

INFORMATION CAMPAIGN ON DIGITAL VIOLENCE

Core Activities
of the Initiative “Stronger than Violence”
(3/4)

FEDERAL MINISTRY FOR FAMILY AFFAIRS, SENIOR CITIZENS, WOMEN AND YOUTH

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The idea

Digital violence is a problem that affects society as a whole. People who publicly humiliate, threaten and harass others create a hostile and aggressive atmosphere in the digital world – and they often commit one or more criminal offences.

This calls for action: a campaign that illustrates how people everywhere can take action against digital violence.



The implementation

The awareness-raising campaign against digital violence draws attention to the extent of the problem right where it happens – in the digital world. A short film (available [here](#)) and campaign visuals on social media illustrate how digital violence can suddenly become a real threat in everyday life.

The "Stronger than Violence" initiative provides special Instagram templates and GIFs for use on social media. These show various manifestations of digital violence phenomena to help illustrate the forms it can take. The hashtag "#StrongerthanViolence" or GIFs can be included directly in posts to give users the opportunity to react immediately when they encounter digital violence online. Influencers and celebrities are supporting the campaign on Instagram and Facebook.

