



HUMAN RIGHTS CAMPAIGN

USA, Inc.
SERIOUSLY, @DrewHernandezLive... It's sickening.
Drop a 🇺🇸 in the comments if you think leftism is becoming absolutely UNHINGED...
#SocialismSucks #Politics #TPUSA

Chad Prather @WatchChad
You know what forces anti-grooming laws?
Groomers.
5:10 AM · Apr 5, 2022 · Twitter for iPhone
2,242 Retweets 47 Quote Tweets 15.1K Likes

Drew Hernandez @DrewHLive
Imagine opposing a bill that's designed to protect children from pedophiles
11:02 PM · 29 Mar 22 · Twitter for iPhone



INSTAGRAM.COM Turning Point USA Visit Instrag...

Lauren Boebert @laurenboebert
A North Carolina preschool is using LGBT flag flashcards with a pregnant man to teach kids about diversity.
We went from Reading Rainbow to Randy Rainbow in a few decades, but don't dare say the Left is grooming our kids!
1:32 PM · May 31, 2022 · Twitter for iPhone

2,126 Retweets 325 Quote Tweets 10.4K Likes

DIGITAL HATE

Social Media's Role In Amplifying Dangerous Lies About LGBTQ+ People

Porn and Disney are to blame why Gen Z is overwhelmingly gay.

Groomers can't reproduce so they recruit.

Drew Hernandez @DrewHLive
Anyone saying calling people opposing the anti grooming law in FL a groomer is going to far is a pedo simp
11:31 PM · Apr 5, 2022 · Twitter for iPhone
42 Retweets 405 Likes

Sandy Smith
Sponsored · Paid for by SANDY SMITH FOR CONGRESS, INC.
Hi, I'm Sandy Smith and I am running for Congress as an America First Republican. Listen to my radio ad "One Name" to learn more about my positions. I ask for your vote on May 17th. Help me take back our country. -Sandy



Tim Young @TimRunsH
LA County has Texas over the
I guess they o
access to you
9:54 PM · Apr 7, 2022
1,824 Retweets 99 Quote Tweets 10.9K Likes

Center for Countering Digital Hate

The Center for Countering Digital Hate is a US-headquartered international non-profit NGO that disrupts the architecture of online hate and misinformation.

Digital technology has changed forever the way we communicate, build relationships, share knowledge, set social standards, and negotiate and assert our societies' values.

Digital spaces have been colonized and their unique dynamics exploited by malignant actors that instrumentalize hate and misinformation. These movements are opportunistic, agile, and confident in exerting influence and persuading people.

Over time these malignant actors, advocating diverse causes – from hatred of women to racial and religious intolerance to science-denial – have formed a digital Counter-Enlightenment. The disinformation they spread to bolster their causes has socialized the offline world for the worse.

The Center's work combines both analysis and active disruption of these networks. CCDH's solutions seek to increase the economic, political, and social costs of all parts of the infrastructure – the actors, systems, and culture – that support and profit from hate and misinformation.

Human Rights Campaign

The Human Rights Campaign is America's largest civil rights organization working to achieve equality for lesbian, gay, bisexual, transgender and queer people. HRC envisions a world where LGBTQ+ people are embraced as full members of society at home, at work and in every community.

In the United States, Center for Countering Digital Hate Inc is a 501(c)(3) charity.
In the United Kingdom, Center for Countering Digital Hate Ltd is a non-profit company limited by guarantee.

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1 Introduction

We are in the throes of a growing wave of violence, hate and demonization targeting LGBTQ+ people in the United States and around the world. There is no one reason for this increase.

Opportunistic, malignant people often seek to demonize others who are not like them. This includes individual trolls, ‘commentators’ seeking to monetize the attention performative controversy generates, and even famous and powerful politicians, seeking to generate electoral advantage by activating fringe bases.

Online hate and lies reflect and reinforce offline violence and hate. It is a reflexive process, in which the frequency with which hate appears in our feeds normalizes untrue narratives, infecting millions of users, and then extremist politicians, seeking power, play to those misinformed audiences, treating their highly visible misbeliefs as though they are a legitimate evidence base for hateful, demonizing policies. Digital populism becomes digital demonization.

Online spaces such as social media may have rules against hate and lies, but they are poorly enforced. These platforms have enormous reach and are cheap and easy to use, allowing fringe ideologies to burst into the mainstream through concerted activity, buoyed by social media algorithmic amplification, benefiting hateful, surprising and misleading narratives that generate engagement over tolerance and truth.

This study, carried out by the Center for Countering Digital Hate in collaboration with the Human Rights Campaign, analyzes how social media posts have created a cascade of online hate, underpinned by dangerous misinformation and outright lies against the LGBTQ+ community.

CCDH researchers analyzed discourse and hateful rhetoric targeting LGBTQ+ people on Twitter, finding an alarming and intense increase in recent months. This wave of hate has centered around the false and baseless lie that LGBTQ+ people ‘groom’ children. This, we know, has driven offline hate crimes. A drag queen in the Bay Area was attacked by the Proud Boys this June, with the far-right extremists using the same hateful slurs identified in this report.¹ This abuse, like the attempted white supremacist attack on a Pride parade in Idaho and incidents involving Neo-Nazis in Florida, did not happen in isolation: extremist rhetoric and attacks against LGBTQ+ people have ramped up online and offline in recent months.²

Through an over-time analysis, which quantifies tweets containing slurs like ‘groomers’ or ‘pedophiles’ in the context of conversations about LGBTQ+ people between January and July of 2022, CCDH researchers found that the volume of tweets engaging in ‘grooming’ discourse increased by 406% in the month following the passage of the ‘Don’t Say Gay or Trans’ bill in Florida. Further, we estimate that the 500 most-viewed tweets that advance the false ‘grooming’ narrative were viewed at least 72 million times. Given that these slurs clearly violate Twitter’s ‘Hateful Conduct’ policy, which prohibits attacks or threats against people based on their sexual orientation, gender, or gender identity, it is appalling that Twitter failed to act on 99% of the 100 most-viewed hateful tweets identified in this report when our researchers anonymously reported them using the platform’s reporting tools.³

Twitter is not the only platform responsible for the promotion of this hateful rhetoric. On Facebook, researchers identified 59 ads that promote the ‘grooming’ narrative, which were viewed over 2.1 million times. The ads were purchased and ran between March and August 2022 during the height of Florida’s ‘Don’t Say Gay or Trans’ bill controversy and often focused on Disney’s opposition to the bill, with language that claims opponents of ‘Don’t Say Gay or Trans’ are protecting pedophiles or that teaching about LGBTQ+ issues in schools amounts to ‘radical sexual grooming’. Having spoken out against the bill, Disney became a target in this narrative and was the subject of over half of the Facebook ads in this study. The company has also been targeted on Twitter, where 345,152 tweets mentioning Disney appear alongside slurs like ‘predator’, ‘pedophilia’, and ‘grooming’.

Hate, violent extremism, and conspiracies online have an impact offline. The amplification of anti-LGBTQ+ hate, which seeks to dehumanize and stoke fear and violence towards LGBTQ+ people, happens by design.⁴ Both Facebook and Twitter are known to algorithmically amplify hate and fail to act on abuse, inauthentic behavior, and content that violates their policies.

After decades of hard-won progress, the recent surge in violence and anti-LGBTQ+ hate serve as a reminder of how fragile that progress might be, and that there remain determined and capable opponents.

We are calling on Twitter and Meta to act on anti-LGBTQ+ hate and to stop hosting these harmful slurs. Social media companies that celebrate Pride Month while profiting from dangerous hatred against LGBTQ+ people should put their money where their mouth is.

We also identify key ways in which the current perverse incentives structures of US social media regulation – which shield companies from liability – could be reformed, and advocate for greater transparency of these important, but potentially harmful, environments.

Imran Ahmed
CEO, Center for Countering Digital Hate



Foreword from the Human Rights Campaign

On the cusp of an election that will have significant ripple effects for the LGBTQ+ community across the country, anti-LGBTQ+ hate and disinformation is spreading like wildfire across social media platforms.

As social media companies fail to crack down on the posting and sharing of content that violates their own policies, politically motivated extremists are becoming increasingly unfettered and unhinged online — further inflaming and radicalizing their followers, emboldening extremists to focus their ire on LGBTQ+ people, and doing so with virtually no boundaries or limitations.

This has to change.

While the wholesale slander and defamation of LGBTQ+ people — rooted in discrimination and hate — has materialized in many forms, there's perhaps no smear more prevalent today than the 'grooming' slur being perpetuated by extremist politicians and their allies. The attack has become so common — and is so blatantly false — that even the Associated Press style guide issued rules for how journalists should report on the issue, instructing reporters to "not quote people using the term in this context without clearly stating it is untrue." This report — a partnership between the Human Rights Campaign (HRC) and the Center for Countering Digital Hate (CCDH) — offers a deeper examination and analysis of the genesis of the slanderous 'grooming' narrative, how extremist leaders engineered its virality for political gain, and how the collective lackluster response from social media companies have given the greenlight for hate to proliferate across the country.

What the following analysis reveals is dangerous and disturbing: The volume of 'grooming' related discourse increased drastically — almost overnight — by **406%** in the month after Florida Governor Ron DeSantis passed his notorious 'Don't Say Gay or Trans' law.

Even more alarming is how quickly and easily these seeds of hate grow. This dangerous rhetoric is being pushed by a small, extremist group of politicians and their allies who, together, are driving a coordinated and concerted campaign to attack LGBTQ+ kids in an effort to rile up extreme members of their base ahead of the midterm elections.

In a short space of time, 10 people — including **Governor DeSantis's press secretary**, extremist members of Congress like **Marjorie Taylor Greene and Lauren Boebert**, and pro-Trump activists like "**Libs of TikTok**" founder **Chaya Raicheck** — drove 66% of impressions for the 500 most viewed hateful 'grooming' tweets. Posts from these 10 people alone reached more than **48 million views**, and the top 500 most influential 'grooming' tweets all together were seen **72 million times**. **The astonishing visibility these posts garnered is a direct result of Twitter's failure** to enforce its own policies banning anti-LGBTQ+ slurs. On Facebook and Instagram, 59 paid ads promoted the same narrative. Despite similar policies prohibiting anti-LGBTQ+ hate content on both social media platforms, only one ad was removed.

While the vast majority of Americans support nondiscrimination protections for LGBTQ+ people, this vocal minority is having an impact. Legislators in state houses across the country introduced **344 anti-LGBTQ+**

bills this session, and 25 of them passed. These bills and laws attack the LGBTQ+ community, particularly transgender and non-binary young people and their families, preventing them from accessing age-appropriate medical care, playing sports with their friends, or even talking about who they are in school.

The timing is not coincidental. These anti-LGBTQ+ bills and associated disinformation always escalate in election years. But social media companies should have been ready. They have developed clear non-discrimination policies to safeguard LGBTQ+ people online and, after the 2016 election, more robust policies to prevent bad actors from exploiting social media in an electoral context. But they seem unprepared or unwilling to enforce their own policies, and discriminatory rhetoric continues to multiply.

Beyond the political implications of this unfettered hate speech online, there are deadly real world consequences. Violent rhetoric leads to stigma and radicalization, which leads to violence. Nearly [1 in 5](#) of any type of hate crime is now motivated by anti-LGBTQ+ bias, and the last two years have been [the deadliest for transgender people](#), particularly Black transgender women, we have seen since we began tracking fatal violence against the community. Reports of violence and intimidation against LGBTQ+ people have been [making news](#) across the country, while anti-LGBTQ+ stigma is driving alarmingly high rates of depression, anxiety and suicide. More than [60 percent of LGBTQ+ youth](#) said their mental health has deteriorated as a result of recent efforts to restrict access to things like gender-affirming care for transgender youth. And it's unsurprisingly worse for [LGBTQ+ youth of color](#), who are more likely to attempt suicide (27%) than other LGBTQ+ high schoolers (22%) and non-LGBTQ+ high schoolers (5%).

As we approach the 2022 midterms, in partnership with CCDH, we call on social media companies to recognize their responsibility to stop the spread of extremist and hateful misinformation, including the grooming narrative. These companies must act swiftly and transparently, providing clarity on how they're interpreting their own policies. And given their lack of action thus far, we also ask lawmakers to hold these companies to higher standards.

As advocates, we know the values of these platforms in connecting communities and in educating the public about LGBTQ+ lives. But today's social media landscape is hostile territory for LGBTQ+ people and that hostility doesn't stop when we log off. It's driving anti-LGBTQ+ laws and anti-LGBTQ+ hate crimes. We have to turn the tide before it's too late.

Joni Madison,
Interim President, Human Rights Campaign



2 Executive Summary

Anti-LGBTQ+ ‘grooming’ rhetoric on social media platforms drastically increased following the passage of Florida’s Don’t Say Gay or Trans law

1. Researchers used the social analytics tool BrandWatch to collect a sample of 989,547 tweets posted between January 1 and July 27 that mention the LGBTQ+ community alongside slurs such as “groomer”, “predator” and “pedophile”.
2. In the month following the passage of the ‘Don’t Say Gay or Trans’ law, the volume of ‘grooming’ related content increased by 406%.
 - a. 6,607 tweets a day overall on average, up from 1,307 the month before
 - b. 1,385 tweets a day using the phrase “OK groomer” on average, up from 54
 - c. 4,053 tweets a day referring to Disney alongside slurs on average, up from 37
3. In the week following Twitter’s statement that tweets calling transgender or nonbinary people “groomers” violate its policies on hate speech, there were 8,075 tweets per day on average mentioning the slurs alongside the LGBTQ+ community

‘Grooming’ rhetoric is being spread by a small group of radical extremists as part of a coordinated and concerted effort to attack LGBTQ+ kids to rile up extreme members of their base, the only voting bloc they are moving on these issues, ahead of the midterm elections

1. Researchers used BrandWatch to identify the 500 most-viewed hateful ‘grooming’ tweets from our wider sample, which were viewed an estimated 72 million times in total and received 399,260 likes and retweets.
2. Within this smaller sample, tweets from just ten people were viewed an estimated 48 million times, equivalent to 66% of the reach of the 500 most-viewed tweets. Amongst the top ten people responsible for driving the ‘grooming’ narrative on Twitter are:
 - a. Marjorie Taylor Greene – Representative for Georgia’s 14th Congressional District
 - b. James Lindsay – “Anti-woke” activist and author
 - c. Lauren Boebert – Representative for Colorado’s 3rd Congressional District
 - d. Christina Pushaw – Press secretary to Governor of Florida
 - e. Frank Drew Hernandez – Contributor to Turning Point USA
3. The top 500 ‘grooming’ tweets were viewed 72 million times

Meta profits from ads promoting ‘grooming’ narrative on Facebook and Instagram

1. Using Meta’s Ad Library, researchers identified 59 ads promoting the narrative that the LGBTQ+ community and its allies are ‘grooming’ children.
2. Meta accepted up to \$24,987 for the ads, which have been served to users over 2.1 million times.
3. 32 of the 59 ads, receiving 2 million impressions, focus ‘grooming’ accusations on Disney after the company came out in opposition of the ‘Don’t Say Gay or Trans’ bill.
4. As of August 1, Meta continued to run ‘grooming’ ads despite stating on July 20 that baselessly calling LGBTQ people or the community “groomers” is covered by its hate speech policies.

Hateful content has gone virtually unchecked, despite new commitments on ‘grooming’ content from Meta and Twitter

1. An audit found that Twitter failed to act on 99% of the 100 hateful tweets reported to them anonymously by CCDH researchers **after** it had stated ‘grooming’ slurs were against its policies on hate speech.
2. Just one of the 59 ads promoting the ‘grooming narrative’ was removed by Meta, and the platform has continued to accept such ads **after** it had stated ‘grooming’ slurs were against its policies on hate speech.

There are real life consequences to anti-LGBTQ+ hate being spread online

1. Legislative
 - a. Legislators in state houses across the country introduced **344 anti-LGBTQ+ bills this session, and 25 of them passed.** These bills and laws attack the LGBTQ+ community, particularly transgender and non-binary young people and their families, preventing them from accessing age-appropriate medical care, playing sports with their friends, or even talking about who they are in school.
2. Anti-LGBTQ+ Violence
 - a. Nearly [1 in 5](#) of any type of hate crime is now motivated by anti-LGBTQ+ bias
 - b. The last two years have been [the deadliest for transgender people](#), especially Black transgender women, we have seen since we began tracking fatal violence against the community.
 - c. Reports of violence and intimidation against LGBTQ+ people have been [making news](#) across the country
 - i. White nationalists targeted a Pride event in Idaho
 - ii. Proud Boys crashed Drag Queen story hour at a local library in CA to shout homophobic and transphobic slurs.
- d. Mental Health Outcomes
 - i. More than [60 percent of LGBTQ+ youth](#) said their mental health has deteriorated as a result of recent efforts to restrict access to things like gender-affirming care for transgender youth.

3 Methodology

This report examines how social media platforms have been used to promote the narrative that the LGBTQ+ community and its allies are ‘grooming’ children. The report employs distinct methodologies to examine how ads have been used to promote the narrative on Facebook and Instagram, and how the narrative has spread on Twitter over the course of the year to date.

Twitter Methodology

Researchers used the social analytics tool BrandWatch to collect samples of tweets posted between January 1 2022, and July 27 2022, matching queries designed to identify the use of slurs associating the LGBTQ+ community and its allies with “groomers” or child predators. The queries used are set out in an appendix at the end of this report.

Over-time discourse analysis

To analyze the volume of discourse around slurs in various contexts over time, researchers gathered three time-series datasets based on keyword queries.

The first of these datasets includes instances where slurs like “grooming”, “pervert” and “pedophilia” were used alongside mentions of the LGBTQ+ community as well as mentions of “anti-grooming”, comprising 989,547 tweets in total. A second dataset includes mentions of “OK groomer” and “#okgroomer”, comprising 131,491 tweets. A third dataset was collected of the slurs being mentioned alongside Disney, comprising 345,152 tweets. Each of these datasets used in the over-time analysis captures all mentions of keywords identified by the BrandWatch tool and therefore includes tweets defending the LGBTQ+ community against slurs as well as those using the slurs.

The 500 most-viewed hateful tweets

To establish a robust estimate of the reach of hateful content, researchers compiled a dataset of the 500 most-viewed hateful tweets. This dataset draws from a combination of two wider samples: the 989,547 mentions of hateful slurs alongside the LGBTQ+ community and the 131,491 mentions of “OK groomer”.

The resulting list of tweets was ranked by reach to identify those with the highest impact. Reach is calculated by Brandwatch, which describes the measure as “a score created by Brandwatch to estimate how many individuals may have seen a piece of content.”⁵ For the purposes of this report, we will refer to reach as estimated views.

This list was then manually analyzed by researchers who marked hateful ‘grooming’ tweets in the set. Researchers defined tweets as hateful if they used ‘grooming’ slurs to refer to either the LGBTQ+ community or its allies. Each tweet in the set was assessed by at least two researchers, and only those that researchers agreed were hateful were included in our final set of the 500 most-viewed hateful tweets.

The resulting dataset of the 500 most-viewed hateful ‘grooming’ tweets is therefore a subset of a much larger number of such tweets in our wider dataset. In addition, keyword searches are not able to pick up on all references to the LGBTQ+ community, especially in cases where photos and videos of LGBTQ+ people are used alongside the slurs, which means that the dataset will inevitably miss some instances of abuse. For these reasons, our estimates of the total reach, likes and retweets of these hateful tweets are underestimates of the total reach and engagement with all such tweets posted to Twitter this year.

Meta Ad Library Methodology

Researchers used keywords such as “don’t say gay” and “anti-grooming bill” to search Meta’s Ad Library and manually filtered the results to find ads promoting the ‘grooming’ narrative either in the content of the ad or in content that the ad links to. The full list of the keywords employed in the search can be found in an appendix to this report.

For each ad, researchers recorded key details reported by Meta’s Ad Library such as the date the ad was posted, how much had been spent on the ad and how many impressions it had received. We adopt Meta’s definition of “impression” which is measured “as the number of times an instance of an ad is on screen for the first time”.⁶ Meta’s Ad Library records ads shown to users on either Facebook or Instagram, but it does not record how many times a particular ad was shown to users on each platform. The full list of ads identified by CCDH to be promoting the ‘grooming’ narrative can be found in the appendix.

4 “Grooming” slurs on Twitter surged following Florida’s ‘Don’t Say Gay or Trans’ bill

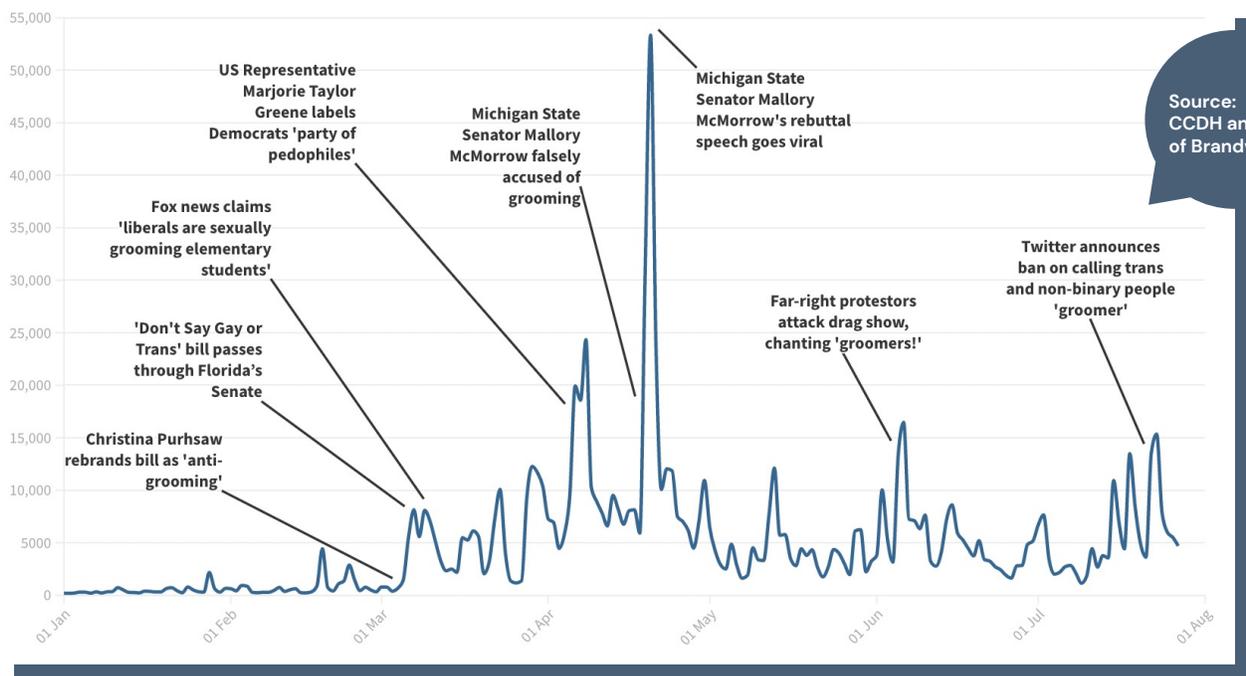
To quantify the discourse around ‘grooming’ slurs on Twitter, researchers used the social analytics tool BrandWatch to collect a sample of 989,547 tweets posted between January 1 2022, and July 27 2022, that mention the LGBTQ+ community alongside slurs such as “groomer”, “predator” and “pedophile” or that use the phrase “anti-grooming”. This dataset captures hateful tweets as well as those countering the ‘grooming’ narrative.

An initial flurry of tweets emerged when political proponents of the ‘Don’t Say Gay or Trans’ bill moved to re-brand it as an “anti-grooming” bill. On March 4, Christina Pushaw, the press secretary of Republican state governor Ron DeSantis, tweeted that the bill should be described as “anti-Grooming” and that those against it are “probably” groomers or at least “don’t denounce the grooming of 4–8 year old children”.⁷

While Pushaw was not the first to suggest characterizing the bill in this way, her tweet received an estimated 2 million views and can be seen as a key inflection point in the utilization of the terms connected with “grooming” alongside mentions of the bill and more broadly. Since her tweet, the phrase “anti-grooming bill” has been tweeted 44,028 times.

Tweets referencing the LGBTQ+ community alongside slurs

By date posted



Source: CCDH analysis of Brandwatch

The passing of the 'Don't Say Gay or Trans' bill on March 8 was another key moment, with news coverage drawing a continuous attention to the narrative – both critiquing it and promoting it. In the month after the bill passed, there were an average of 6,607 tweets mentioning the LGBTQ+ community alongside slurs each day, up 406% from 1,307 the month before.

In particular, spikes in tweet activity emerged in response to news coverage including a Fox News segment claiming “liberals are sexually grooming elementary students” and a segment on Real America’s Voice in which Congresswoman Marjorie Taylor Greene labeled the Democrats the “party of pedophiles” while discussing the bill.⁸

The largest flurry of tweets occurred in the days following April 19, 2022, when Democratic Michigan State Senator Mallory McMorrow posted a rebuttal speech after being targeted with false ‘grooming’ accusations from Republican Michigan State Senator Lana Theis.⁹ Her speech attracted a wave of support, going viral on Twitter and inspiring large-scale condemnation of the ‘grooming’ narrative. Daily tweets in our sample – which includes retweets – peaked at 53,353 on April 20, the day after McMorrow’s post.



On July 21, Twitter made a statement saying that tweets calling transgender or nonbinary people “groomers” violate its policies against hate speech.¹⁰ In the week following the company’s statement, there were **56,525 tweets mentioning the slurs alongside the LGBTQ+ community – an average of 8,075 per day.**

Notably, since this sample of 989,547 tweets was selected based on keywords, it includes a combination of differing viewpoints. It captures tweets that are supportive of the LGBTQ+ community, often expressing frustration or anger at the ‘grooming’ narrative, alongside hateful tweets embracing the slurs. Given the need to differentiate between these two opposing sentiments, researchers compiled a separate sample focussing solely on hateful tweets (see section 5.3 below).

4.1 Tweets mentioning the “OK groomer” slur surged by 2,465%

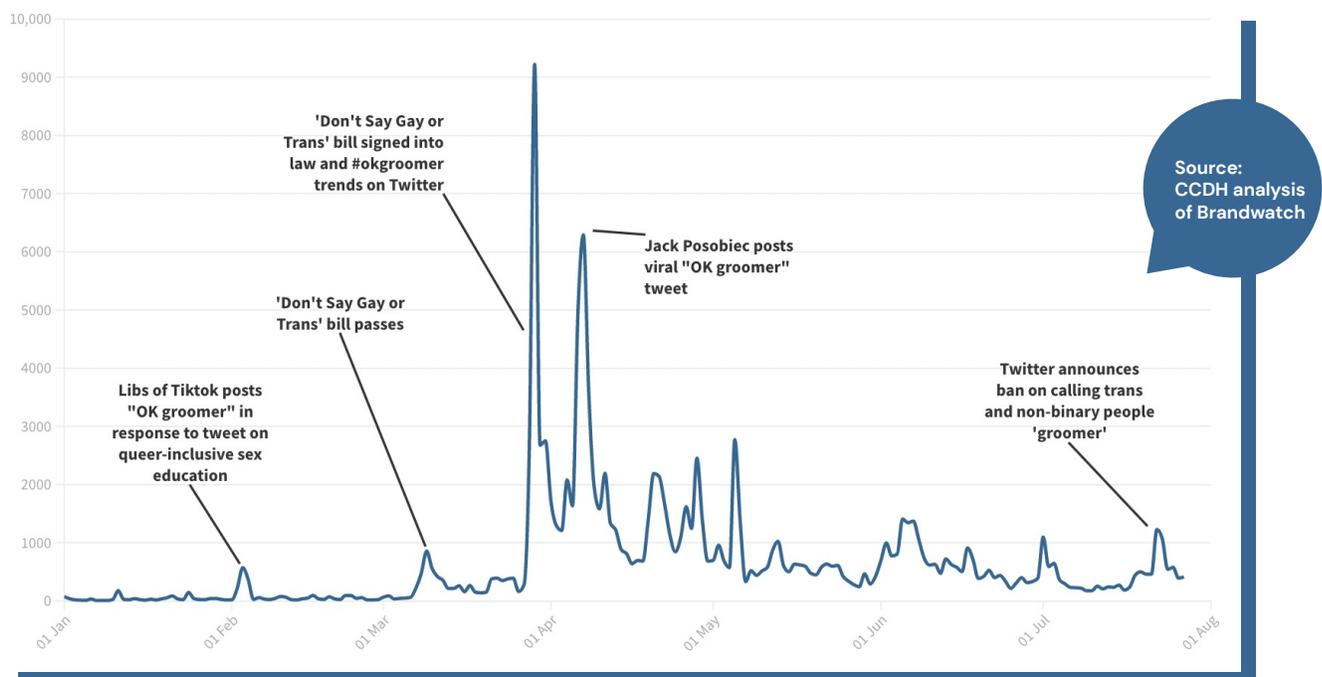
Researchers used the social analytics tool BrandWatch to collect a sample of 131,491 tweets posted between January 1, 2022, and July 27, 2022, that mention “OK groomer” or “#okgroomer”, a phrase now used to troll members of the LGBTQ+ community and their supporters. The sample includes mentions of the phrase regardless of intent, meaning tweets critiquing the trend are also included.

Inspired by the “OK boomer” trend, the phrase “OK groomer” is often employed as a derogatory response to tweets by LGBTQ+ educators, LGBTQ+ organizations, healthcare providers, or other members of the LGBTQ+ community. It has also often been utilized as an insult directed at anyone who criticises the ‘Don’t Say Gay or Trans’ bill.

The phrase received little pick-up until after the ‘Don’t Say Gay or Trans’ bill. In the month before the passing of the bill, it was tweeted an average of 54 times per day, which jumped to 1,385 per day in the month after, a 2,465% increase. In total, the phrase has been mentioned 127,537 times since the bill was passed – an average of 898 times per day.

Tweets mentioning “OK groomer”

By date posted



On March 28, the same day that the ‘Don’t Say Gay or Trans’ bill was signed into law. The frequency of “OK groomer” tweets peaked the next day with 9,219 tweets in total – about one every 9 seconds. In the week following Twitter’s move to ban tweets calling trans or non-binary people “groomers”, the phrase was mentioned 4,677 times – an average of 668 times per day.

The origins of the “OK groomer” phrase can be traced back to an anonymous post on 4chan’s “politically incorrect” message board in March 2020 encouraging its members to use their Twitter accounts to interrupt conversations about children amongst LGBTQ+ people by commenting “OK groomer”.¹¹ The post has now been deleted, but was shared on several Telegram channels under the banner “Operation OK Groomer,” including on the Proud Boys’ official Portuguese Telegram channel.¹²

Examples “OK groomer” tweets

This tweet shows Jordan Schachtel, a former Breitbart correspondent who now describes himself as an “independent journalist”, responding with “OK groomer” to a tweet expressing the view that education should incorporate the existence of gay people. It received an estimated 82,000 views.



This tweet by Sara Gonzales, a host on Blaze TV, responds with “OK groomer” to a tweet about the ‘Don’t Say Gay or Trans’ bill by LGBTQ+ rights advocate Chasten Buttigieg. It received an estimated 69,000 views.¹³



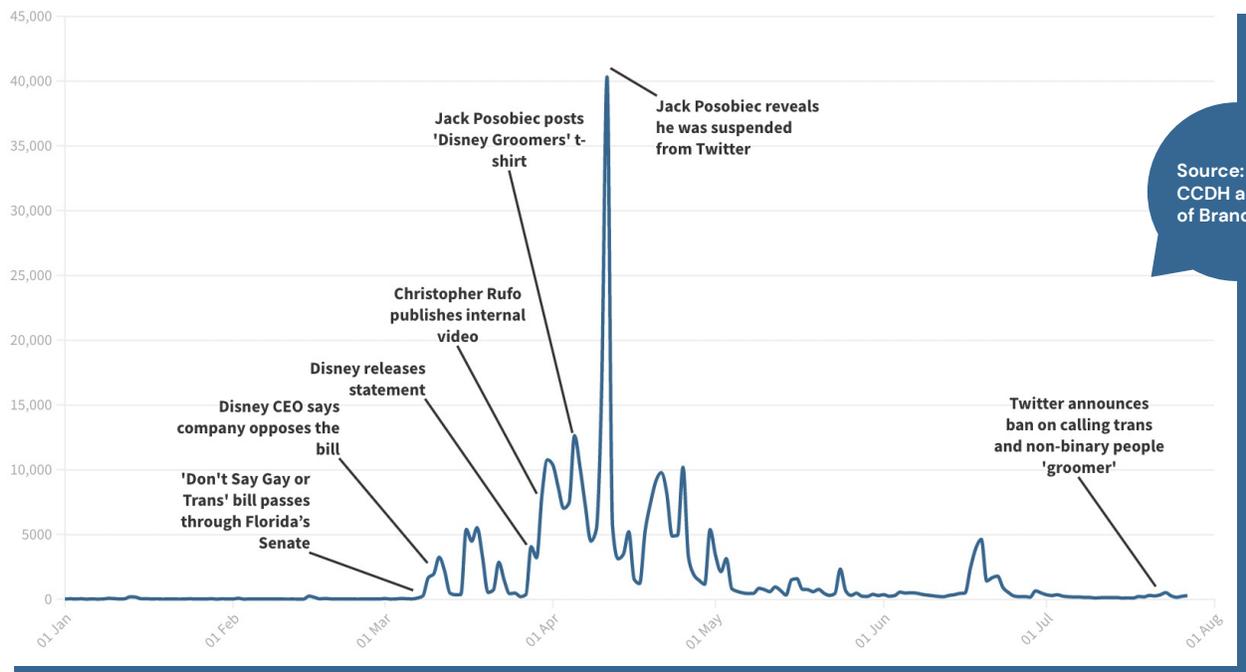
4.2 Disney has been targeted with 345,152 tweets about 'grooming'

Researchers used the social analytics tool BrandWatch to collect a sample of 345,152 tweets posted between January 1 and July 27 that mention Disney alongside slurs such as "grooming", "predator" and "pedophilia". Tweets meeting this criteria are included regardless of intent, meaning tweets critiquing the narrative are also included.

Disney has become a focal point for abusive slurs due to its opposition to the 'Don't Say Gay or Trans' bill and its inclusion of LGBTQ+ identities in its programming. 'Grooming' tweets mentioning Disney grew massively in the wake of the 'Don't Say Gay or Trans' bill, jumping by 10,854% in the month after it passed to an average of 4,053 per day, up from 37 in the month before.

Tweets mentioning Disney alongside slurs

By date posted



An initial spike in tweets occurred on March 9, when Disney CEO Bob Chapek said at a shareholder meeting that the company was publicly opposing the 'Don't Say Gay or Trans' bill.¹⁴ More tweet activity emerged in late March when Disney released an official statement expressing its opposition to the bill and far-right activist Christopher Rufo publicized an internal video call of Disney executive producer Latoya Raveneau discussing LGBTQ+ content in programming.¹⁵

In early April, alt-right personality Jack Posobiec tweeted a link to a T-shirt for sale that said “Boycott Groomers” over the Disney logo alongside a box saying “Bring Ammo”. He was subsequently suspended from Twitter for 12 hours for inciting violence.¹⁶ On April 10, the right-wing journalist Drew Hernandez tweeted “Hey @elonmusk Twitter suspended @JackPosobiec for calling Disney “Groomers” What the hell is up with that?”, receiving an estimated 3 million views.

On April 11, “Disney Groomer” was listed by Twitter as trending in the US.¹⁷ On the same day, Disney “groomer” tweets from our sample peaked at 40,311 tweets over the course of the day – about one every two seconds.

Example tweets about Disney and ‘grooming’

This tweet from conservative influencer, Candace Owens, openly calls Disney “child groomers” and “pedophiles” for opposing the ‘Don’t Say Gay or Trans’ bill and supporting the LGBTQ+ community. This tweet received an estimated 3 million views.¹⁸

This tweet says that Disney holds the “blame” for young people being gay and appears to label LGBTQ+ people as groomers. It received an estimated 48,000 views.¹⁹



4.3 The 500 most influential hateful ‘grooming’ tweets were seen 72 million times

To find the reach of hateful tweets peddling the ‘grooming’ narrative, CCDH manually identified a dataset of 500 of the most-viewed tweets that actively label members of the LGBTQ+ community or its allies with offensive slurs.

This list of 500 draws from both our sample of 989,547 tweets mentioning hateful slurs alongside the LGBTQ+ community and the 131,491 tweets mentioning “OK groomer”, prioritizing those with the highest reach. Tweets supportive of the LGBTQ+ community or ambiguous in nature have been removed, leaving just those promoting the ‘grooming’ narrative.

This sample shows that the 500 most-viewed tweets in our sample labeling the LGBTQ+ community and its allies “groomers”, “predators”, “pedophiles” and other abusive slurs have been seen at least 72 million times, received 334,825 likes and 64,435 retweets since the start of the year. The daily count of the highly influential hateful tweets peaked on March 29, the day after the ‘Don’t Say Gay or Trans’ bill was signed into law.



The hateful tweets are directed at a variety of groups within the LGBTQ+ community including LGBTQ+ educators, LGBTQ+ organizations, healthcare providers as well as the LGBTQ+ community more broadly. **Tweets attacking opponents of the ‘Don’t Say Gay or Trans’ bill, including companies such as Disney, have also been included in cases where they are referring in some way to their links to the LGBTQ+ community.**

4.4 “Grooming” tweets from just ten key figures were viewed 48 million times

A small number of individuals have an outsized influence in promoting the hateful grooming narrative, with just ten users responsible for tweets estimated to have reached Twitter users nearly 48 million times, equivalent to 66% of the total estimated number of Twitter users reached by the 500 most-viewed hateful tweets.

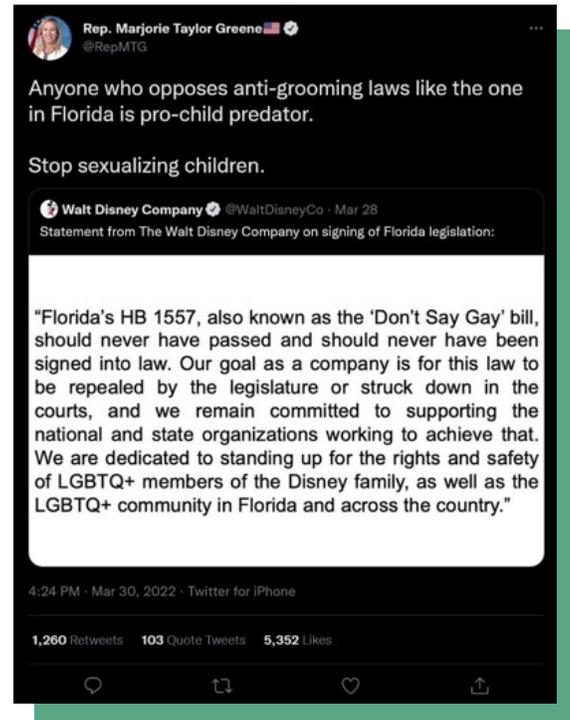
Rank	Name	Author	Total reach of tweets in top 50 most-viewed hateful tweets
1	Marjorie Taylor Greene	@RepMTG	17,954,000
2	James Lindsay	@ConceptualJames	11,792,000
3	Lauren Boebert	@laurenboebert	7,000,000
4	Chaya Raichik	@libsoftiktok	2,695,000
5	Tim Young	@TimRunsHisMouth	2,205,000
6	Christina Pushaw	@ChristinaPushaw	2,000,000
7	Frank ‘Drew’ Hernandez	@DrewHLive	1,856,000
8	Chad Prather	@WatchChad	844,000
9	Jack Posobiec	@JackPosobiec	839,000
10	‘Matt’s Idea Shop’	@MattsIdeaShop	751,000
TOTAL			47,936,000

1 Marjorie Taylor Greene

929,979 Twitter followers

Marjorie Taylor Greene is a member of the Republican party and the US Representative for Georgia's 14th congressional district. She is a far-right conspiracy theorist who has promoted the fringe conspiracy theory that Donald Trump was in an imagined battle against a cabal of Satan-worshipping, child-abusing Democrats.²⁰ She also advanced baseless claims about voter fraud relating to Donald Trump's 2020 election defeat.²¹ In videos posted on social media, she indicated support for political violence, encouraging protesters to "flood the Capitol".²² She is well known for her anti-LGBTQ+ rhetoric, recently calling for an end to Pride month.²³ Last year, she hung a poster outside her office mocking transgender children.²⁴

On 30 March, Greene tweeted that anyone who opposes Florida's 'Don't Say Gay or Trans' bill is "pro-child predator". The tweet received an estimated 3 million views.²⁵



2 James Lindsay

307,139 Twitter followers

James A. Lindsay is an online personality and author who has published books and podcasts criticizing "woke" culture. In his podcasts and writing, he has embraced alt-right terminology such as the term "Cultural Marxism" and argued that sex education classes are a Marxist project to wage war on objective reality.²⁶ In a recent podcast appearance, he elevated extreme conspiracy theories about Democrat-run re-education camps for the unvaccinated.²⁷

On Twitter, Lindsay has contributed to the popularization of the phrase "ok groomer", which he frequently uses in a derogatory manner to respond to tweets on LGBTQ+ themes. Between January 1 and July 27, 2022, he posted at least 689 tweets using the phrase "OK groomer", which together amassed upwards of 35 million estimated views, according to CCDH analysis using BrandWatch.

One example is this tweet by Lindsay, which labels the World Health Organization as a "groomer" for celebrating the LGBTQ+ community.²⁸ It received an estimated 79,000 views.



3 Lauren Boebert

1,414,836 Twitter followers

Lauren Boebert is a member of the Republican party and the US Representative for Colorado's 3rd Congressional District. She has described the Equality Act as promoting the "supremacy of gays and lesbians and transvestites" above all other Americans and claimed that the left would "imprison" and "take [the] children" of anyone who disagreed with them about it.²⁹ She has previously used Twitter to mock gender non-conforming and transgender people.³⁰



In this tweet, she promoted the 'grooming' narrative by accusing the left of grooming children because a school used an LGBTQ+ flag and an illustration of a pregnant man.³¹ The tweet received an estimated 7 million views.

4 Chaya Raichik

1,304,747 Twitter followers

Chaya Raichik is a right-wing activist who runs the previously anonymous 'Libs of TikTok' Twitter account.³² Going by @LibsOfTikTok, Raichik amassed a following of 1.3 million in just two years. Using her Twitter account, Raichik frequently posts TikToks from LGBTQ+ creators accompanied with derogatory captions. She has a history of targeting LGBTQ+ teachers in an attempt to have them fired for teaching about LGBTQ+ issues.³³ Her posts have also been linked to offline threats and intimidation tactics.³⁴ After being featured in one of her posts, California state Senator Scott Wiener received an email saying there was a bomb in his house.³⁵ She also repeatedly drew negative attention to the Pride event in Coeur d'Alene before it was targeted by white nationalists.³⁶

In this tweet, Raichik promoted the 'grooming' narrative by labelling Rhode Island Senator Tiara Mack, the first openly LGBTQ+ member of the Rhode Island Senate, a "groomer" after she championed LGBTQ+ inclusive sex education.³⁷ It was viewed an estimated 695,000 times.



5 Tim Young

547,716 Twitter followers

Tim Young is a comedian and author. He has contributed to the Washington Times and the Huffington Post, as well as appearing on Fox News as a political commentator. He has previously downplayed the seriousness of the Capitol insurrection, describing the January 6th Committee as “bullshit” and tweeting that Alec Baldwin has killed more people than the Capitol rioters.³⁸



In this tweet, Young promotes the ‘grooming’ narrative by accusing LA County officials of only wanting to travel to places they can groom children. The tweet followed LA County’s move to ban official county business travel to Florida and Texas in response to new anti-LGBTQ+ policies.³⁹ The tweet received an estimated 1 million views.

6 Christina Pushaw

166,135 Twitter followers

Christina Pushaw is the Press Secretary for Ron DeSantis, the governor of Florida who signed the Florida ‘Don’t Say Gay or Trans’ bill into law. She has previously attracted criticism for taking part in an online forum about the ‘Don’t Say Gay or Trans’ bill hosted by a convicted participant in the Capitol insurrection.⁴⁰

At the start of March, she called for the bill to be renamed the “Anti-Grooming Bill”.⁴¹ She went on to accuse anyone who opposes the bill a groomer or groomer sympathizer, in a tweet that reached an estimated 2 million people.⁴²



7 Frank 'Drew' Hernandez

253,921 Twitter followers

Frank Drew Hernandez is an internet personality who hosts a daily show called Frontlines for Turning Point USA, a right-wing organization targeting students. He made a name for himself livestreaming protests and was present in Kenosha, Wisconsin, at the protest where Kyle Rittenhouse shot multiple people. He later served as a defense witness for Rittenhouse.⁴³



On his show, he has described members of the LGBTQ+ community as “mentally ill” and referred to Pride month as “groomer month”.⁴⁴ Hernandez has tweeted a number of times promoting the ‘grooming’ narrative, including this tweet that brands those speaking against it with the slur “pedo simp”, meaning someone who is deferential to pedophiles.⁴⁵ The tweet was viewed an estimated 50,000 times.

8 Chad Prather

288,892 Twitter followers

Chad Prather is a right-wing internet personality and political commentator. He hosts a show on BlazeTV, the media outlet run by former Fox News presenter Glenn Beck. Referring to the Capitol insurrection, he has claimed that “Capitol police cleared the way. Completely paved the way for big tech censorship.”⁴⁶

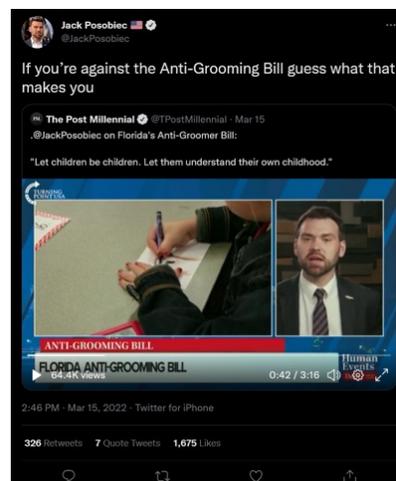


In this tweet, Prather brands anyone apposing the ‘Don’t Say Gay or Trans’ bill as groomers.⁴⁷ It was viewed an estimated 844,000 times.

9 Jack Posobiec

1,801,416 Twitter followers

Jack Posobiec is an alt-right personality, conspiracy theorist, and provocateur. He has promoted conspiracies including Pizzagate, the false claim that leading Democratic officials were running a child-sex trafficking ring.⁴⁸ He often peddles disinformation that seeks to portray his political opponents as dangerous or criminal.⁴⁹ In 2017, he was outed as the leader of a campaign to smear Trump protestors as sexual abusers via the “Rape Melania” disinformation stunt.⁵⁰ He has also attracted criticism for encouraging his followers to target Roy Moore’s accuser at her place of employment.⁵¹



Posobiec was suspended from Twitter for 12 hours for inciting violence after targeting Disney with ‘grooming’ accusations. He has also promoted the ‘grooming’ narrative beyond Disney.⁵² In this tweet, he suggests that all opponents of the ‘Don’t Say Gay or Trans’ bill are groomers. The tweet was viewed an estimated 338,000 times.⁵³

10 Matt’s Idea Shop

64,532 Twitter followers

Matt is a right-wing internet personality. He writes for the Daily Wire, a conservative news website known for spreading misinformation. He has previously downplayed the Capitol insurrection by comparing it to Black Lives Matter protests.⁵⁴

In this tweet, Matt brands the actor Don Cheadle a “groomer” for wearing a t-shirt reading “protect trans kids”. The tweet reached an estimated 751,000 Twitter users.⁵⁵



4.5 Twitter is failing to act on 99% of hateful ‘grooming’ tweets

According to Twitter’s rules, users are not permitted to harass other people on the basis of sexual orientation, gender or gender identity. Specifically, Twitter’s hateful conduct policy states:

“We prohibit targeting individuals and groups with content intended to incite fear or spread fearful stereotypes about a protected category, including asserting that members of a protected category are more likely to take part in dangerous or illegal activities, e.g., “all [religious group] are terrorists...”

We prohibit targeting others with repeated slurs, tropes or other content that intends to dehumanize, degrade or reinforce negative or harmful stereotypes about a protected category...

We are committed to combating abuse motivated by hatred, prejudice or intolerance, particularly abuse that seeks to silence the voices of those who have been historically marginalized. For this reason, we prohibit behavior that targets individuals or groups with abuse based on their perceived membership in a protected category.”⁵⁶



On July 21, the Daily Dot reported that Twitter had provided it with “a statement claiming that calling transgender or nonbinary people “groomers” violates its policies against hate speech.” A spokesperson for Twitter explained:

“We are committed to combating abuse motivated by hatred, prejudice, or intolerance, particularly abuse that seeks to silence the voices of those who have been historically marginalized. For this reason, we prohibit behavior that targets individuals or groups with abuse based on their perceived membership in a protected category,” Lauren Alexander, Twitter’s health product communications lead, said via email.

“Use of this term is prohibited under our Hateful Conduct policy when it is used as a descriptor, in context of discussion of gender identity.”⁵⁷



To test Twitter’s enforcement of its standards, CCDH researchers used Twitter’s “Report an issue” feature to report the 100 most-viewed tweets from after July 21 promoting the hateful ‘grooming’ narrative. The 100 tweets were based on the wider samples of tweets identified using keywords and were only included if they were identified by two researchers as promoting the narrative that the LGBTQ+ community or its allies are “groomers” or another similar slur. Two days later, Twitter had acted on just one tweet, stating:

“Thanks again for letting us know. Our investigation found this account violated the Twitter Rules:

- Violating our rules against abuse and harassment.**

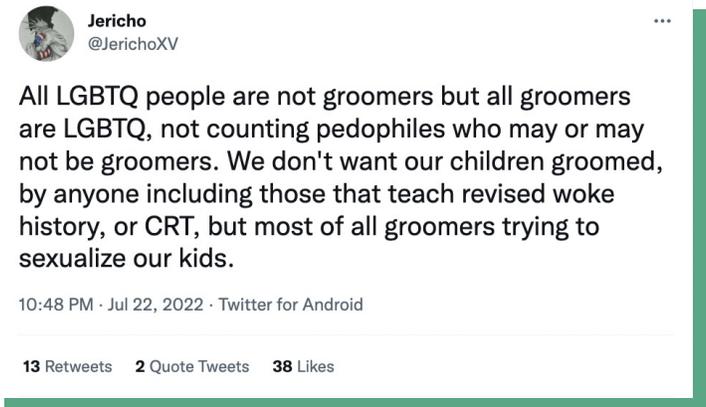
We appreciate your help in improving everyone’s experience on Twitter. You can learn more about reporting abusive behavior here.”



When researchers checked, the tweet had been removed, but the account was still active. A second tweet was confirmed by Twitter as violating its rules but was not removed.

Example tweets that Twitter failed to act on

This tweet, viewed an estimated 21,000 times, clearly intends to spread a fearful stereotype of the LGBTQ+ community by stating that “all groomers are LGBTQ”.⁵⁸



This tweet, which has been seen an estimated 15,000 times, labels educators that put rainbow and trans flags near schools as “the worst kind of people” who “see children as sex objects, ripe for grooming”.⁵⁹



5 Meta is profiting from ads that promote ‘grooming’ narrative

Using Meta’s Ad Library, researchers identified 59 paid ads served to users on Facebook and Instagram that promote the untruthful and dangerous narrative that the LGBTQ+ community and its allies are ‘grooming’ children.

As of August 1, Meta is continuing to run such ads despite telling press outlets on July 20 “that baselessly calling LGBTQ people or the community “groomers” or accusing them of “grooming” is governed under their policies prohibiting hate speech.”⁶⁰

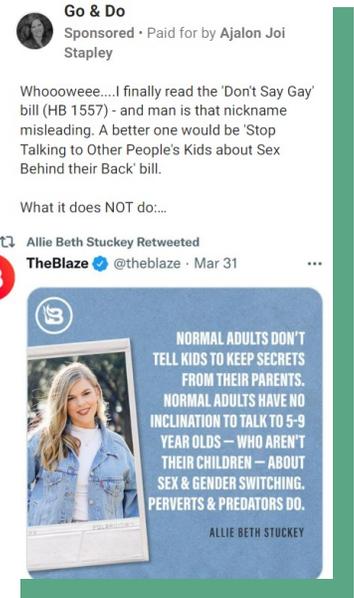
The ads, which span from March 5, 2022 to August 1, 2022, follow campaign efforts from supporters of Florida’s ‘Don’t Say Gay or Trans’ bill to label those who oppose it as “groomers”.

Amongst other offensive statements, the ads contained claims that teachers who mention LGBTQ+ issues in schools are “perverts and predators”, that mentions of LGBTQ+ people in schools amount to “radical sexual grooming” and that opponents of the ‘Don’t Say Gay or Trans’ bill are protecting pedophiles.

Together, **the 59 ads identified** by researchers as promoting this hateful ‘grooming’ narrative **received over 2.1 million impressions**, according to statistics recorded in Meta’s own Ad Library, and Meta has accepted **up to \$24,987 in payment for them.**

Examples of ‘grooming’ ads served to users by Meta

This ad expressing support for the ‘Don’t Say Gay or Trans’ bill accuses teachers who mention LGBTQ+ people in schools of being “perverts and predators”.⁶¹



Another ad promoted on Facebook is part of a political campaign from Sandy Smith, running as candidate for Congress, who claims that that they will fight the “radical sexual grooming” happening in schools.⁶²



This ad placed by Turning Point USA suggests that opponents of the ‘Don’t Say Gay or Trans’ bill are protecting pedophiles.⁶³



The Arizona Free Enterprise Club ran an ad promoting the narrative that teachers are required to attend LGBTQ+ “grooming training” in attempts to “indoctrinate kids” with a “hefty dose of gender and sexual identity”.⁶⁴

Arizona Free Enterprise Club
Sponsored · Paid for by Arizona Free Enterprise Club

Once upon a time, teachers were measured by their ability to teach reading, writing, and arithmetic. Now, too many school districts have refocused their priorities, opting to indoctrinate our kids with diversity, equity, and inclusion, combined with a hefty dose of gender and sexual identity. None of this...



AZFREE.ORG
Schools That Require Teachers to Attend Grooming Training Must Be...
Teachers were once measured by their ability to teach reading, writing, and...

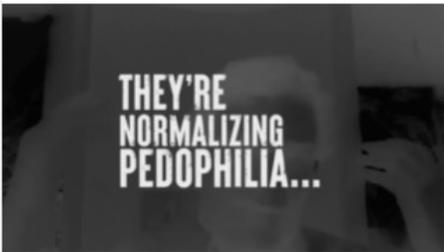
[Learn More](#)

This ad features a video that claims the “radical left” is “normalizing pedophilia” and uses an image of a drag queen as its thumbnail.⁶⁵

American Principles Project
Sponsored · Paid for by American Principles Project

Just one year into Leftist rule and the American family is already on the brink of destruction.

The only way to save the family? By fighting back NOW-pitch in to fire up our defenses and WIN THIS FIGHT>>



DONATE.AMERICANPRINCIPLESPROJECT.ORG
NOT AFFILIATED WITH FACEBOOK
[VIDEO] How “woke radicalism” puts American families in danger >>
Join American Principles Project to lead the fight, protect our kids, and save this nation.

[Donate Now](#)

American Principles Project
Sponsored · Paid for by American Principles Project

Just one year into Leftist rule and the American family is already on the brink of destruction.

The only way to save the family? By fighting back NOW-pitch in to fire up our defenses and WIN THIS FIGHT>>



DONATE.AMERICANPRINCIPLESPROJECT.ORG
NOT AFFILIATED WITH META
[VIDEO] How “woke radicalism” puts American families in danger >>
Join American Principles Project to lead the fight, protect our kids, and save this nation.

[Donate Now](#)

5.1 Facebook ads targeting Disney with 'grooming' accusations seen 2 million times

Many Facebook ads peddling the 'grooming' narrative focused their attack on Disney after the company came out in opposition of the 'Don't Say Gay or Trans' bill. In total 32 out of the 59 ads identified by researchers directly targeted the company, together receiving 2 million impressions.

Six of these ads were promoted posts by the conservative commentator Candace Owens, paid for by the media outlet the Daily Wire. They claim that Disney is complicit in the "intentional and overt confusion and sexualisation of our children in the classroom". In one video ad, Owens warns that "pedophilia is around the corner... we must not give these freaks and predators as much as one inch." The ads cost at least \$10,000 in total and were seen 1.2 million times.⁶⁶



Candace Owens

Sponsored • Paid for by Daily Wire

Co-CEO, Jeremy Boreing announced at The Daily Wire Company Townhall that the company will "invest a minimum of \$100 million over the next three years into a line of live-action and animated children's entertainment on its streaming platform."



DAILYWIRE.COM

Use Code FIGHTWOKEDISNEY for 45% off your membership

Sign Up

Another series of ads targeting Disney were placed by PragerU, receiving 191,000 impressions in total. In the caption of one video ad, PragerU accuses Disney of "inject[ing] sexualizing LGBTQ+ content into its programming".⁶⁷



PragerU

Sponsored • Paid for by PragerU

Is Disney's push to inject sexualizing LGBTQ+ content into its programming a problem? Will Witt is outside the gates of Disneyland at the "Boycott Disney" protest to find out why protestors no longer trust Disney.



PRAGERU.COM
See More Will Witt At PragerU
Think Better. Live Better.

Watch More

Another ad from International Family News links to an article pushing the narrative that Disney has been “captured” by the LGBTQ+ community, accusing the corporation of being on a “quest to groom our children in the radical LGBT agenda”.⁶⁸

International Family News
Sponsored

As we all know, Disney has been captured by the radical LGBT movement and is doing all it can to indoctrinate children as young as possible in the radical LGBT agenda. For example, Disney came out strongly against a new Florida law that bans the indoctrination of public-school K-3 students in the LGBT agenda; in [...]



IFAMNEWS.COM
Disney continues its quest to groom children
As we all know, Disney has been captured by the radical LGBT movement and is doing all it can to indoctrinate children as you...

IFN INTERNATIONAL FAMILY NEWS

HOME OPINION LIFE FAMILY CULTURE POLITICS ENTERTAINMENT SCIENCE PETITIONS

Disney continues its quest to groom children

The woke Disney Corporation is continuing its quest to groom our children in the radical LGBT agenda by launching its new “Pride” collection of clothing and accessories, and the profits raised from Pride sales will be donated to LGBT organizations, including one that has been grooming our children for decades.

by Robert Driedickl · May 29, 2022 · In Entertainment, Foreground · 703 · Reading Time: 4 mins read



This ad calling for a boycott of Disney promotes a petition claiming that media that features LGBTQ+ characters and LGBTQ+ education amounts to “child abuse”.⁶⁹

McGovern For Florida
Sponsored · Paid for by MCGOVERN FOR FLORIDA

Send a message and take a firm stand against the “woke” left who aim to destroy all of conservative America. Sign & SHARE this petition and let the Disney decision-makers know that you will no longer sit idly by or continue to fund their vile vision. <https://bit.ly/3vyX6XH>



McGovern For Florida
Government Official

Send Messa...



Tell Disney to STOP Indoctrinating your Kids!

The woke leftists who have infested America's largest cooperations have upset parents all across the country. Multiple high-level Disney employees have already admitted to wanting to indoctrinate your kids with non-traditional sexual values through the “child-friendly” content they produce.

In response to Florida's parental rights bill Disney has decided to not only rally in favor of teaching children about sex and gender but to work to create more content regarding sex and gender for children.

I believe that the topic of sex and gender should be restricted to individual parents to decide. Not the state or media organizations. Deliberately confusing children about their sexuality or gender I believe is child abuse and organizations like Disney shouldn't be pushing these topics with their movies and shows who's audience is largely children.

5.2 Facebook is failing to remove 98% of ‘grooming’ ads

The ads identified by CCDH clearly promote discriminatory stereotypes against members of the LGBTQ+ community by branding them with untruthful accusations of grooming and pedophilia as well as targeting them with hateful slurs like “predator” and “pervert”.

Facebook explicitly states that it prohibits ads discriminating against individuals based on sexual orientation and gender identity. Its discriminatory practices policy states that:



“Ads must not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, colour, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition.”⁷⁰

On July 20, 2022 Facebook told the Daily Dot that its policies on hate speech covered unsubstantiated claims that the LGBTQ+ community are “grooming” young children and labeling LGBTQ+ individuals as “groomers”.⁷¹

At the time this research was conducted, just one out of 59 hateful ads identified by researchers had been removed by Meta. By the time that single ad was removed, it had already received up to 3,000 impressions. Moreover, following Facebook’s elaboration on its policies covering the “grooming” narrative, CCDH identified an additional 4 ads that were authorized to run on the platform. 2 of these remain active as of 1 August, 2022.

6 Recommendations

This report evidences how Facebook and Twitter, two of the world's biggest, most experienced, and amply resourced social media companies, fail to deal with hate, misinformation and precursors to extremist violence on their platforms. This may be a snapshot, but their failure is not a one-off. Nor is it limited to LGBTQ+ people. It is yet more evidence of wider systemic failures, driven by laziness and greed. The report also provides further evidence that the companies are not properly incentivized to themselves invest in safety and put in place appropriate levers for action, policies and processes. Self-regulation has failed.

Big Tech has failed to be both:

- Proactive in enforcing their rules on online hate and disinformation before it is algorithmically amplified, and large numbers of users are exposed to it; and
- Responsive to users who raise the alarm on harmful content and misinformation.

The systemic failure to respond to alarms from users is driven by two key structural factors:

1. Platforms profit from getting users to view ads alongside content, even harmful content, and are reluctant to do anything that disturbs the flow of ad revenue.
2. Platforms refuse to invest in the moderation staff needed to respond to user reports appropriately and on time.

It suits platforms to pretend that this task is impossible to solve or that they are doing something simply because they have a policy in place. Neither of these things are true. For example, as noted in this report, Facebook has a policy that prohibits ads that discriminate against individuals based on sexual orientation and gender identity.⁷² Despite the policy, Facebook failed to act on it.⁷³ Where governments, such as those in Europe, have recognised that self-regulation has failed and put in place basic transparency and safety standards, platforms have been forced to invest in better moderation.⁷⁴

Platforms should hire, train and support moderators to remove hate and enforce Community Standards

The clear examples of LGBTQ+ hatred exposed in this report show that Twitter and Facebook current efforts to moderate their platforms fails to safeguard vulnerable populations from harassment, abuse, and even violence.

Twitter and Meta both need to re-invest some of their immense earnings to hire, train and support the moderators needed to effectively remove dangerous anti-LGBTQ+ content. In the long-term, platforms must also be held to account on their speed in dealing appropriately with harmful content, as platforms are designed to put content, including harmful content, into users' feeds while it is still new.

Users on the platform who see these tweets should also be encouraged to continue to report them as hate speech and both Twitter and Facebook should prioritize sufficient staffing and technology to act swiftly to put their own policies into action.

Platforms must act on hashtags promoting LGBTQ+ hate and close user accounts that publish LGBTQ+ hate on social media platforms

This report identifies hashtags that are viewed by millions and regularly used to share LGBTQ+ hate. Platforms should be bearing down on LGBTQ+ hatred, not facilitating its spread.

The tweets assessed in this study falsely assert that LGBTQ+ people and allies are taking part in one of the most egregious illegal activities that can be imagined. They also consistently invoke tropes and other content intended to dehumanize, degrade and reinforce harmful stereotypes about LGBTQ+ people.

Facebook and Twitter should take immediate action against these accounts, which have violated a number of their own existing hate speech policies, to ensure “groomer” is part of their hate speech analysis.⁷⁵

This should apply to LGBTQ+ hate and any other form of hatred. There should be no tolerance of hatred in society – whether it is expressed online or offline. There is no constitutional right to use a privately-owned platform to publish this type of content. Twitter and Meta need to immediately act on anti-LGBTQ+ hate and stop hosting these harmful slurs.

Platforms and regulators should ensure greater transparency of social media platforms

Platforms need to provide transparency on:

- The **algorithms** that select which content is amplified and which content is left lower down in timelines, so they can be analyzed for their impact on offline harms that vitiate civil rights and the rule of law
- The **advertising** that comprises the vast majority of their income needs to be clearly labeled with full transparency of who is advertising, to whom, where and when
- **Enforcement of rules** needs to be transparent, whether content is taken down or not, so we can build an understanding of what the de facto rules are for these platforms, no matter what their clearly poorly enforced community standards might say

If platforms fail to provide transparency, legislators should step in and ensure that a major locus of information exchange, social interaction and commercial activity is subject to the same transparency as other public businesses. It is absurd that a bodega in Brooklyn is subject to a stricter regime of transparency and inspections than some of the biggest businesses in the world. The unwillingness of social media platforms to subject themselves to transparency is evidence that they are unwilling to exist by the rules that apply to other institutions of sustained and significant democratic importance.

Platforms should enforce Community Standards and where they repeatedly and unreasonably fail to do so, should be liable for harm caused as a result

The community standards – the rules – that users agree to when they join a social media platform are not just their responsibilities as users to not spread hate or dangerous conspiracy theories and misinformation. Rules that users are expected to follow also delineate their corollary rights – that others should abide by community standards. Users expect not to be subjected to hate or deliberate misinformation campaigns by other users. Where platforms fail to behave in a reasonable way to respect and enforce the rights of users, and harm is caused to those users, platforms should be liable for that harm.

Appendix: Twitter Keyword Queries

Four Twitter keyword queries were used in the making of this report. The tweets from Queries 1 and 2 were used to identify our dataset of the 500 most-viewed hateful tweets.

Twitter Query 1: All tweets mentioning 'grooming' keywords in connection with LGBTQ+ people

This query includes tweets that mention one or more keywords relating to the LGBTQ+ community, such as "gay", "trans", or "fags" alongside one or more slurs, such as "pedo" or "predator" or "groomer". It also includes any mention of the phrase "anti-grooming," which has been used to tie the 'Don't Say Gay or Trans' bill to the grooming narrative. The query excludes mentions of marriage or brides in order to remove discussion about a separate bill that is not relevant to the LGBTQ+ grooming discourse. It includes "LGBT+" to incorporate tweets making the derogatory argument that "pedophiles" should be added to the LGBTQ+ banner. The handle @theonly1jt was excluded in order to exclude a viral tweet that is not relevant to the LGBTQ+ grooming discourse.

```
((LGBTQ OR LGBTQ OR LGBT OR homosexual OR gay OR homosexuality OR fags OR faggots OR  
transsexual OR tranny OR trannie OR trannies OR trans OR sodomite) AND (grooming OR groomer OR  
groomers OR paedophiles OR pedophiles OR paedo OR pedo OR predator OR pervert OR molester OR  
molest) NOT (marriage OR marry OR bride OR brides OR @theonly1jt OR @_benjamins_)) OR LGBT+ OR  
"anti-grooming"
```

Twitter Query 2: All mentions grooming/pedophilia slurs along side Disney

This query includes tweets that mention Disney alongside one or more of the list of slurs.

```
(disney) AND (grooming OR groomer OR groomers OR paedophiles OR pedophiles OR paedo OR  
pedo OR predator OR pervert OR molester OR molest)
```

Twitter Query 3: All "ok groomer" mentions

This query includes tweets that mention the phrase "Ok Groomer", both with or without a space and its hashtag form.

```
"ok groomer" OR okgroomer OR #okgroomer
```

Twitter Query 4: All "anti-grooming bill" mentions

```
"anti-grooming bill"
```

Appendix: Meta Ad Library Keyword Queries

Researchers used the following terms to search Facebook's Ad Library for ads promoting the narrative that the LGBTQ+ community is using sex education in schools to "groom" children.

- "don't say gay"
- "dont say gay"
- "anti-grooming"
- "anti-grooming bill"
- "parental rights in education"
- florida hb1557
- "hb1557"
- "hb 1557"
- "trans" "florida"
- "gay" "florida"
- "pedo" "school"
- "pedophile" "school"
- "pedophile" "florida"
- "sexualization" "school"
- "disney" "gay"
- "disney" "trans"
- lgbtq agenda
- trans agenda school
- desantis groom
- disney groom
- disney grooming
- teacher predator
- teacher indoctrinate
- trans indoctrination
- trans propaganda
- school sexualization
- groomers schools
- "disney" "pedophile"
- "disney" "agenda"
- "disney" "woke"

Appendix: Full list of Meta Ads

Ad URL	Page	Paid By	Date Posted	Removed
Link	Resist 46	Resist 46	05/03/22	Yes
Link	Monty Floyd for Hernando School Board	Kevin Monty Floyd	08/03/22	No
Link	Monty Floyd for Hernando School Board	Kevin Monty Floyd	08/03/22	No
Link	American Principles Project	American Principles Project	09/03/22	No
Link	American Principles Project	American Principles Project	09/03/22	No
Link	Matt Walsh	The Daily Wire	22/03/22	No
Link	Media Research Center	MEDIA RESEARCH CENTER	23/03/22	No
Link	McGovern For Florida	MCGOVERN FOR FLORIDA	28/03/22	No
Link	Truth & Liberty Coalition	Truth & Liberty Coalition Truth & Liberty Coalition	31/03/22	No
Link	CNSNews.com	MEDIA RESEARCH CENTER	01/04/22	No
Link	Turning Point USA	Turning Point USA, Inc.	06/04/22	No
Link	Free For ALL Podcast	Jason O Peitsmeyer	07/04/22	No
Link	Highlands County Republican Party	Highlands County Republican Executive Committee	07/04/22	No
Link	The Patriot Think Tank	The Patriot Think Tank	08/04/22	No
Link	American Principles Project	American Principles Project	08/04/22	No
Link	American Principles Project	American Principles Project	08/04/22	No
Link	American Principles Project	American Principles Project	09/04/22	No
Link	Jackson Lahmeyer	Jackson Lahmeyer	10/04/22	No
Link	Candace Owens	Daily Wire	11/04/22	No
Link	Candace Owens	Daily Wire	11/04/22	No

Spend Lower Bound	Spend Upper Bound	Impressions Lower Bound	Impressions Upper Bound	Outlink
\$100	\$100	2,000	3,000	
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	2,000	Link
\$100	\$100	1,000	1,000	Link
\$2,500	\$3,500	500,000	600,000	Link
\$100	\$100	1,000	1,000	Link
\$400	\$499	15,000	20,000	Link
\$100	\$100	5,000	6,000	Link
\$100	\$199	15,000	20,000	Link
\$100	\$100	9,000	10,000	Link
\$100	\$100	45,000	50,000	
\$100	\$100	1,000	1,000	
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	7,000	8,000	
\$3,500	\$4,000	250,000	300,000	Link
\$1,500	\$2,000	150,000	175,000	Link

Link	American Principles Project	American Principles Project	11/04/22	No
Link	American Principles Project	American Principles Project	11/04/22	No
Link	American Principles Project	American Principles Project	11/04/22	No
Link	American Principles Project	American Principles Project	11/04/22	No
Link	American Principles Project	American Principles Project	13/04/22	No
Link	American Principles Project	American Principles Project	14/04/22	No
Link	Candace Owens	Daily Wire	15/04/22	No
Link	Anthony Sabatini	SABATINI FOR CONGRESS	20/04/22	No
Link	Candace Owens	Daily Wire	21/04/22	No
Link	Resist 46	Resist 46	21/04/22	No
Link	Candace Owens	Daily Wire	22/04/22	No
Link	Media Research Center	MEDIA RESEARCH CENTER	22/04/22	No
Link	Dr. Johnson for State Senate	Vote Dr Johnson	22/04/22	No
Link	Candace Owens	Daily Wire	22/04/22	No
Link	Shiry Sapir Conservative for AZ Superintendent of Public Instruction 2022	Vote Sapir	25/04/22	No
Link	Lydia Whetstone for Greenwood School Board	Lydia Trieu Whetstone	25/04/22	No
Link	Highlands County Republican Party	Highlands County Republican Executive Committee	26/04/22	No
Link	PragerU	PragerU	27/04/22	No
Link	PragerU	PragerU	27/04/22	No
Link	Arizona Free Enterprise Club	Arizona Free Enterprise Club	28/04/22	No
Link	International Family News	International Family News	01/05/22	No
Link	National Organization for Marriage	National Organization for Marriage	01/05/22	No

\$100	\$199	15,000	20,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$1,500	\$2,000	300,000	350,000	Link
\$300	\$399	15,000	20,000	Link
\$2,500	\$3,000	250,000	300,000	Link
\$100	\$100	2,000	3,000	
\$1,000	\$1,500	200,000	250,000	Link
\$100	\$199	20,000	25,000	Link
\$100	\$100	20,000	25,000	
\$100	\$100	5,000	6,000	Link
\$100	\$100	3,000	4,000	Link
\$100	\$100	1,000	2,000	
\$100	\$100	1,000	1,000	
\$1,000	\$1,500	125,000	150,000	Link
\$200	\$299	30,000	35,000	
\$100	\$100	4,000	5,000	
\$100	\$100	2,000	3,000	Link
				Link

Link	PragerU	PragerU	04/05/22	No
Link	Truth & Liberty Coalition	Truth & Liberty Coalition	04/05/22	No
Link	PragerU	PragerU	04/05/22	No
Link	Go & Do	Ajalon Joi Stapley	04/05/22	No
Link	Maurice Mcsocialist	Maurice Mcsocialist	05/05/22	No
Link	Sandy Smith	SANDY SMITH FOR CONGRESS, INC.	07/05/22	No
Link	Sandy Smith	SANDY SMITH FOR CONGRESS, INC.	08/05/22	No
Link	American Principles Project	American Principles Project	10/05/22	No
Link	American Principles Project	American Principles Project	10/05/22	No
Link	American Principles Project	American Principles Project	10/05/22	No
Link	American Principles Project	American Principles Project	10/05/22	No
Link	International Family News	International Family News	21/05/22	No
Link	Shiry Sapir Conservative for AZ Superintendent of Public Instruction 2022	Vote Sapir	27/05/22	No
Link	Scott Stephenson For Congress	SCOTT FOR CONGRESS	7/28/2022	No
Link	Outrage of Kankakee County	Darrel W. Bruck Jr.	7/28/2022	No
Link	Garrett for Michigan	Garrett Soldano for Michigan	6/16/2022	No
Link	Garrett for Michigan	Garrett Soldano for Michigan	6/20/2022	No
Total				

\$200	\$299	35,000	40,000	Link
\$100	\$100	4,000	5,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$200	\$299	4,000	5,000	
\$100	\$199	2,000	3,000	
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1,000	1,000	Link
\$100	\$100	1000	2000	Link
\$300	\$399	30,000	35,000	Link
\$100	\$199	15,000	20,000	
\$100	\$100	1,000	2,000	
\$200	\$299	15,000	20,000	
\$200	\$299	25,000	30,000	
\$19,700	\$24,987	2,144,000	2,575,000	

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For example, Twitter’s policies include statements such as: we prohibit targeting individuals and groups with content intended to incite fear or spread fearful stereotypes about a protected category, including asserting that members of a protected category are more likely to take part in dangerous or illegal activities, e.g., “all [religious group] are terrorists”. And We prohibit targeting others with repeated slurs, tropes or other content that intends to dehumanize, degrade or reinforce negative or harmful stereotypes about a protected category.

SERIOUSLY @DrewHernandezLive... it's sickening.

Drop a 🗿 in the comments if you think leftism is becoming absolutely UNHINGED...

#SocialismSucks #Politics #TPUSA

Drew Hernandez
@DrewHLive

Imagine opposing a bill that's designed to protect children from pedophiles

11:02 PM · 29 Mar 22 · Twitter for iPhone



INSTAGRAM.COM
Turning Point USA

Visit Instrag...

Lauren Boebert ✓
@laurenboebert

A North Carolina preschool is using LGBT flag flashcards with a pregnant man to teach kids colors.

We went from Reading Rainbow to Randy Rainbow in a few decades, but don't dare say the Left is grooming our kids!

3:32 PM · May 31, 2022 · Twitter for iPhone

2,126 Retweets 325 Quote Tweets 10.4K Likes



Ancestral Vril
@AncestralVril

Porn and Disney are to blame why Gen Z is overwhelmingly gay.

Groomers can't reproduce so they recruit.

3:15 PM · Jun 1, 2022 · Twitter for iPhone

32 Retweets 2 Quote Tweets 253 Likes

Sandy Smith
Sponsored · Paid for by SANDY SMITH FOR CONGRESS, INC.

Hi, I'm Sandy Smith and I am running for Congress as an America First Republican. Listen to my radio ad "One Name" to learn more about my positions. I ask for your vote on May 17th. Help me take back our country. - Sandy



grooming of our children in school

Drew Hernandez
@DrewHLive

Anyone saying calling people opposing the anti grooming law in FL a groomer is going to far is a pedo simp

11:21 PM · Apr 5, 2022 · Twitter for iPhone

42 Retweets 405 Likes

Tim Young ✓
@TimRunsHigh

LA County has l... and
Texas over the r...

I guess they only... get
access to your kids...

9:54 PM · Apr 7, 2022 · Twitter Web App

1,824 Retweets 99 Quote Tweets 10.9K Likes

