

# Social Media and #StudentsNotProducts

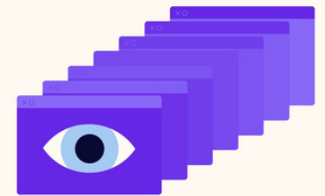
The Human Rights Watch (HRW) #StudentsNotProducts campaign team has created graphics and materials for social media. Here are our best practices for posting on social media to promote these messages to lawmakers and peers.

**1) We want to see what you post! Use #StudentsNotProducts and other relevant hashtags, and tag Human Rights Watch in your posts.**

- Instagram: @humanrightswatch, @stf\_liason
- Twitter: @hrw, @hrwstf
- Hashtags: #StudentsNotProducts, #EdTech, #AdTech, #digitalprivacy, #dataprivacy, #hrw, #humanrightswatch, #hrw, #hrwstf, #studenttaskforce, #humanrights
- Repost our Instagram [guide](#) or [reels](#).

**2) Use a catchy phrase or statistic to get peoples' attention.**

- Make it relevant to your community. What would catch your friends' attention?
  - Students! What do you know about data privacy?
  - Students shouldn't be compelled to give up their privacy to learn.
  - ATTN: See how the #EdTech you use handles data and privacy.
  - Education is a human right. Privacy is a human right. We're #StudentsNotProducts.
  - We thought we were safe in online classrooms. But we were kept in the dark.
  - Senator \_\_\_\_\_ act now to protect students' digital privacy!
- Consider including a statistic from the report in your caption or post:
  - 89% of the EdTech products HRW looked at monitored or could monitor students, in most cases secretly and without the consent of children or their parents.
  - HRW found that 140+ EdTech products direct sent or granted access to students' personal data to 196 AdTech Companies.
  - Of the 49 governments HRW looked at, 48 endorsed at least one EdTech product that risked or infringed on children's rights. 39 of these governments built and offered their own EdTech products, which risked or infringed on children's rights.
- Consider using a quote from the report in your caption or post:
  - "As kids, we feel powerless. What can I even do as a kid to stop these companies? That idea itself hurts a lot." — Priyanka S., age 16, Uttar Pradesh, India.
  - "How dare they? How dare [these companies] peep into my private life!" — Rodin, age 9, Istanbul, Turkey
  - "Mr. Google has sucked in a beastly amount of information during these days." —Pere Nieto, primary school teacher, Barcelona, Spain
  - "There were no doubts that the online platforms and tools used could be unsafe. It was never questioned." — A single mother of two school-aged boys, Izhevsk, Udmurt Republic, Russia
  - [Click here to read more testimonies from students, teachers, and parents HRW interviewed.](#)



### 3) Get the most important info out.

- If you're doing another advocacy action in your school or community, make sure to include a call to action.
  - Email [your legislator] this Friday at lunch if you believe in #StudentsNotProducts.
  - Join our phone bank tomorrow to tell legislators we are #StudentsNotProducts.
  - Call on [insert school name] to conduct a privacy audit and tell us how they're protecting students. #StudentsNotProducts.
  - Ask our administrators what they're doing tomorrow after school.
- In your bio/post, link to the #StudentsNotProducts website: [www.hrw.org/StudentsNotProducts](http://www.hrw.org/StudentsNotProducts)
- Here are some example posts:
  - A new @hrw report finds that an overwhelming majority of online learning products endorsed by 49 of the world's most populous countries during Covid-19 school closure were risky for children to use ➔ [www.hrw.org/StudentsNotProducts](http://www.hrw.org/StudentsNotProducts)
  - Students shouldn't be compelled to give up their privacy in order to learn. That's why @hrw is calling on governments to pass modern child data protection laws that regulate the collection, processing & use of children's data. #StudentsNotProducts [www.hrw.org/StudentsNotProducts](http://www.hrw.org/StudentsNotProducts)

### 4) Use the #StudentsNotProducts branding colors, guidelines, and graphic assets.

For access to these materials, ask your STF Team Member directly or [email stf@hrw.org](mailto:stf@hrw.org).

