

# DIGITAL DIVERSITY CLUB

Supporting and celebrating gender and sexual inclusivity in school and online

## Our School Diversity Club & Diversity Social Media Account

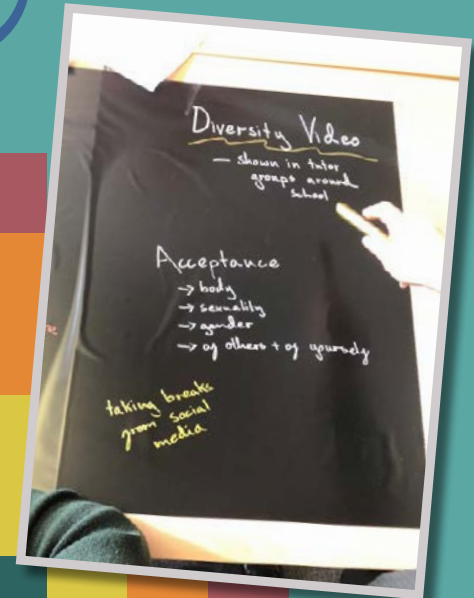
We are a Diversity Club who runs weekly lunchtime meetings at school, supported by three teachers and our head teacher. Providing a "safe space" for students in our school is the most important priority of our group. We also promote diversity and equality across the school, we have run assemblies, and we recently made a school 'diversity' video, to promote body, gender and sexuality positivity and acceptance, which was shown around school in form-tutor groups. Some students have also represented our school on these issues participating in education conferences and events.

Four students in our group also operate a collective 'diversity'

Instagram account that promotes positive and supportive messages about LGBTQA+ people.

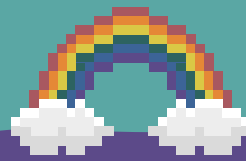
This account is run by us students as private individuals, but our school informally supports us.

As students who run the account we appreciate our school doesn't try to control it. We discuss the content we share frequently at our school's Diversity Club and think about the learning and education that happens on the account around gender and sexuality. We know that we can also discuss with the teachers who facilitate our Diversity Club how we may tackle any sensitive issues about gender and sexuality that may come up online.





## Going Viral with Instagram



Instagram is a photo and video-sharing social networking site which allows visual content to be shared and organised with various hashtags. After seeing other diversity accounts on Instagram that promote positive messages about LGBTQA+ identity we decided that it would be fun to create our own account. We started making affirming posts that celebrated diverse relationships and challenged homophobia, transphobia, heterosexism and gender norms. We use content that we find on Tumblr, Twitter and Instagram and we repost it with positive captions and messages.

Working on our Instagram account allows us to play an active role in our community, and have a voice on the things that we and other LGBTQA+ people worry about, from bullying, body dissatisfaction, peer pressure to mental health concerns. In addition to the original four students, there are now seven of us who run the account and we have over 5,000 followers!

### trans men are men even if:

- you don't like them
- you don't 'understand' why they're trans
- you don't think they're trans enough
- you don't think they're trans enough

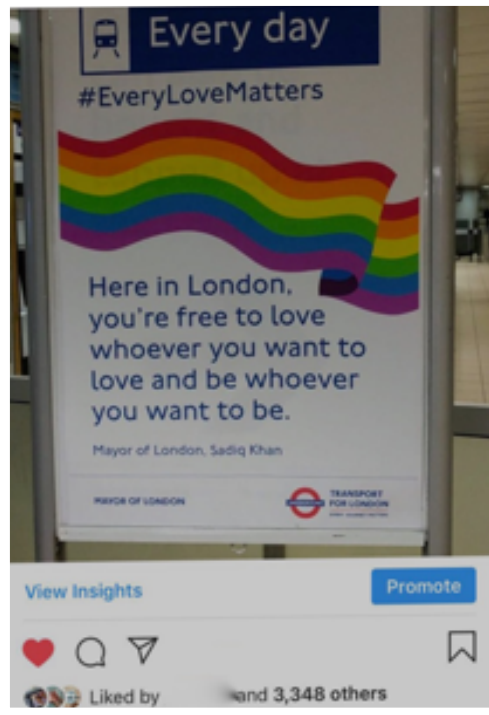
feel free to add on

595 notes

View Insights



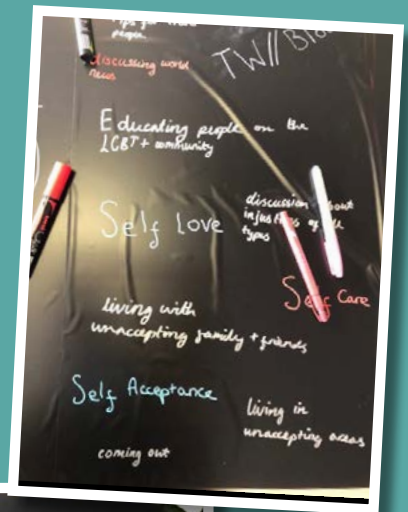
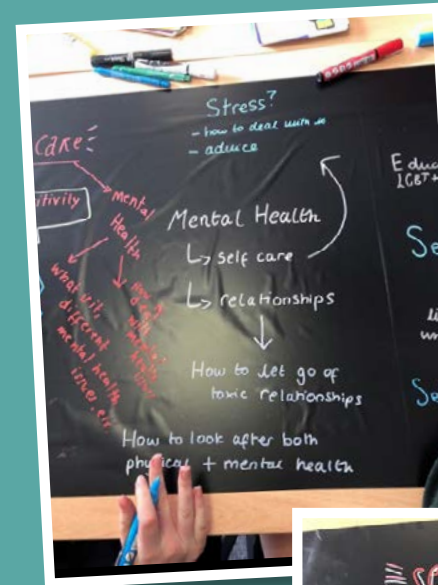
Liked by and 1  
rights aren't  
ignore or choose for someone  
arguing with a trans person for  
disrespect them as a person and  
a fight, other people's existence  
on your opinions -f



Going viral with our Instagram account is a fun multi-media way to use image, video and text to rapidly spread affirming messages about LGBTQA+ matters from person to person. Our content disrupts Instagram's familiar visual displays of stylised bodies with humorous, hopeful and healing messages for equality. Our LGBTQA+ positivity radiates outward effecting change in our own school communities and beyond.

## Travelling offline

We were nervous at first about what would happen if other people from school followed us, but over time we found more and more of our peers started to engage with and post supportive comments on the account. Many of our peers go to the account to educate themselves about LGBTQA+ matters and it has even been instrumental in attracting more students to our school Diversity Club. We have even been invited to contribute to a Gender Equality conference on behalf of our Diversity Club, which gave us a chance to share what we have learnt from social media.



## Staying safe on social media

Before you begin an awareness raising social media account, it's useful to think about all the people you can turn to and rely on if you need extra support. We often turn to a parent or teacher when we need a little more guidance. Our top tips include don't engage when posters on your account refuse to listen and are spreading hate of other groups of people (e.g racism, sexism, homophobia). You may want to delete posts that spread hate. It's important to realise that it is not going to be possible to change the minds of all people. Our focus is on spreading positive messages for people that appreciate our diversity account and discuss issues in a constructive way.

### Trigger Warning

A small gesture of solidarity at the start of a piece of writing, video, or picture alerting your followers to the fact that it contains potentially distressing material.

### Content Warning

Content warnings may be used for material considered less harmful, graphic or threatening (or more broad) than trigger warnings, but the severity of responses can vary.



## DIY SOCIAL MEDIA MOOD BOARDS

Use pictures, graphics and words from social media to help capture and represent content that celebrates diverse relationships and challenges inequalities and discriminations (e.g homophobia, biphobia, transphobia, ableism, gender norms).

- 1 Choose an issue that you would like to raise awareness of and find out more about how it is talked about on social media (e.g Instagram, Tumblr, YouTube)
- 2 Screenshot content that you connect with (e.g a meme, post, image) and that communicates a powerful message
- 3 Pick out words, quotes and images that help express people's feelings and emotions about the topic you are addressing
- 4 Collate your screenshots into a social media mood board using PowerPoint, **Padlet** or similar applications.
- 5 Once you are finished, see if there is a place in your school that you can display your mood board. Why not display it for one of the awareness raising dates or use it as a basis for a talk in class, assembly or at a conference?

Before you begin adapting this activity for the children and young people in your setting, read the section on **Safety and Support**.

# On digital youth activism

**Youth digital Activism,**  
by United Nations World Youth Report

**Social media for activists,**  
by Amnesty International

**Young people are angry: the teenage activists  
shaping our future,** by Candice Pires

**Making Digital Cultures of Gender and Sexuality  
With Social Media,** by Jean Burgess, Elija Cassidy,  
Stefanie Duguay and Ben Light.

**Snapchat has its risks but it's a powerful tool  
for youth creativity and socialisation,**  
by Jennifer Charteris and Sue Gregory

**LGBTQ youth cultures  
on social media**

# On online safety

**CEOP Command**

**Think U Know**

**Safer Internet Centre**

**Safety Net Kids**

**Better Internet for Kids**

**Online Safety, NSPCC**

**Sexplain Digital  
Defence Lessons**

# On sexuality

**Disabled LGBT+ young people face a battle just to be taken seriously,** by Alex Toft

**Why you should think twice before you talk about the LGBT community** by Eleanor Formby

**So much for dutch tolerance: life as an LGBT asylum  
seeker in the Netherlands,** by Sarah French-Brennan

**What asexuality can teach us about sexual  
relationships and boundaries,** by Catriona  
Jones, Julie Jomeen and Mark Hayter

**Global Series, Talking Sex Changing  
Cultures: New data shows sexual  
boundaries are changing – but what  
do we really know?** by Megan Todd.

**LGBT youth in the global south**  
by Advocate for Youth

**Why I joined #500queerscientists**  
by Adam Frew

# On supporting LGBTQI young people

Stonewall's guide for **'Setting up an LGBT Youth  
Group'**

**Pride Youth Network: A guide for schools,** by  
Educate and Celebrate

**The Beyond Bullying Project:** stories of LGBTQ  
sexuality in schools and **further online resources** to  
help you think about gender, sexuality and youth.

Also see **The Proud Trust**  
youth activism programme.

# On gender

**What is gender queer?** By Jessica Kean and Rillark Bolton

**A trans review of 2017: the year of transgender moral panic,**  
by Meg John Barker

**We must celebrate gender and sexual diversity in our schools,**  
by Lucy Nichols

**Our ancient ancestors may have known more about  
gender than we do,** by Karina Croucher

**How neuro-sexism is holding back gender equality  
and science itself,** by Nina Ripon.

**Beyond pink and blue – the quiet rise of gender neutral toys,**  
by Jason Bainbridge

See also connected case studies, **The Rotfier Project;**  
**All of Us; EveryBODY Matters;** and **Sam's Story.**

