



# **OUT OF FOCUS**

ETHICAL SOCIAL MEDIA  
CONVERSATIONS AND NEWS COVERAGE  
OF GENDER-BASED VIOLENCE

An initiative by **LLYC**





# INTRODUCTION

About one in three women experience some form of physical or sexual violence in their lifetime<sup>1</sup>. Unfortunately, when these incidents occur, victims often find themselves not only dealing with the aggression itself but also subjected to public scrutiny and commentary in the media and on social networks. The way these stories are covered is often biased, which poses the risk of perpetuating gender-based aggression. Journalistic responsibility and ethics are incredibly important in our society to combat violence.

Despite the often disheartening coverage of gender-based violence, it's crucial to acknowledge the positive aspects as well. Bringing visibility to this serious issue through the media can raise awareness, spur legislative action, encourage reporting, and prompt societal condemnation. As Emma Watson, actress, activist, and UN Women Goodwill Ambassador, aptly said, "Visibility is key. Only when we recognize the problem can we begin to address it." **In this way, media exposure, done right, can be a powerful tool for mobilizing action and driving change.**

At LLYC, we understand the dual nature of media coverage and social discourse surrounding gender-based violence. While they can potentially exacerbate the problem, they also play a pivotal role in combating it. That's why we initiated a study examining their portrayal in online media and social media across twelve countries.

We analyzed data from **226.2 million** general news articles, **5.4 million** news items related to gender violence, and **14 million** messages on X (formerly Twitter) and compared them against international guidelines for responsible reporting on violence against women. The findings were clear: lots of work must be done to ensure media coverage aligns with ethical standards, particularly in social media mentions.

1. UN Women.





## **MEDIA OUTLETS SIGNIFICANTLY DO MORE AWARENESS, SENSITIZATION, AND PREVENTION WORK THAN SOCIAL MEDIA.**

Revictimization, invasion of privacy, gender bias, sympathy towards perpetrators, and the impact on victims' families are among the issues that deviate from recommended best practices outlined by organizations like *MNRA Decalogue (Recommendations on media coverage of gender violence)*<sup>2</sup> and *UNDP (Guidelines on media reporting on violence against women)*<sup>3</sup>. These guidelines provide a framework for communication professionals and social media users to assess whether they transmit information responsibly.

Our report identifies areas for improvement to achieve a more balanced and equitable treatment of gender-based violence in the media. However, it also highlights a positive aspect: media outlets do significantly more awareness, sensitization, and prevention work than social media.

Considering that biases contribute significantly to the shortcomings found in content addressing gender-based violence, LLYC has developed an AI tool to assist in identifying and mitigating them: The Purple Check, an artificial intelligence tool designed to detect gender bias in headlines.

[THEPURPLECHECK.llyc.global](https://thepurplecheck.llyc.global)

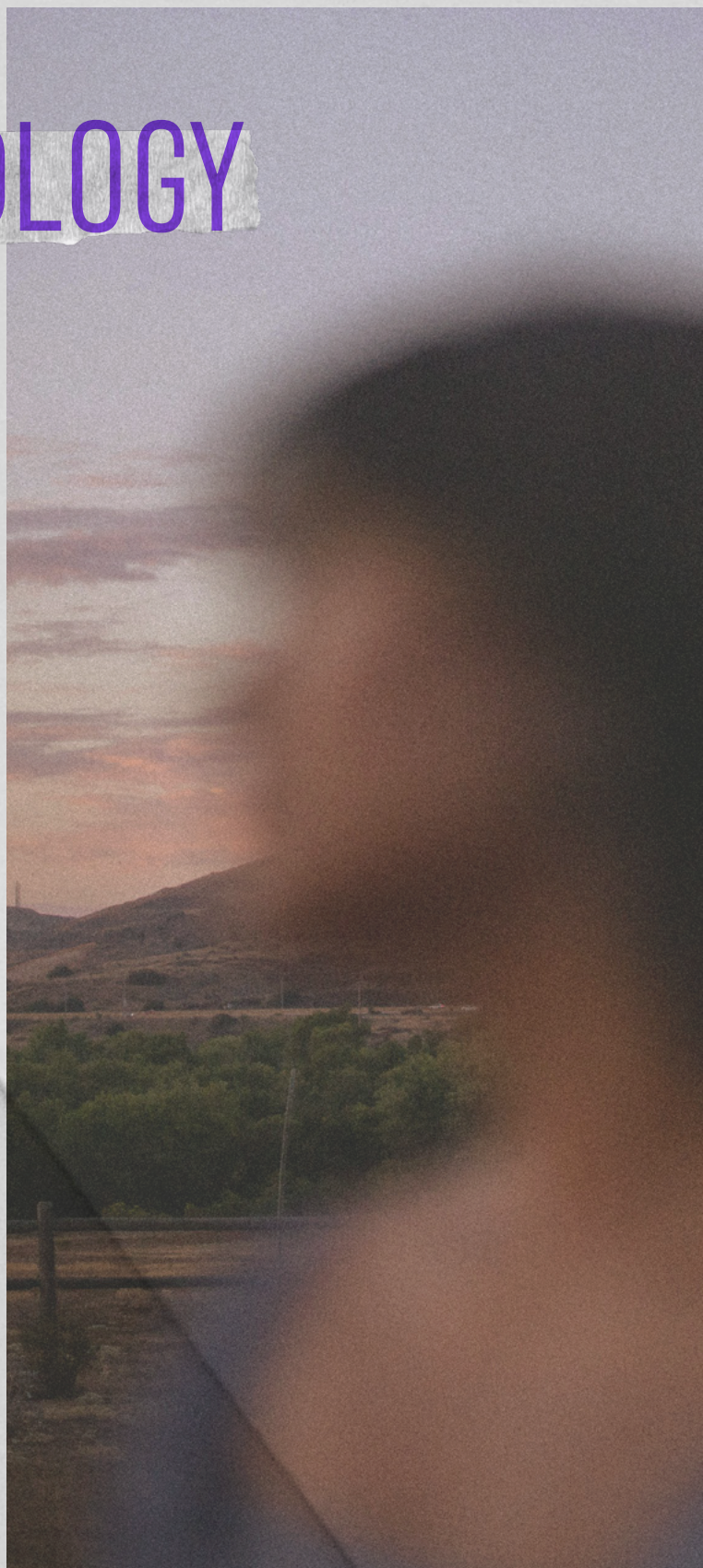
2. MNRA Recommendations on media coverage of media violence.  
3. UNDP (Guidelines on media reporting on violence against women)



# METHODOLOGY

LLYC's Deep Learning team has conducted a comprehensive analysis covering twelve countries: Argentina, Brazil, Chile, Colombia, Dominican Republic, Ecuador, Spain, Mexico, Panama, Peru, Portugal and the U.S.

The team analyzed a vast amount of data from online media and social media posts over twelve months, from December 1, 2022, to December 1, 2023. The data set was mainly taken from the X platform, formerly Twitter. The study includes **226.2 million** general news articles, **5.4 million** news items related to gender-based violence, and **14 million** posts on X related to gender-based violence. The analysis used advanced Natural Language Processing (NLP) techniques, including grammar and syntax analysis, lemmatization, and sentiment analysis. The team applied a multilingual model covering 3 languages and followed 21 best practice rules derived from the MNRA and UNDP guidelines.







## WHAT DOES THE DATA REVEAL?

### THE MEDIA TALKS MORE ABOUT GENDER VIOLENCE THAN SOCIAL MEDIA

Media outlets discuss gender-based violence extensively, with one article on the topic for every 30 news pieces. However, social media platforms engage much less, with content on gender-based violence published at a rate 15 times lower.

### RAISING AWARENESS: MEDIA OUTPERFORMS SOCIAL MEDIA

Media coverage excels in raising awareness, sensitization, and prevention efforts, surpassing social networks in these areas by a factor of two.

### SENSATIONALISM: SOCIAL MEDIA OUTPACES TRADITIONAL MEDIA

Social media tends to be more sensationalist, with twice the level of sensationalism compared to traditional news sources. This may be due to the need for quick attention-grabbing and increased interaction, often resulting in speculation or exaggerated morbidity presenting the cases.

### THE FOCUS IS ON THE VICTIMS

#### "SHOCK IN FRANCE: A 29-YEAR-OLD WOMAN IS RAPED AND IMPALED WITH A BROOM IN HER HOME".

Media coverage tends to focus more on the victims rather than the perpetrators, with 75% more mentions of victim attributes, including a 45% increase in mentions of their age.



## JUSTIFICATION OF AGGRESSIONS

Surprisingly, around 20% of news items on gender violence attempt to justify aggression, citing factors such as addiction problems or victim provocation. This justification appears in 1 out of every 5 news items on gender violence.

## DENIALISM TRENDS

Denialist insinuations are more prevalent on social networks, with four times as many occurrences as media outlets. The media sometimes suggests denialism by associating incidents with specific or isolated cases.

## PRIVACY VIOLATIONS: 1 OF 6 NEWS ITEMS EXPOSES PERSONAL DATA

Exposed personal data can revolve around the victim's profession or mental health, which they would likely prefer to keep private. This issue is even more pronounced on social networks, with a 7% increase in privacy violations.

## SPAIN LEADS IN GENDER VIOLENCE DISCUSSION

Spain stands out as the country with the highest level of engagement in discussions on gender violence on social networks. The interaction ratio between social media and news about gender violence in Spain is 48% higher than the average.

## IN LATAM, GENDER VIOLENCE STANDS OUT IN THE NEWS, BUT NOT IN SOCIAL MEDIA

In Latin America, news coverage of gender violence surpasses social media activity significantly. For instance, in Argentina and Colombia, there are ten times more news items on gender-based violence than on traffic accidents. However, Brazil and Argentina show lower social media engagement, 70% below the average.

## IN THE UNITED STATES, AGGRESSIONS ARE JUSTIFIED MORE FREQUENTLY

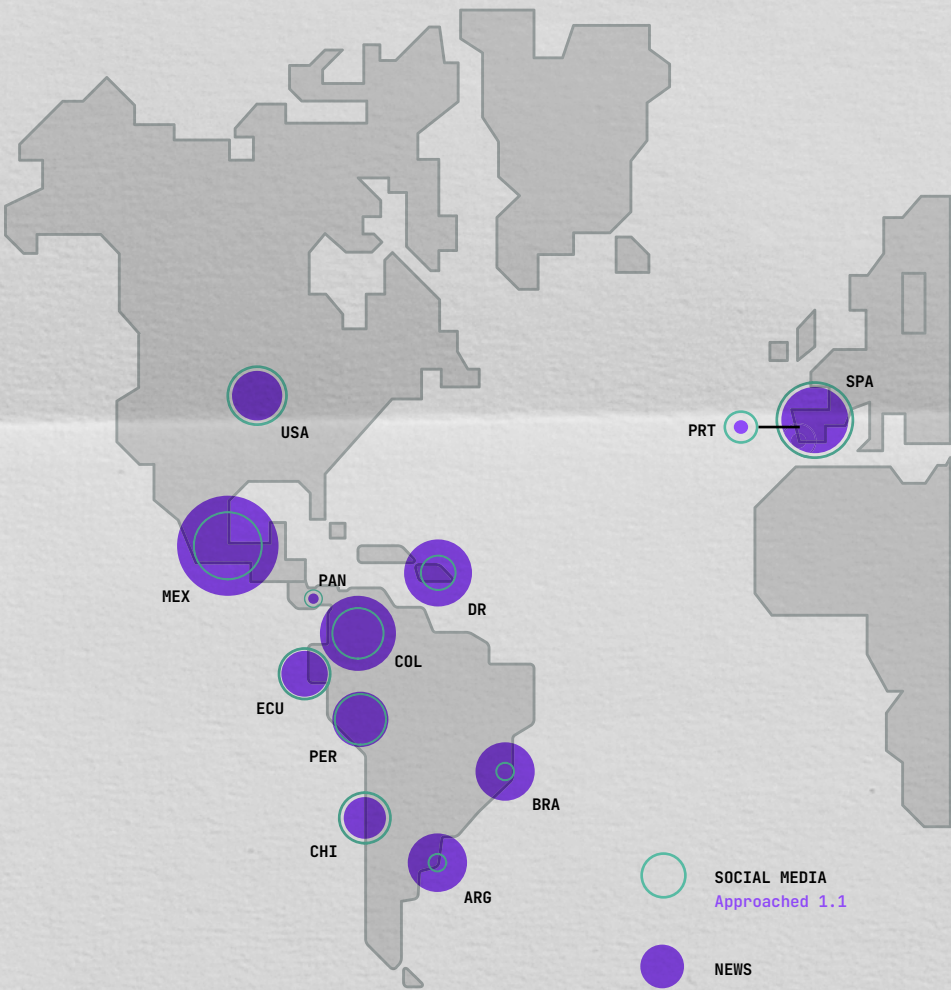
In the United States, on average, aggression is justified twice as often as in other countries. However, the focus on unfortunate victims is four times lower compared to other countries.



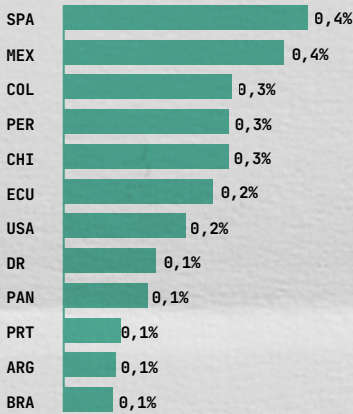


The portrayal of gender-based violence in both traditional media and social networks has become increasingly significant in today's society. With these platforms serving as influential channels for information and expression, they often reflect and sometimes even perpetuate specific societal dynamics. How gender-based violence is addressed in these spaces plays a critical role in shaping public perceptions and raising social awareness.

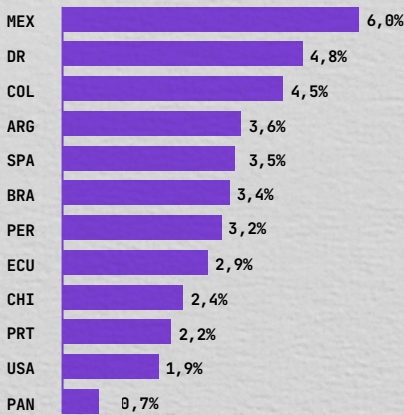
This importance is highlighted in the report "Social Perception of Gender Violence"<sup>4</sup> by the Government Delegation for Gender Violence under the Spanish Ministry of Health, Social Services, and Equality. The report emphasizes the necessity of guiding public policies "to be more effective and to promote public awareness through the dissemination of accurate and reliable information."



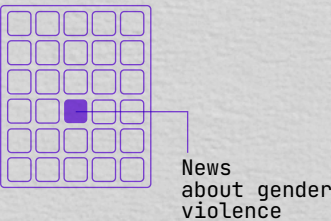
PRESENCE OF GENDER-BASED VIOLENCE IN SOCIAL MEDIA



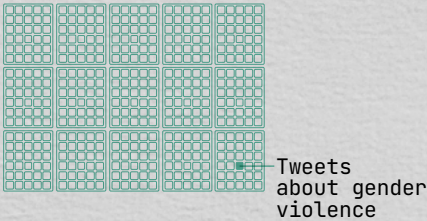
PRESENCE OF GENDER-BASED VIOLENCE IN THE NEWS



GLOBAL NEWS



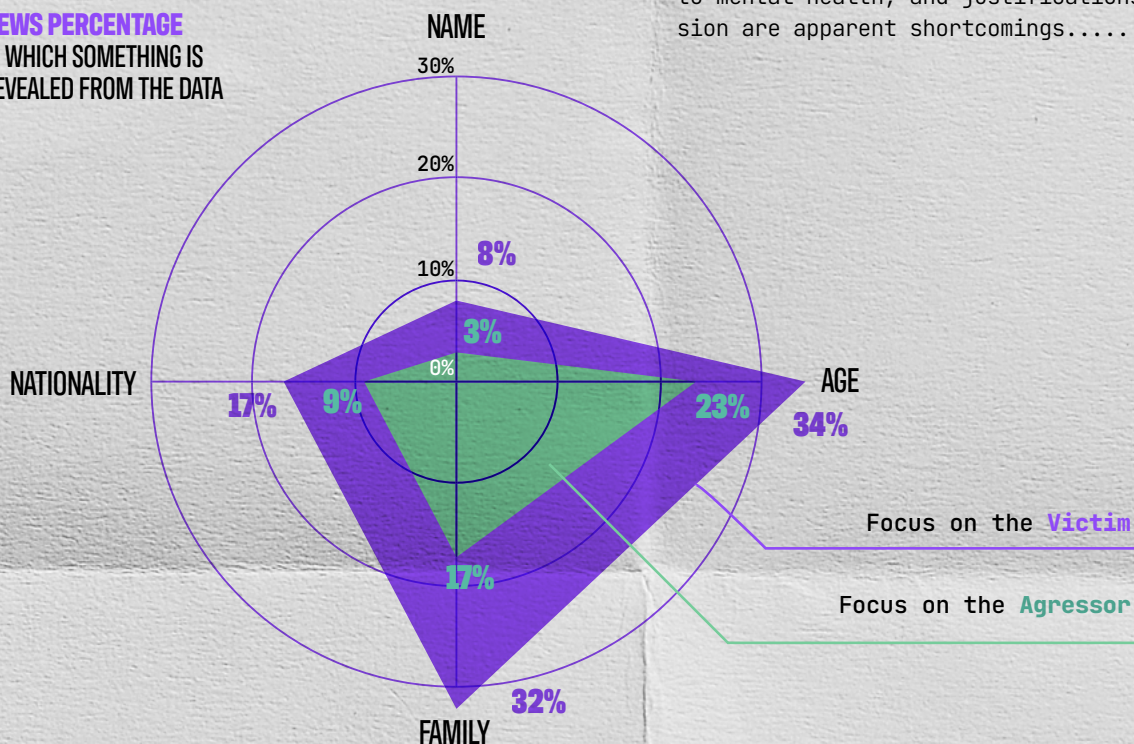
GLOBAL TWEETS





## WHERE IS THE FOCUS?

NEWS PERCENTAGE  
IN WHICH SOMETHING IS  
REVEALED FROM THE DATA



In today's digital age, addressing gender-based violence is crucial, but our examination of messages reveals significant discrepancies from the recommended approach. While these channels are vital for raising awareness, prevention, and sensitization, they fall short in adequately representing gender-based violence. Issues such as denialism, lack of privacy, references to mental health, and justifications of aggression are apparent shortcomings.....

## THE MEDIA TALKS MORE ABOUT GENDER VIOLENCE THAN SOCIAL MEDIA

THE WORK OF AWARENESS-RAISING, SENSITIZATION AND PREVENTION IS INCREASING, BUT IT IS POSSIBLE TO SHOW THAT IT IS A TASK IN WHICH THE MEDIA DOES A BETTER JOB THAN SOCIAL NETWORKS. **AWARENESS IS TWICE AS HIGH IN THE MEDIA.**

After analyzing the main data from the study, it is time to look at the strengths and weaknesses of media coverage and social networks in light of the 21 rules of good practice analyzed from the MNRA Decalogue and UNDP.

In general, there is a **growing awareness** in both the media and social networks of the need to address these cases from the right perspective. Gradually, in the twelve countries analyzed, the idea that gender-based violence is a problem that affects everyone has been implemented. The **criminal consequences** of these criminal acts have also become clearer. The work of awareness-raising, sensitization and prevention is increasing, but it is possible to show that it is a task in which the media do a better job than social networks. **Awareness is twice as high in the media.**





## 1 DENIALIST INSINUATION IN THE MEDIA VS 4 IN THE SOCIAL CONVERSATION

**“ALMOST 25% OF YOUNG PEOPLE BELIEVE THAT MALE VIOLENCE “DOES NOT EXIST, IT IS AN IDEOLOGICAL INVENTION”.”**

The tables turn, however, when we talk about **denialism**. Inmaculada Poveda, member of the Association of Women Jurists Themis<sup>5</sup>, highlights the danger of denialism in the context of gender violence. She assures that “the effect of the denialism that is being made of male violence has much echo and is shamelessly publicized.”<sup>6</sup> He explains that in an environment where the discourse is one of denial and there is a victim, even the family itself may doubt her situation. “In fact, it is possible that the victim is judged or comes to internalize that violence is something normal, including abuse, humiliation, psychological and economic violence, of which little is said but which exists to a large extent”.

1 of every 50 news items suggests denialism in any of its forms; both media and networks fall into denial, or at least the relativization of the damage or the facts. Media and networks also feed off each other: **for every denialist insinuation in the media, the social conversation in networks quadruples its diffusion.** And the media suggest denialism by associating incidents to “punctual or isolated cases” twice as much as social networks. In this way, the reality of gender-based violence is minimized as a common and frequent social problem, conveying the idea that it is more of a one-off or anecdotal event.

In the face of the strength of this denialist trend, appropriate exposure also has a positive impact, and is a very powerful tool that raises awareness and appeals for change. However, it is much less powerful: it takes more than a few sensitizing news items to generate an awareness-raising message on social networks.

5. Themis Women Jurists  
6. The HuffPost



## THE FOCUS IS ON THE VICTIMS: WE KNOW A LOT ABOUT THE VICTIM AND LITTLE ABOUT THE AGGRESSOR. 75% MORE MENTIONS OF THEIR ATTRIBUTES

**THE VICTIM'S ATTRIBUTES ARE HIGHLIGHTED 75% MORE THAN THOSE OF THE AGGRESSOR WITH, FOR EXAMPLE, 45% MORE MENTIONS OF HER AGE.**

If we add the language used on many occasions and the **media focus on the victim and her conditions**, and not on the aggressor and his conditions, the result is that the media narratives indirectly minimize the responsibility of the perpetrator. Once again accentuating the inequality of representation, **the victim's attributes are highlighted 75% more than those of the aggressor** with, for example, 45% more mentions of her age.

Therefore, police sources and other authorities must grasp the significance of providing – or withholding – information and context regarding the aggressor. Similarly, information professionals should strive to achieve this delicate balance, ensuring the focus isn't solely on the victim while respecting the presumption of innocence of the alleged aggressor.

The **revictimization** of people who have suffered gender-based violence in the news is a worrying problem that adds layers of suffering to those who have already experienced traumatic situations. Specifically, when talking about violence, **women are mentioned almost 3 times more often than men**. Often, the way information is presented in the media can perpetuate stereotypes, unfair blaming or judgments that reinforce the vulnerability of victims. It is evident when sensitive details of a case are explicitly exposed, stripping

affected persons of their privacy and dignity. In addition, the tendency to question or doubt the veracity of testimonies, as well as to focus attention on irrelevant aspects, shifts the focus of responsibility from the aggressor to the victim.

Communicating cases of gender-based violence in the media and social networks has a profound impact on the configuration of the public conversation and, therefore, on the collective perception of this problem. The way in which gender-based violence is presented and addressed in these digital platforms can significantly influence public opinion and the way in which society responds to this reality. Marta Dillón, Argentine journalist and activist, confirms this fact in an interview granted to UNCiencia: "There is a great responsibility on the media, which in any case cannot be thought of separately from society, there is a permanent back and forth. The media reproduce what happens in society, but, at the same time, they construct and crystallize it".<sup>7</sup>



7. Interview with Marta Dillón in UNCiencia



## PRIVACY VIOLATIONS: 1 OF EVERY 6 NEWS ITEMS CONTAINS PERSONAL INFORMATION

**“THE VICTIM, 57 YEARS OLD AND ORIGINALLY FROM ROMANIA, HAD BEEN LIVING IN THE PROVINCE OF MALAGA FOR 20 YEARS AND WAS DEDICATED TO THE CARE OF THE ELDERLY”**

Despite efforts to raise awareness, there is a tendency in the media to **sensationalize** and associate gender-based violence with tangential issues such as addiction, mental health, dramatization or fortune, diverting from the focus of the problem. Despite the recommendations, **the media associate gender-based violence with mental health two and a half times more than social networks.**

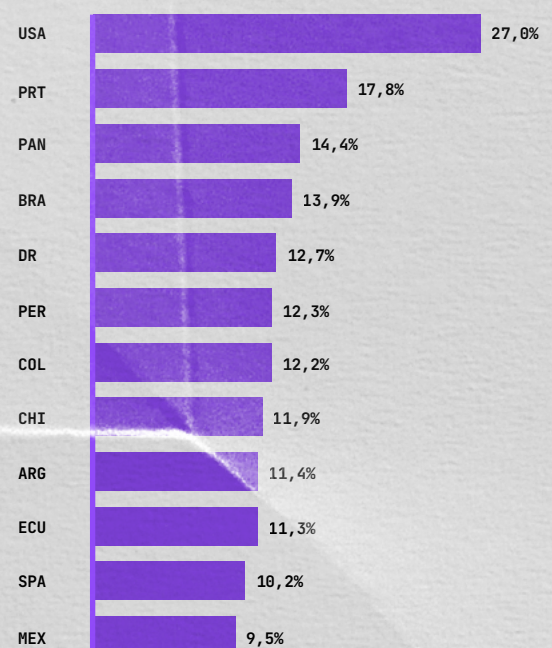
In addition, **respect for privacy** is frequently violated, with one in six news items exposing personal data that victims would prefer to avoid, such as profession, offspring or parenthood. On social networks, privacy is even more violated, 7% more. To be more precise, 16% of the news about gender violence reveals some personal information about the victim related to her relatives. This is also where **children come into the equation**. Children are usually the worst off when it comes to exposing the victim's intimate life. Specifically, **they are mentioned in one out of every 3 news items on gender violence** that expose intimate matters.

## 21% OF NEWS ITEMS JUSTIFY AGGRESSION

**“THE MURDERED WOMAN WAS RAPED AND DISMEMBERED FOR WEARING CLOTHES THAT WERE TOO PROVOCATIVE.”**

The **romanticization** and **justification** of violence based on addiction issues (1 in 3 news stories) poses additional challenges in the responsible and comprehensive representation of gender-based violence in these digital environments. Particularly, the United States is the country whose media coverage of gender-based violence could be interpreted as justificatory, twice as much as the average of all other countries. In addition, 14% of the news stories that find reasons for the aggression mention what the victim may have said. In Colombia, gender-based violence in social networks is 70% more linked to persuasion on the part of the victim than in the news.

### NEWS ABOUT GENDER VIOLENCE THAT SOMEHOW JUSTIFIES THE AGGRESSION





# EMPHASIS ON THE CONSEQUENCES FOR THE AGGRESSOR

THREE PARADIGMATIC CASES

Throughout history, there have been cases that have marked a before and after in the media's treatment of the issue of gender violence.

Below are three cases analyzed by LLYC's Deep Learning team which, due to their characteristics, are paradigmatic. Despite deviating from some of the recommendations, all three coincide in one thing: they **mention in depth the consequences of aggression.**



## DANI ALVES CASE

In the midst of a media scenario full of controversy, renowned soccer player Dani Alves is under public scrutiny after being accused of rape. However, beyond the seriousness of the accusation, the case has revealed a series of ethical questions in media coverage. Although our study does not cover up to the trial, in the same vein, Isabel Valdés, Gender correspondent at El País, examines in detail the fundamental issues raised by this case in her article entitled “Los mitos de la cultura de la violación en el juicio a Alves: del ‘no dijo que no’ a las lesiones vaginales”.

**Respect for the privacy** of those involved is compromised when Dani Alves’ mother reveals the name of the victim on social networks, and this detail is spread through some media. In this case, the **privacy of the** protagonists is not preserved. In addition, details about the victim’s private life are revealed, such as his age and leisure habits.

**Plurality in representation** also becomes a prominent issue, as **75% of female characters** in the news may suggest bias in coverage, raising questions about fairness and objectivity in reporting.

The **legal consequences** take center stage in the news, which reports that the aggressor is in prison. However, the story becomes even more complicated when the media gives voice to figures such as the aggressor’s mother or lawyers in Brazil who cast doubt on the victim, accusing her of making false allegations without a news event to justify it, such as the filing of the legal actions. In fact, the figures that cast doubt on the victim occupy between 25% and 40% of the subjects mentioned.

This case highlights the **ethical challenges** faced by the media when covering sensitive incidents. The preservation of privacy, the search for plurality and responsibility in the presentation of facts are crucial elements to ensure fair and ethical news coverage in the midst of sensitive situations such as these.





# IBSEN MARTÍNEZ CASE

Venezuelan writer Ibsen Martínez publicly acknowledged having been an abuser in December 2023. Unlike other cases, in this one the existence of **defenders of the victim** and critics of the aggressor is remarkable. This group, made up of writers, professors and economists, expressed solidarity with the victim and condemned the writer's past behavior. This diversity of voices brings a unique perspective to the debate, underscoring the importance of approaching the situation from multiple angles. Another distinctive element is Ibsen Martínez's admission of guilt. The acknowledgment of his past actions adds a layer of complexity to the narrative, generating reflections on personal responsibility.

On the other hand, the **privacy** of those involved is violated when the media reveal not only the name of the victim, but also, in some cases, that of another ex-partner. Even more sensitively, the name of the perpetrator's deceased child is disclosed.

Plurality in representation also becomes a point of analysis, as the **55% of female characters** in the news story suggests a **balanced** and global **approach**, avoiding excessive feminization of the story. This allows the story to encompass a global audience.

In this case, the media also mentions the **consequences**, such as loss of employment and social rejection.

This case leads to a reflection: it would be valuable from a journalistic perspective to explore how the acknowledgement of guilt impacts the way in which this news is communicated. Is the acknowledgement interpreted as an act of reparation? Does society tend to be more sympathetic to the aggressor or, on the contrary, does it take the opportunity to judge even more? Why is there a notable number of critics, especially within the same professional sector, compared to other similar cases? Are the consequences minimized or magnified?

The question arises as to whether it is advisable to give more visibility to cases in which guilt is acknowledged, or whether it is preferable to omit this detail to avoid possible positive biases in social perception.





## JONATHAN MAJORS CASE

Actor Jonathan Majors was found guilty of assault and harassment of his ex-girlfriend after a dispute in a car in December 2023. Numerous media have echoed the situation.

This time the **lack of preservation** of privacy was very evident in the media. Names were revealed, including that of the victim, the actor's daughter, his current partner, as well as the witness (and his profession). In addition, the names of Majors' father, mother, sister and current partner's ex-partner were mentioned, adding additional layers of complexity to the case.

**In addition to the gender diversity in the representation (47% are women),** the media, once again, made clear the **consequences for the aggressor**. Marvel, the famous entertainment company that has turned its comics into a movie franchise, fired the actor. It is worth noting that, in this case, more than 40% of the news reports mention the loss of employment and the termination of contracts with the actor, something that reaches the headline of some media outlets. This aspect remains of ethical and deontological importance regardless of the particularities of the aggressor and it is interesting to note how, in some cases, the loss of employment becomes the focal point of media coverage when it is linked to public figures, and when it may not directly affect the viewer, it is omitted.





## ONLY 1 IN 10 NEWS REPORTS THAT IT IS EVERYONE'S PROBLEM

**DESPITE THE FACT THAT GENDER-BASED VIOLENCE HAS A SOCIETY-WIDE IMPACT, AND GOES BEYOND GENDER DIVISIONS, ONLY ONE IN TEN NEWS ITEMS ADDRESSES THIS ISSUE. HOWEVER, IT HIGHLIGHTS A 12% INCREASE COMPARED TO MENTIONS IN SOCIAL NETWORKS.**

The MNRA Decalogue<sup>9</sup> (Recommendations on media coverage of gender violence)<sup>10</sup> publishes a series of recommendations on the informative treatment of gender violence. These are two of the lines of action to be taken into account when writing a journalistic narrative that addresses an event related to gender violence:

### **1. TO INFORM AND RAISE AWARENESS IN SOCIETY THAT THE FIGHT AGAINST GENDER VIOLENCE IS A MATTER OF GENERAL INTEREST AND HUMAN RIGHTS.**

Gender violence is a matter of general interest that should be reported by the media. It is a social problem, a violation of human rights, which has its origins in discrimination against women and in ancestral systems of male domination and power over women. The media have an important role to play in raising social awareness, prevention and sensitization of society, thus contributing to the eradication of gender-based violence.

### **2. KEEP IN MIND THAT GENDER-BASED VIOLENCE IS NOT ONLY A PROBLEM FOR WOMEN, BUT FOR SOCIETY AS A WHOLE.**

It is important to avoid feminizing the problem when reporting. Gender-based violence affects the whole of society, men and women, and it is necessary to adopt a global perspective when communicating on this issue if we wish to aspire to achieve an egalitarian society free of gender-based violence.

<sup>9</sup>. Mediterranean Network of Regulatory Authorities (MNRA)

<sup>10</sup>. Decalogue Recommendations on media coverage of gender violence



## 70% MORE GENDER-BASED VIOLENCE IS FEMINIZED IN THE NETWORKS

**SIXTY PERCENT OF PEOPLE MENTIONED IN GENDER-BASED VIOLENCE NEWS STORIES ARE WOMEN, AND PROFILES OF MALE EXPERTS IN NEWS STORIES ARE RARE, WITH FEMALE EXPERTS ON THE TOPIC BEING 30 TIMES MORE COMMON.**

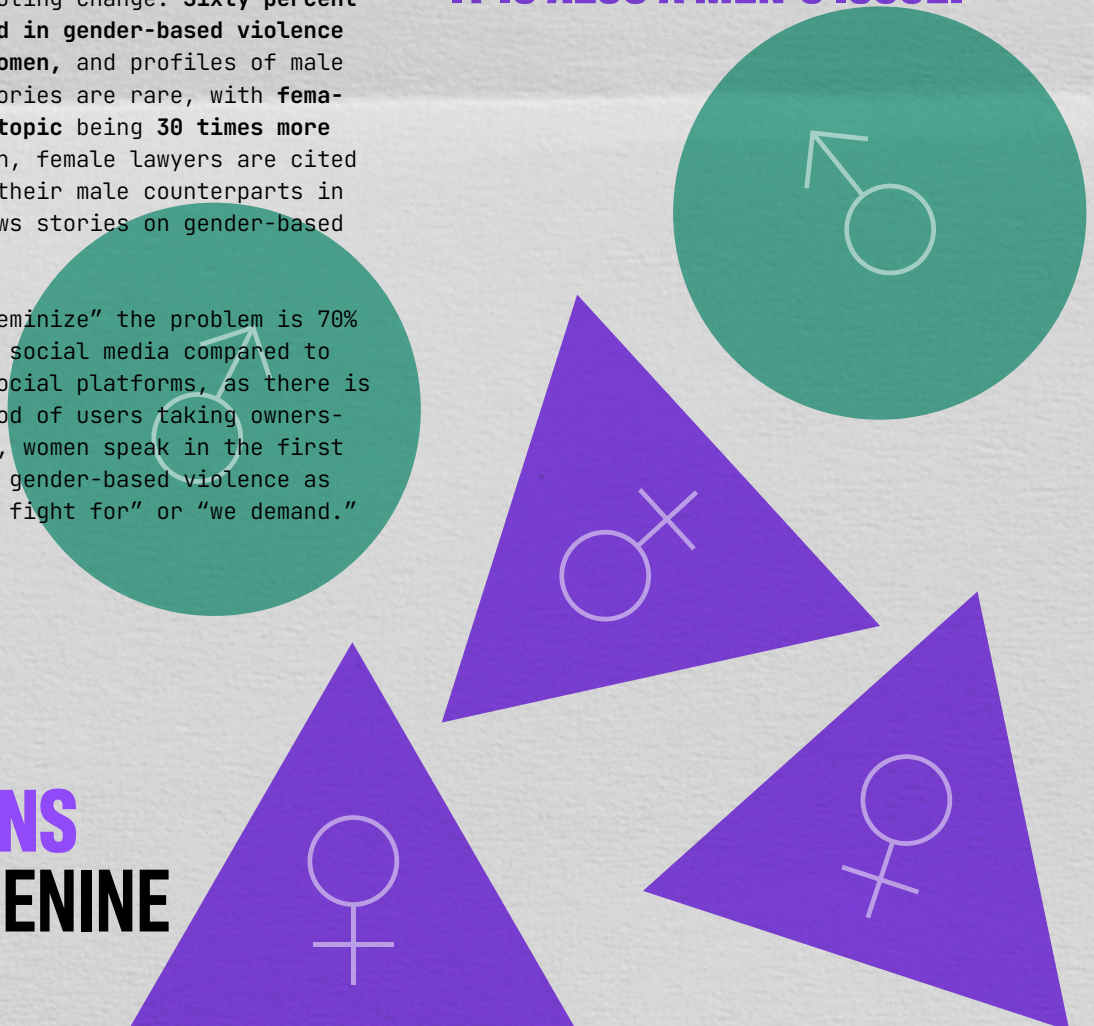
Women have often led the way in advocating for gender rights and combating gender-based violence, playing a crucial role in raising awareness and promoting change. **Sixty percent of people mentioned in gender-based violence news stories are women**, and profiles of male experts in news stories are rare, with **female experts on the topic being 30 times more common**. In addition, female lawyers are cited twice as often as their male counterparts in connection with news stories on gender-based violence.

The tendency to “feminize” the problem is 70% more pronounced in social media compared to news outlets. On social platforms, as there is a greater likelihood of users taking ownership of the concept, women speak in the first person plural and gender-based violence as something that “we fight for” or “we demand.”

## 3 OF 5 MENTIONS ARE FEMENINE

Greater involvement of men in this conversation is therefore imperative, especially as the active contribution of men who are experts in this field can be crucial in challenging stereotypes and fostering empathy. Jackson Katz, educator, author and filmmaker, has been a leading advocate in the prevention of gender-based violence, focusing on men’s responsibility in this fight. In one of his Ted Talks<sup>11</sup>, he underscores that “violence against women is not just a women’s issue. It is also a men’s issue. Not because they are all aggressors, but because many of them are not, nor do they want to be, nor do they tolerate the violence of others. And because male violence also affects them.”

## “VIOLENCE AGAINST WOMEN IS NOT JUST A WOMEN’S ISSUE. IT IS ALSO A MEN’S ISSUE.”



11. Ted Talks, Jackson Katz





## FOCUS

In light of our study and drawing from the **21 rules of good practices outlined** by MNRA and UNDP, here are practical steps for communication channels when addressing cases of gender-based violence:

### 1. AVOID MENTIONING THE OFFENDER'S PERSONAL STRUGGLES:

Steer clear of discussing the offender's addictions or mental health in news coverage, as it might come across as excusing their actions. Focus solely on the facts of the gender-based violence, ensuring the aggressor's responsibility isn't diluted by unnecessary explanations.

### 2. SHIFT THE NARRATIVE FOCUS:

Revise event descriptions and victim portrayals to avoid terms like "unfortunate" or "sad." Highlight that gender-based violence impacts everyone and isn't a matter of luck. Redirect the narrative to underscore the gravity of the issue and foster awareness that it affects all of society.

### 3. BOOST AWARENESS IN LESS ACTIVE COUNTRIES:

Launch awareness campaigns on social media, particularly in countries with low engagement. Utilize digital platforms to spread messages about gender-based violence and encourage community involvement in combatting the issue.

### 4. NO EXCUSES FOR AGGRESSORS:

Avoid personal anecdotes or narratives sympathetic to the aggressor, including descriptions or professions that humanize them. Refrain from elements that may evoke undue empathy towards the aggressor, keeping the focus on the severity of gender violence.

### 5. SAFEGUARD CHILDREN'S PRIVACY:

Respect the privacy of children unless they've been directly impacted. Avoid disclosing their presence, which could jeopardize their privacy and harm their well-being.



## **6. PROVIDE CONTEXT RESPECTFULLY:**

When providing context, avoid mentioning specific locations that invade the privacy of victims' routines. Provide contextual information without compromising the privacy of those affected, ensuring a respectful and ethical approach.

## **7. STEER CLEAR OF RACIAL AND ETHNIC MENTIONS:**

Omit references to the social status, wealth, race or ethnicity of both the aggressor and the victim, especially in social networks. Ensure fair representation and avoid perpetuating harmful stereotypes.

## **8. FOCUS ON FACTS, NOT THE VICTIM'S MENTAL STATE:**

Avoid describing the victim's mental state, as it may be seen as excusing the aggression. Keep the focus on the facts and consequences of gender-based violence without delving into aspects that could be misinterpreted.

## **9. INCLUDE GREATER DIVERSITY OF VOICES IN THE NEWS:**

Include various experts, professionals, and victim advocates in news coverage, including men. Strive for balanced representation to enrich analysis and foster a comprehensive understanding of the issue.

## **10. HIGHLIGHT THE CONSEQUENCES OF THE AGGRESSION:**

Emphasize the aggression's legal, professional, and social repercussions, even when the individuals involved aren't public figures. Stress that gender-based violence won't be tolerated and has severe consequences across various aspects of the aggressor's life.



## USING SOCIAL MEDIA RESPONSIBLY

HOW TO  
USE IT?

### 1. THERE IS ALSO SPACE IN SOCIAL MEDIA TO RAISE AWARENESS AND PREVENTION.

If you share a post about gender violence, use your social media platform to spread awareness and provide prevention resources.

### 2. MIND YOUR LANGUAGE.

Avoid sensationalist or dramatizing terms like "sad," "terrible," "shocking," or "unfortunate." Choose an appropriate language that respects the seriousness of the issue.

### 3. IF YOU ARE A MAN, MAKE EXPLICIT YOUR CONDEMNATION OF VIOLENCE.

Explicitly condemn violence against women regardless of your gender. It's a commitment everyone should make.

### 4. DO NOT FALL INTO DENIALISM.

Steer clear of language that implicitly denies violence, such as suggesting an event is isolated or downplaying the victim's experience.

### 5. AVOID STEREOTYPING.

Do not associate violence with specific groups based on social status, ethnicity, race, or migration status.



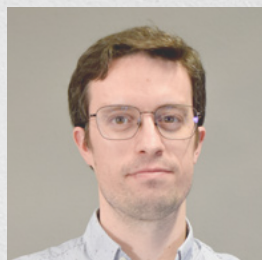
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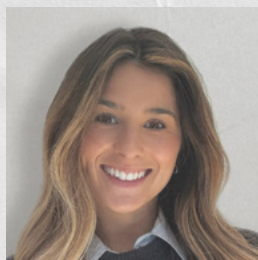
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# OUT OF FOCUS

HOW TO EXPRESS OPINIONS AND PROVIDE BETTER INFORMATION  
ABOUT GENDER-BASED VIOLENCE

Initiative by **LLYC**