

Not perfect
BETTER



Better Online

Tips and advice to be better online

Why ‘Not Perfect, Better’?

In November of 2024, we began our #welisten campaign where we spoke to men and boys in a series of focus groups and interviews. The focus groups were made up of men from all different cultures, ages, classes and experiences, yet they had a common thread: many **men couldn't tell us what a “good man” or a “good relationship” looked like.**



A lot of them felt disconnected from the issue of violence against women – not because they didn't want to be part of the solution, but because they felt like they couldn't be. They questioned whether they could speak up if they knew they still had room to be better.

The answer to that is **yes** and it's why we started **Not Perfect, Better.**

Better online Be the who you want to be.

Technology offers more ways than ever for people to connect.

Most of life happens online now. Group chats. DMs. Comments. Stories. Feeds. It can feel casual, but what happens online shapes how people think, treat each other, and what they believe is normal.

Online spaces can make disrespect look like banter. It can make controlling behaviour look like care. It can turn harassment into entertainment. The standard can shift when good people stay quiet.

Role modelling respectful behaviour can help drive change among the people you surround yourself with, and it starts by challenging what respect looks like online. It is not about calling people out. It is calling them in.

When you have the courage to break free from stereotypes and practice equality and respect in everything you do, the people around you will follow.



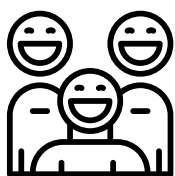
What's more important than best?

Being better.

Being better is not about aiming for perfection, just progress. It's about being the who you want to be, feeling all your feels, and taking responsibility when you mess up. Learn how to level up with some easy, effective things you can put in practice at home, work and out and about.

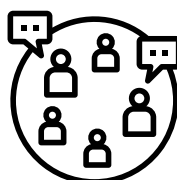


Four traps that make good people part of the problem



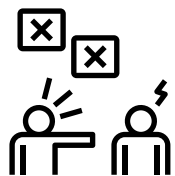
Trap 1. It's only a joke

If women, consent or respect are treated as a joke, it can train people to dismiss harm.



Trap 2. It's private

Private spaces can create the worst behaviour. Group chats often set the tone for what people accept.



Trap 3. She asked for it

Blame shifts accountability away from the person choosing disrespect.



Trap 4. Everyone does it

Trends are not a moral compass. Better is opting out and setting a different standard.

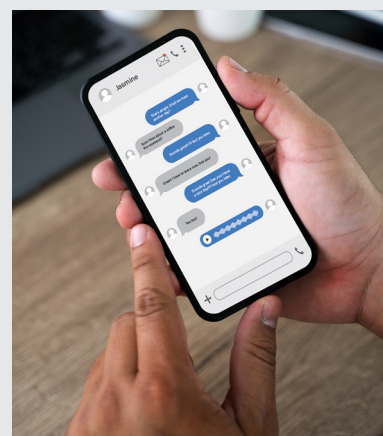
The Screenshot Test

Before you post, comment, react, or forward, run one simple test.

If this was screenshotted and shown to:

A parent. A partner. A sister. A daughter. A colleague. A coach. An employer. A future you. Would you stand by it?

Better online starts with this test because it cuts through excuses. If it relies on humiliation, objectification, or control, it does not pass this test, and it's not acceptable.



Being better online

What you do online influences more than you think. Use the **ONLINE** acronym for some simple ways you can have a positive influence in your feeds, chats, and comments.

O

Own your impact

Before you post or share, ask. Does this build respect, or does it lower the bar. If you get it wrong, own it and repair it.

N

Notice the red flags

Pay attention to patterns that often get dismissed. Jealousy framed as love. Pressure framed as persistence. Humiliation framed as jokes.

L

Lift the standard

Speak about women, girls and indeed others with respect. Reject content that objectifies, degrades, or encourages entitlement.

I

Interrupt disrespect

If a mate shares sexist memes, targets women or girls, or tries to excuse harm, step in. Keep it calm. "Nah, that is not on." "Not funny, bro"

N

Never share without consent

Do not forward private messages, images, screenshots, or personal details. Privacy is respect.

E

Encourage accountability

Back your mates to be better. That can mean a quick check in. "That post wasn't cool mate, you are better than that." And follow up and offer support.

Your online legacy is built daily

Online culture can reward attention, outrage, and encourage manufactured toughness. Step out of that.

Choose respect over likes. Choose curiosity over pile ons. Choose empathy over humiliation. That is how you become better online. It also gives the people around you permission to do the same.

The version of you that lives online still counts. Make it one you respect. Make it one that respects women. Make it one your mates and others can learn from.



Better you

Being better is not about aiming for perfection, just progress. It's about being the man you want to be, feeling all your feels, and taking responsibility when you mess up.

Learn how to level up with some easy, effective things you can put in practice at home, work and out in public.

Want more Better Guides? Head back to **Not Perfect, Better** or stay up to date with upcoming resources by following us on **Facebook**, **Instagram** or **LinkedIn**.

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