

How do I respond to

HATE

?

NO
HATE

1 WHO AND WHAT

TARGET



BYSTANDERS

MESSENGER



TIME

2

SHORT



LONG



FOCUS



HATE MESSAGE

UNDERLYING NEEDS

REPRESSIVE NARRATIVE

3

REFUTE
ALTERNATIVE
IGNORE
DIALOGUE
DRAW A LINE
REPORT

HUMOROUS
FACTUAL
POSITIVE
EMOTIONAL

4 STRATEGY

TONE

5