Every girl, boy, woman and man is important and deserves an equal chance to thrive, feel safe and be respected and listened to. But because of something called gender inequality, women and girls are more likely to miss out on school, be forced into marriage, experience violence, or be paid less for equal work.

Around the world, women and girls can experience exploitation, abuse and harassment, simply because they are women and girls. This can happen online as well as in real life.

It is important to remember that every person has a role to play in ending gender inequality and building a safer world for women and girls.

How can I show gender equality and positive behaviours online?

1. **Respect every individual** and treat them as you would like to be treated yourself. Use friendly and kind language with others, both online and in real life. Respect differences and celebrate uniqueness online.

2. **Remember that bullying, harassment and violence are never okay.** You can stand up against bad behaviour, including targeted at women and girls. Report it, tell your friends and ask for support.

3. **Listen and learn** - be interested in girls' and women's experiences and be open to changing your views. Share information on gender inequality with your friends and family.

How can I protect myself from gender-based abuse online?

1. Trust your instincts. If someone makes you feel uncomfortable or unsafe, listen to yourself and believe in yourself.

2. Take action and seek help. If you experience sexual abuse, exploitation or harassment online or in real life, tell someone you trust who can support you through the situation.

3. If you see upsetting content, mean comments on a friend's post, or anything that makes you feel uncomfortable — tell someone. Report bad, threatening or abusive behaviour online and block anyone who threatens or abuses you on social media so they can no longer contact you.

4. If anyone does anything that makes you feel unsafe or uncomfortable, or asks you to do something that you don't want to, it is always okay to say 'no'.

5. Surround yourself with people you trust, like friends and family.

REMEMBER: Every individual should feel safe whenever they go online. It is everyone's responsibility to make the internet a safe place for all.

For more information, visit Netsafe New Zealand's information on gender-based and gender identity-based online abuse.

FACEBOOK   Save the Children   #IAmDigital