

The problem of online misogyny

It takes under half an hour for social media platforms like TikTok and YouTube Shorts to start recommending misogynistic content to young people. This content often appears as jokes, advice, or “hot takes” about relationships, masculinity, and gender, making it easy to overlook or dismiss. Repeated exposure can normalise disrespectful attitudes towards women and reinforce unhelpful ideas about how people should think or behave, and can also increase the likelihood of encountering other forms of harmful content, such as racism. Because this content is woven into everyday scrolling, it can influence young people without them even realising. While this content is harmful to girls and women, research shows it can also negatively affect the mental health and wellbeing of boys consuming it, making these patterns harder to shift once they take hold.

Unplug The Hate

Unplug the Hate is a youth-designed campaign that supports young people to recognise harmful online content and have more constructive conversations when they encounter it. The campaign encourages active allyship and reflection, rather than confrontation or debate.

It uses a simple, two-part approach. Posters and coasters placed in everyday community spaces prompt moments of reflection and direct people to an online resource with further information and support. Bathrooms were chosen for posters because they are proven locations for effective campaigns on personal and social issues, while disposable drink coasters act as portable prompts that can encourage gentle discussion in social settings such as cafés and bars. Our online resources can be seen [here](#).

By bringing the campaign into familiar, low-pressure environments, Unplug the Hate aims to reach people where they already are and support safer, more inclusive communities.

The ask

If you choose to participate, we would:

- Provide posters and coasters at no cost, in quantities that suit your venue
- Ask that posters be placed in bathrooms or other appropriate shared spaces, such as community notice boards etc
- Ask that coasters be made available for use in appropriate spaces and settings

The materials are non-political and non-disruptive, and there is no expectation for staff to engage customers about the campaign. Participation is entirely voluntary and is a great opportunity to be part of a unique campaign designed by young people about issues that matter to them.

By hosting these materials, venues help support youth-led action, community wellbeing, and respectful everyday spaces, while playing a small but meaningful role in addressing harmful online content.

Posters

“ I WANT TO BE A BETTER MAN. ”

Many men want this. Sadly, some online spaces cause more harm than good.

On social media, controversy leads to engagement and content that gets rewarded fastest is driven by fear, anger, hate or distrust.

Within half an hour of opening a new account, users are recommended hateful content.

Do you know who's influencing your mates online? Scan the QR code to find out more.

WORRIED ABOUT WHAT YOUR MATES ARE SEEING ONLINE?

Everybody loses in a world with gendered violence.

Online influencers are profiting from content that fuels misogyny, isolates young men and boys, and normalises all forms of hate.

This is something we want to change.

Want to help stop the hate your mates are seeing? Scan the QR code to find out more.

unplug
hate



unplug
hate



**NOT ALL ONLINE
ADVICE IS BUILT
TO HELP YOU.
SOME OF IT IS BUILT
TO HOOK YOU.**

**DO YOU KNOW THE
DIFFERENCE?**

**IF THEY ARE
PROFITING FROM
YOUR INSECURITY,
THEY AREN'T
TRYING TO FIX IT.**

**BETTER HELP
EXISTS.**

unplug
hate



unplug
hate



Coasters

Note: Each coaster will have 5 mm rounded corners and be printed double-sided



Who is involved in this project?

This project is delivered by All Together Now in partnership with Headspace, with project evaluation being conducted by Western Sydney University and is funded by Multicultural NSW's COMPACT grant.

All Together Now

All Together Now's vision is for a racially equitable Australia. We seek to achieve this by imagining and delivering innovative and evidence-based projects that promote racial equity. As a registered charity, we are community-driven, utilise partnered approaches, and all our work is intersectional.

As practitioners, we focus on building projects and programs that are evidence-based, co-designed and are independently evaluated. We actively build community resilience against racism in all its forms, including systemic, institutional and interpersonal racism. We design projects and programs aimed at enhancing people's skills to unpack and respond to discrimination, oppression, online hate, far-right extremism and hateful mis/disinformation.

Headspace

Headspace is Australia's National Youth Mental Health Foundation, providing early intervention mental health services to 12-25 year olds.

Headspace's role in the project was vital for the recruitment of young people, and for the identification of issues that they are seeing occurring with the young people that they work with

Western Sydney University

The outcomes of this project will be evaluated by experts from Western Sydney University

Multicultural NSW

Multicultural NSW is the lead government agency responsible for promoting community harmony and social cohesion in one of the most culturally diverse states in the world.