

# WHAT IS THE PLAYBOOK OF EXPLOITATIVE BACKLASH ACTORS?

Why and how "backlash" sells

## Build Community Around the Victim Narrative

Construct compelling narrative framing social changes as threats.

Create platforms for followers to gather, reinforcing the narrative.



STEP 1

## Find the "Boys in Crisis" Audience

Identify receptive demographics: Disaffected young men facing societal challenges.

Craft targeted outreach materials to lead them towards extreme content.



STEP 2

## Deeper Interaction and Indoctrination

Host interactive experiences to deepen engagement.

Moderate platforms to reinforce ideology and remove dissenting voices.



STEP 3

## Political and Social Influence

Leverage platform to shape public opinion and mobilize followers.

Align with like-minded politicians for mutual influence and legitimacy.

Influencers transition from content creators to significant players in the political and social arena, impacting broader landscapes while profiting greatly.



STEP 5

STEP 4

## Monetization and Expansion

Introduce subscription models, sell branded merchandise, solicit donations.

Organize paid events and seminars, secure book deals and speaking engagements.



# WHAT CAN BE DONE?

Toward a new playbook

## Listen First and Foster Critical Thinking

Engage in open-ended conversations.

Hone boys' critical reasoning skills and digital literacy.



STEP 2

STEP 1



## Promote Healthy Masculinity

Promote healthy masculinities free from harmful stereotypes.

Build a bigger tent for engaging boys.

Work with media and content creators to encourage inclusive, diverse storytelling about boyhood.

STEP 3



## Design gender equality and violence prevention programming

Gender equality programming should consider strategies to account for backlash.

Foster supportive communities for boys to grow alongside peers.



STEP 4

## Advance and achieve policy changes

Develop and promote access to critical online literacy.

Engage the health and education sectors.



STEP 5

## Compel industry leaders in the technology sector and social media platforms to bolder action and harm reduction

Bolster trust, ethics, and safety teams.

Incorporate safeguarding into algorithm design.

Demonetize and de-platform violent misogyny.