



# Faiths UNiTE- 16 Days of Activism Messaging Toolkit

## Interfaith Voices Against Digital Harm

### 1. Introduction & Purpose

**Faiths UNiTE: Interfaith Voices Against Digital Harm** is an online campaign led by Faith to Action Network as part of the 2025 16 Days of Activism Against Gender-Based Violence. It mobilizes faith leaders, youth, and women to address digital violence against women and girls through shared faith values of compassion, respect, and justice.

Aligned with the UN Women global theme, “**UNiTE to End Digital Violence against All Women and Girls**,” this campaign emphasizes interfaith solidarity and moral responsibility in digital spaces.

This toolkit provides

- Unified messaging,
- Sample captions & quotes
- Adaptable communication assets for partners and members

Partners may copy, adapt, translate, or contextualize these messages for local use.

### 2. Understanding Digital Harm

Digital harm or online gender-based violence refers to harmful acts directed at individuals based on gender that occur online or through digital technologies. Women and girls especially those facing intersectional discrimination (race, disability, gender identity, or sexual orientation) are disproportionately targeted.

Key forms of digital harm include:

- Online harassment and threats
- Cyberbullying and hate speech
- Catfishing and online grooming
- Non-consensual sharing of intimate images (image-based abuse)
- Sexual exploitation and coercion
- Doxing and stalking

- Misinformation and defamation

These harms cause real psychological, emotional, social, and sometimes physical consequences.

### 3. Faith Inspired Framework

Faiths UNiTE draws on teachings from diverse religions that emphasize:

- Dignity of every human being
- Compassion and mercy
- Justice and protection of the vulnerable
- Truthfulness and right speech
- Non-violence and peaceful coexistence

These principles offer a strong moral foundation for **ethical online behaviour, digital safety, and collective action against online abuse.**

### 4. Key Campaign Messages

- a) Every woman and girl deserves to be safe online.
- b) Digital violence is real violence and faith calls us to reject it.
- c) Faith communities promote dignity, compassion, justice, and protection of the vulnerable.
- d) Men and boys play a key role in creating safe online spaces.
- e) Unity across faiths strengthens collective action against digital harm.

### 5. Messaging Pillars & Sample Posts

#### Pillar 1: Anti-Violence & Protection Messages

##### Faith-aligned messages

- “Protect those who cannot defend themselves.” - *Qur'an 4:135*
- “Defend the weak and the fatherless; uphold the cause of the poor and the oppressed. Rescue the weak and the needy; deliver them from the hand of the wicked.”- *Psalms 82:3-4*
- “Speak up when you witness digital harm; silence empowers abuse.”
- “Every click, comment, and share can protect or harm someone.”

Sample caption:

Our faith calls us to safeguard the vulnerable. Stand against online harassment and abuse.

#### Pillar 2: Knowledge & Digital Literacy

### **Faith-inspired messages:**

- “Be empowered to lead by seeking knowledge.” - *Ecclesiastes 7:12*
- “Are those who know equal to those who do not know?” - *Qur'an 39:9*
- “Digital literacy protects us. Learn, lead, and stay safe.”
- “Knowledge empowers girls to navigate digital spaces confidently.”

Sample caption:

Take time to verify before sharing. Truth is a sacred responsibility.

### **Pillar 3: Gender Equity & Transformation**

#### **Faith-aligned messages**

- “Digital spaces belong equally to women and men.”
- “Respect and equity are shared values across all faiths.”
- “Love your neighbour as yourself.” - *Mark 12:31*  
→ *No online harassment. Show compassion online.*
- Hinduism: “Ahimsa (non-violence) applies everywhere—even online. Stop sharing harmful content.”
- Buddhism: “Practice Right Speech. Spread kindness, not hate.”
- Judaism: “Seek peace and pursue it-online and o-line.”

Sample caption:

Equity is a faith value. Every woman and girl deserves safety and dignity online.

## **6. Hashtags**

**#FaithsUNiTE #NoExcuse #ACTtoEndViolence #16Days #InterfaithAgainstGBV**

## **Resources**

[\*\*Faith and Equality - A Communications Toolkit for Advancing Women's Rights\*\*](#)

[\*\*Interfaith-Brief-on-Gender-Based-Violence\*\*](#)

[\*\*Plan International, State of the World's Girls Report\*\*](#) (This link provides global insights on online harassment and the experiences of girls worldwide.)