Understanding and Navigating Cancel Culture

Patrice M. Palmer, MASJ, FRSA
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.

Adapted from Dr. Brene Brown's book The Power of Vulnerability
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?
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.

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.

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...
The Power of Social Media
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.
• **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.

• **TikTok** - 500 million MAU: TikTok (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.

“Top Social Media Sites to Know” (2019)
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 1/2 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

“Social Media Statistics You Should Know” (2021)
Cancel Culture
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.”
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 with this you, your company or your products EVER again. The rich and powerful are just upset that the masses can now organize their dissent.
Thoughts Become Things

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.

How Unconscious Bias Leads to Discrimination
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.
- 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]?
“If you fail to plan, you are planning to fail!” — Benjamin Franklin

**Now What?**

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
If you’d like to connect with me please use my media platform LinkedIn: Patrice M. Palmer

Motivational coaching or Public speaking contact me at: papalmer5276@gmail.com