



# #PositionOfStrength

**#PositionOfStrength is Twitter's homegrown safety and empowerment program for women. This global initiative aims to harness the voices of women on our platform and encourage them to speak out online from a #PositionOfStrength.**

**While each event around the world focused on a specific issue relevant to that particular region, the overarching themes were to bring women together to speak about their experiences online, create a safe space to share best practices, learn how to stay safe on Twitter, and to network and build connections with other women.**

## The Beginnings

- Kicking off in March 2015 we partnered with @WomensAgenda in Australia to take the #PositionOfStrength initiative to 20 influential women including athletes, politicians, entertainers, psychologists, journalists, and business and NGO leaders.
- We wanted to understand how they used Twitter to build their own personal profile and networks, and also to understand how they dealt with negativity online. And we wanted to help. We quickly found out this resonated around the world.

## Starting Conversations

- These ongoing conversations are fundamentally about online safety, the need and opportunity to empower women to effectively share their voices on Twitter, and to learn from others about powerful strategies in dealing with conflict as it arises.

**For more information about #PositionOfStrength you can see [blog posts](#) detailing our activities.**

The screenshot shows a tweet from Fundación Karisma (@Karisma) posted on February 7, 2017. The tweet text is: "#SID2017 Las redes sociales deben ser un espacio seguro, #FuerzaEnMiVoz descarga este manual y protégete bit.ly/2lgp05". Below the text is a link to translate from Spanish. The main image is a graphic titled "SEGURIDAD, PROTECCIÓN Y PRIVACIDAD DE TWITTER" with a subtitle "UNA GUÍA PARA PERSONAS SOBREVIVIENTES DE ACOSO Y ABUSO". It features illustrations of three women and the Karisma logo. At the bottom of the graphic, it says "Conoce el manual completo en karisma.org.co/descargar/manualseguridadtw/". The tweet interface shows 20 retweets and 16 likes.

*Tweet from the Colombian event, #FuerzaEnMiVoz*



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## Trust & Safety

- We've worked hard to make the Twitter platform safer for users through a range of policies, tools, enforcement, education, and partnerships, but we recognise that a small number of people can use online platforms to harass or intimidate others in order to silence them. Women of stature, power, and firm opinions can be the targets of online abuse, and we want to continue supporting the power of women's voices on our platform.
- #PoS events would put a heavy focus on the Safety tools viable to ensure women knew how to control their experience on Twitter and how to report violations of the Twitter Rules.

## Networking Opportunities

- The #PositionOfStrength events focused on working collaboratively to equip women with the skills, tools, and knowledge to empower to them to speak confidently online.
- There was also opportunities for women to meet other women to grow their networks; encourage each other to get the most from their experiences. Ultimately cultivating a substantive presence in the global town hall of Twitter.

## #PositionOfStrength Around the Globe

There have been events in these locations around the globe:

- Mumbai, India
- Bombay, India
- Dublin, Ireland
- Dubai, UAE
- Deauville, France
- Toronto, Canada
- Mexico City, Mexico
- Bogota, Colombia

For more information about how to stay safe on Twitter visit [safety.twitter.com](https://safety.twitter.com)

