



Media statement by the Content Forum on Improving Social Media Training for the Youth

CYBERJAYA, 21 FEBRUARY 2023 — The Communications and Multimedia Content Forum of Malaysia (Content Forum) welcomes the suggestion made by the Minister of Youth and Sports YB Hannah Yeoh on improving social media training for young people.

As an industry-led organisation tasked with promoting self-regulation in creating and consuming content, the Content Forum has been actively carrying out various initiatives aimed at equipping the youth with the skills they need to be responsible digital citizens.

Our past work in this area includes awareness-raising initiatives such as public dialogue sessions on cyberbullying, guidance for parents on monitoring their children's use of the internet, and ways of creating an inclusive digital space for vulnerable communities such as persons with disabilities. Most recently in November last year, we collaborated with TikTok on the #BeliaSediaUndi campaign, which sought to empower young people on their voting rights and engage them in combating online misinformation.

We have also established partnerships with local universities to provide training programmes on ethical content creation for tertiary students. By strengthening the content talent pipeline for the future communication leaders of Malaysia, we aim to create a more responsible content space from the ground up.

Additionally, we note that a bulk of the complaints made to us over the years have been reports of harmful or misleading content and comments posted to social media. Given that the social media space tends to be driven by young people, we agree with YB Hannah Yeoh that more needs to be done to cultivate ethical and responsible digital spaces for all.

To this end, we gladly welcome any opportunity to collaborate with the Ministry of Youth and Sports and the Ministry of Communications and Digital to further intensify our efforts at encouraging self-regulation and responsible social media use. By combining our pool of resources, we believe that we will move even closer to our shared goal of creating a conscientious digital populace.

Kenny Ong
Chairman, Content Forum
21 February 2023

ABOUT THE CONTENT FORUM

The Communications and Multimedia Content Forum of Malaysia (Content Forum) is an independent self-regulatory industry body registered under the Malaysian Communications and Multimedia Commission (MCMC) and designated by the Communications and Multimedia Act 1998 (CMA'98) to oversee and promote self-regulation of content over the electronic networked medium. The Content Forum consists of key players of the content industry i.e., advertisers, advertising agencies, broadcasters, content creators/distributors, audiotext hosting services providers, advertising agencies, internet service providers and civic groups.

Aimed at facilitating self-regulation, which provides an additional layer of consumer protection that complements the legal framework, the Content Forum is committed to govern and promote the creation, distribution and consumption of electronic-networked content.

As an industry self-regulatory body, the Content Forum comprises key members of the communications and multimedia content industry, including broadcasters, advertisers, content creators, internet access service providers and civic groups. This dynamic and robust representation of industry practitioners ensures that content standards continue to be developed with the objective of establishing a level playing field in the industry.

The Content Forum is responsible for the implementation and enforcement of the Malaysian Communications and Multimedia Content Code ("the Content Code"). The Content Code was prepared by the Content Forum and first registered with MCMC on 1st September 2004. The Content Code is the principal source for industry self-regulation as it contains governing standards and best practices for content dissemination within the communications and multimedia industry in Malaysia. The main objective of the Content Code is to outline procedures of self-regulation that provides the platform for creativity, innovation and healthy growth of a fast-evolving industry.

The Content Forum houses a Complaints Bureau that is empowered to address all complaints relating to content disseminated over electronic networks. The Complaints Bureau is empowered to investigate possible breaches of the Content Code, mediate disputes, adjudicate cases, publish orders and impose sanctions where necessary. The Complaints Bureau accepts complaints from industry players and the general public. Additionally, it plays an advisory role to any party that requires guidance on electronic content matters.

Issued by GO Communications on behalf of the Content Forum

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