screenshot it and report it. It literally takes 30 seconds.

Leon Reid – Team Ireland Track and Field 200m Runner

Sometimes I might come across a comment reminding me that I'm not born in Ireland or that I don't have an Irish name etc, I know that, and it needs no reminding. But I'm still proud to represent Ireland. And some days, comments like that can belittle your achievements.

**Sanita Puspure – Double Olympian in Rowing
(London 2012, Rio 2016) and Indeed Ambassador**

Representing Ireland and the people of this country is a huge honour and responsibility and with that comes respect. It doesn't matter where athletes or coaches come from, where they were born or whether they are settled or are a member of the travelling community. Everyone should get the exact same respect and admiration for what they're trying to do.

**Bernard Dunne – Team Ireland Boxing Performance Director
and Indeed Ambassador**





ZERO TOLERANCE TO HATE SPEECH IS IN OUR CONTROL.

DON'T SCROLL BY

DELETE. BAN. REPORT.

This booklet has been produced by the Olympic Federation of Ireland's Athletes, Commission, in association with our Partner, Indeed, and produced in consultation with INAR and SARI.

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