



## Hate Speech and Crimes

Below are resources from our partner the Southern Poverty Law Center (SPLC) that can support Affiliates in identifying and responding to hate communications. Please notify UnidosUS if your organization or community is targeted by using this email: [AffiliateAlert@unidosus.org](mailto:AffiliateAlert@unidosus.org).

[Hate Crimes Explained](#): SPLC provides detailed insights into hate crimes, including definitions, statistics, and common motivations, helping affiliates differentiate between general offensive content and actionable hate speech.

[10 Ways to Respond When a Hate Crime or Incident Occurs in Your Community](#): This guide offers clear, actionable steps for communities to support victims, report crimes, and strengthen resilience against hate incidents.

[Report Hate Platform](#): SPLC's confidential reporting platform enables individuals and organizations to document hate incidents, contributing to effective monitoring and response strategies.

[Policy Recommendations for Hate and Extremism](#): This document provides SPLC's recommendations on recognizing and countering hate speech and extremist activities, supporting Affiliates in determining when to elevate incidents to hate speech.

[Fighting Hate Resources](#): SPLC's "Fighting Hate" online resources and strategies for monitoring and addressing hate groups, a valuable tool for Affiliates managing hate communications.

### **Hate Comments on Social Media**

Based on the experience of UnidosUS and Affiliates, these are general best practices for responding to hateful comments on your organization's social media. Please note that depending on the social media platform, you may have different options available to you.

- 1. Monitor constantly.**
- 2. Document the hateful comment.** Take a screenshot or copy with a snip tool and keep for your records.
- 3. Report the hateful comment to the platform.** If a single account repeatedly comments hateful things, then this documentation should be shared with the platform. Depending on the platform, this can be reported as hateful speech and harassment and may warrant action by the platform (account pause or deletion).
- 4. Hide the hateful comment.** If the platform has the option, hide the comment which prevents other people from seeing the comment. In some instances, hiding the comment may be preferable over deleting it – why? Because the author of the comment will assume it is still publicly visible and avoid escalation or backlash.

5. **Block account of hateful comment.** You can block an account that makes repeated comments that are hateful and offensive. Report the platform directly to the platform before you block.

You will also want to provide guidance to your teams about differentiating between hate speech and critical feedback about your services. If the comments are about services, you should engage directly with the client to understand their perspective about their experience. It is preferable that you address this on a direct message and NOT in the comments. You may want to reply to let them know that you have reached out to them directly and they know to look for the message.

Your account may also fall victim to spam, in which case you should also take a screenshot, report to the platform, and delete from your post.