

Understanding and Navigating Cancel Culture

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Creating B.R.A.V.E. Spaces

We strive to provide a **B.R.A.V.E.** space for everyone making sure to understand and honor **Boundaries**, to be **Respectful/Reflective** of the processes learned within the space, to **Advocate** for ourselves and each other, to ensure that personal things are **Vaulted** and confidential (as needed) and to **Empower** everyone to be themselves and accept others for who they are.

Tweet

1. Describe cancel culture?
2. Is [cancel culture] an accountability tool or a social media nightmare?
3. Do you think it's fair to cancel a person or company based off past content?

What's the difference between cancelling and accountability?



Tweet



Alexi McCammond @alexi

Today I was reminded of some past insensitive tweets, and I am deeply sorry to anyone I offended. I have since deleted those tweets as they do not reflect my views or who I am today.



James Gunn @JamesGunn

Replying to @JamesGunn

And a book publisher deciding not to publish some books because some of the images in them are hurtful to minorities, is not cancel culture. That's THEIR free speech at work.

4:53 PM · Mar 6, 2021 · Twitter Web App



Piers Morgan @piersmorgan · 12h

Destroying people's careers & wrecking their lives, for expressing opinions that the 'woke' brigade don't like, is a form of fascism & it has to stop or it will destroy democracy.



Owen Jones @OwenJones84 · 12h

But that's exactly the point. Fascist dictators actually cancel people: they torture, imprison and murder people for having different opinions. That's not the same as people passionately expressing disagreement with things said by public figures. twitter.com/piersmorgan/st...

552 replies, 516 retweets, 4.3K likes



Justine Sacco @JustineSacco

Follow button

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

Reply, Retweet, Favorite, More options

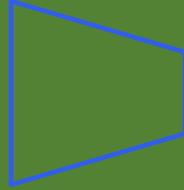
4 RETWEETS, 2 FAVORITES, user avatars

10:19 AM - 20 Dec 13 from Hillingdon, London

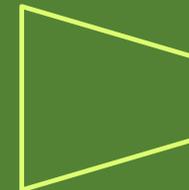
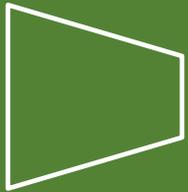
6:08 PM · 11/20/19 · Twitter for iPhone



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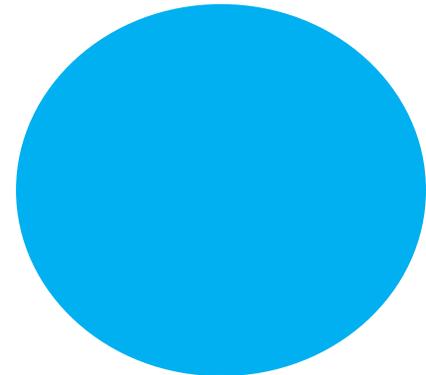


The Power of Social Media



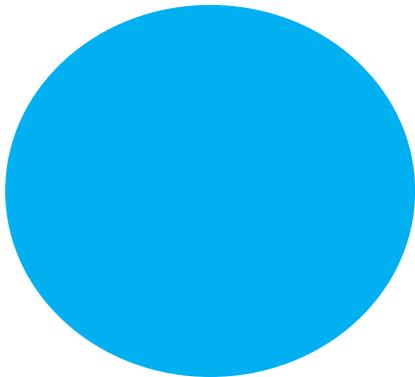
Influence

- The true strength of social media is **influence**.
- Social media offers an avenue for companies & individuals to not only engage with customers but also influence them with content which assists them with making a decisions
- The power that social media generates helps to establish word-of-mouth advocacy
- It is the **most powerful form** of digital marketing the world has ever seen
- Its ability to deliver **real-time updates, globally** makes it a powerful instrument

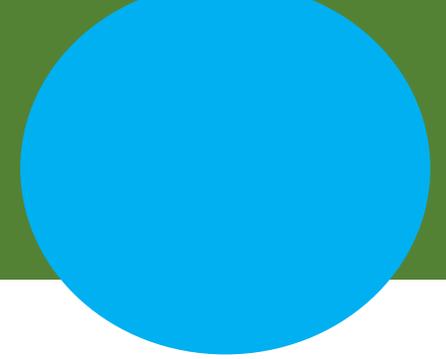


Reach

- **Facebook** -2.23 billion MAU: There are more than 65 million businesses using Facebook Pages and more than six million advertisers actively promoting their business on Facebook
- **YouTube**-1.9 billion MAU: Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google
- **WhatsApp**-1.5 billion MAU: WhatsApp is a messaging app used by people in over 180 countries
- **Instagram**-1 billion MAU: Instagram is a photo and video sharing social media app. It allows you to share a wide range of content such as photos, videos, Stories, and live videos.
- **Tik Tok**- 500 million MAU: Tik Tok (also known as Douyin in China) is a rising music video social network. It was the world's most downloaded app in the first quarter of 2018, beating Facebook, Instagram, and other social media apps.

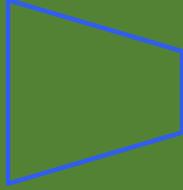


Userbility

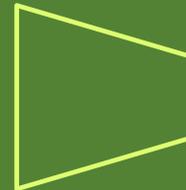
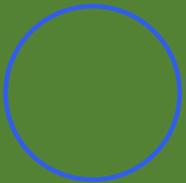
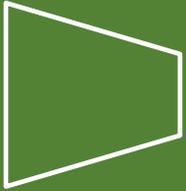


- Daily active social media users **3.78 billion** which equates to 48% of the population
- 68% of U.S. adults are Facebook users
- 84% of social media users are 18-29. 81% are 30-49. 73% are 50-64. 71% are over 65
- The average amount of time spent on social media per day is about **2 ½ hours**
- 54% of social media users use it to research products
- 71% of people who have a positive experience with a brand on social media recommend that brand to family and friends
- 91% of social media users interact via mobile device

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Cancel Culture



2



Cancel Culture

A modern internet phenomenon where a person is ejected from influence or fame by questionable actions. It is caused by [a critical mass](#) of people who are quick to judge and slow to question. It is commonly caused by an [accusation](#), whether that accusation has merit or not. It is a direct result of the ignorance of people caused communication [technologies](#) outpacing the growth in available knowledge of a person.

“Sadly he was a [victim](#) of [cancel culture](#).”



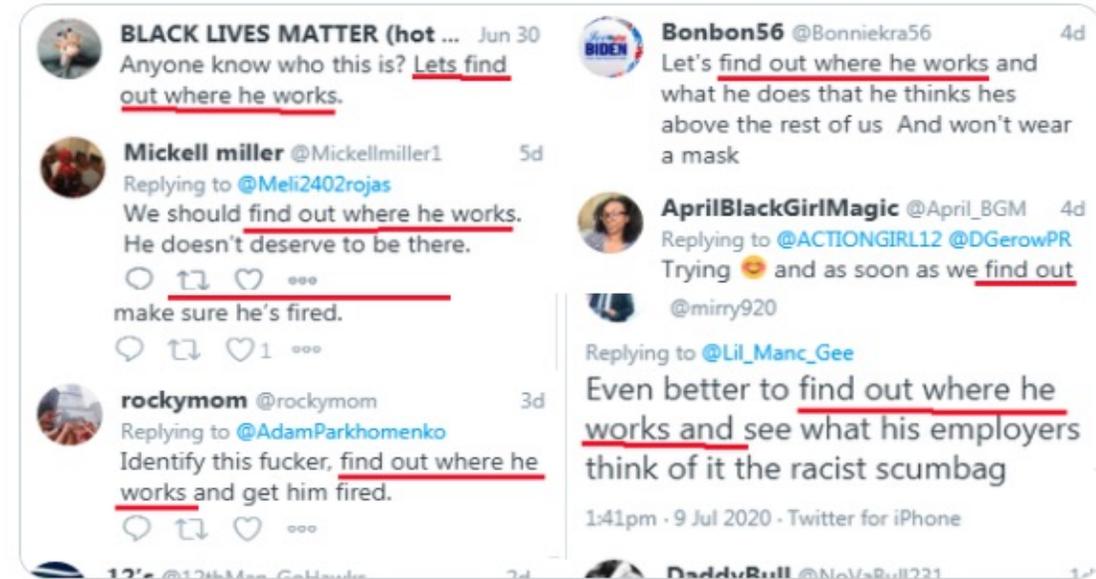
Wokal Distance
@wokal_distance

1/

See these screenshots? This is Cancel Culture.

Cancel culture doesn't just attack free speech. Cancel culture attacks the very foundation of civilization and democracy itself and we need to understand it if we want to fight back effectively.

A thread:



7:49 AM · Jul 10, 2020 · Twitter Web App

809 Retweets and comments 1.6K Likes



Charles M. Blow  @CharlesMBlow · Jul 11

Once more: THERE IS NO SUCH THING AS CANCEL CULTURE. There is free speech. You can say and do as you pls, and others can choose never to deal this you, your company or your products EVER again. The rich and powerful are just upset that the masses can now organize their dissent.

 3.9K

 23.2K

 97.2K



Thoughts
Become
Things

How Unconscious Bias Leads to Discrimination

Stereotype

Widely held. Preconceived and oversimplified image or idea about a person, group, or thing. Over time, stereotypes can become unconscious biases.



Unconscious Bias

An automatic association or attitude about race or gender, for example. Operates beyond our control and awareness. Informs our perception of a person or social group. Can influence our decision-making and behavior toward the target of the bias. Is a powerful predictor of our behavior.



Pre-Judging

An attitude about a person or group of people that is based on a belief or stereotype.

Behavior

Based on preconceptions and unchecked assumptions. Can create in-groups and out-groups by favoring one group over another.

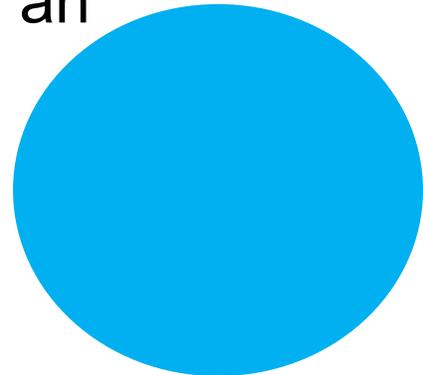


Discrimination

An ACTION that follows prejudicial attitudes. Denial of opportunity or unequal treatment regarding selection, promotion, etc.

Accountability

- Ensure that employees, affiliates etc. know social media policy and professional decorum for your organization when using social media
- Connect with HR to create a strategy for '*good & bad*' social media engagement.
- Create a plan for internal and external messaging regarding an employee, affiliate etc. violation
[response team]
- Treat everyone in the organization the same when it comes to social media etiquette
- Connect with legal to ensure that you are not in violation of an employees rights





Creating a Strategy

“Good luck trying to cancel me!”
– Logan Paul

1

Describe your company culture (values, goals and connections to the community)?

2

What is the company brand on social media?

3

How does your organization respond to uncomfortable situations?

Reflection

It might help to write yourself a script. How would you address scenario? What would you say [internal & external]?

Now What?

“If you fail to plan, you
are planning to fail!”
— Benjamin Franklin

Understand your brand
authentically

Plan to be cancelled

Create a strategic plan for
internal and external messaging

Ensure EVERYONE
understands the plan

Create your own step-by-step
plan that is authentic to your
brand

Recognize and weigh your risks
in communicating your next
steps

Remember the INFLUENCE,
REACH and USERBILITY of
social media



Q&A

If you'd like to connect with me
please use my media platform

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Motivational coaching or Public
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