

Stop Funding Hate

Guide for organisations and campaign groups

STOP
funding
HATE

ethical
consumer

TIPS AND TACTICS TO MAKE HATE UNPROFITABLE

Some publications and media outlets are using hate and division to drive sales and push a socially divisive agenda. Advertisers are a major part of their business model, providing up to half of many companies' revenues

With hate crime on the rise in the UK, we are making hate unprofitable by persuading advertisers to pull their support from these publications.

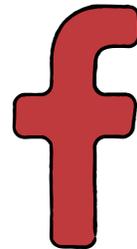
This guide will explain how you, as an individual, can also help persuade companies to stop funding hate.

STOP FUNDING HATE IN NUMBERS

2016
campaign
launched

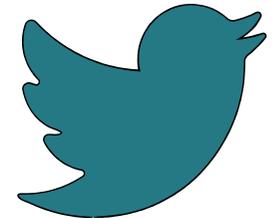
Over
16 million
video
views

Two national
newspapers
publicly
reviewing their
approach



230,000
Facebook
“likes”

128,000
Twitter
followers



With an
average
monthly
reach of over
36 million
people*

70 - 0 the fall
in anti-migrant
front pages
per year in the
Daily Express

Hundreds of
advertisers
withdrawn
from hateful
media

* <https://www.statista.com/statistics/380710/daily-mail-the-mail-on-sunday-monthly-reach-by-demographic-uk/> <https://www.newsworks.org.uk/titles-at-a-glance/daily-mail/>

WHAT TO DO IF YOU FIND HATE ONLINE



Find examples that as many people as possible will 'get', and which will immediately make brands feel awkward, for example anything that endorses violence (e.g. "they need to be wiped out"), or making demonstrably false claims.

BUILDING YOUR CAMPAIGN ORGANISATION

Find your power

We all have power – whether as individuals, organisers or influencers. Find the power of your organisation, whether it is your large presence on Twitter or your strong links with local community groups.

Build a big tent

Build a broad-based, inclusive supporter community. The more supporters you have, the more opposition you can show to hateful content.

Questions to consider:

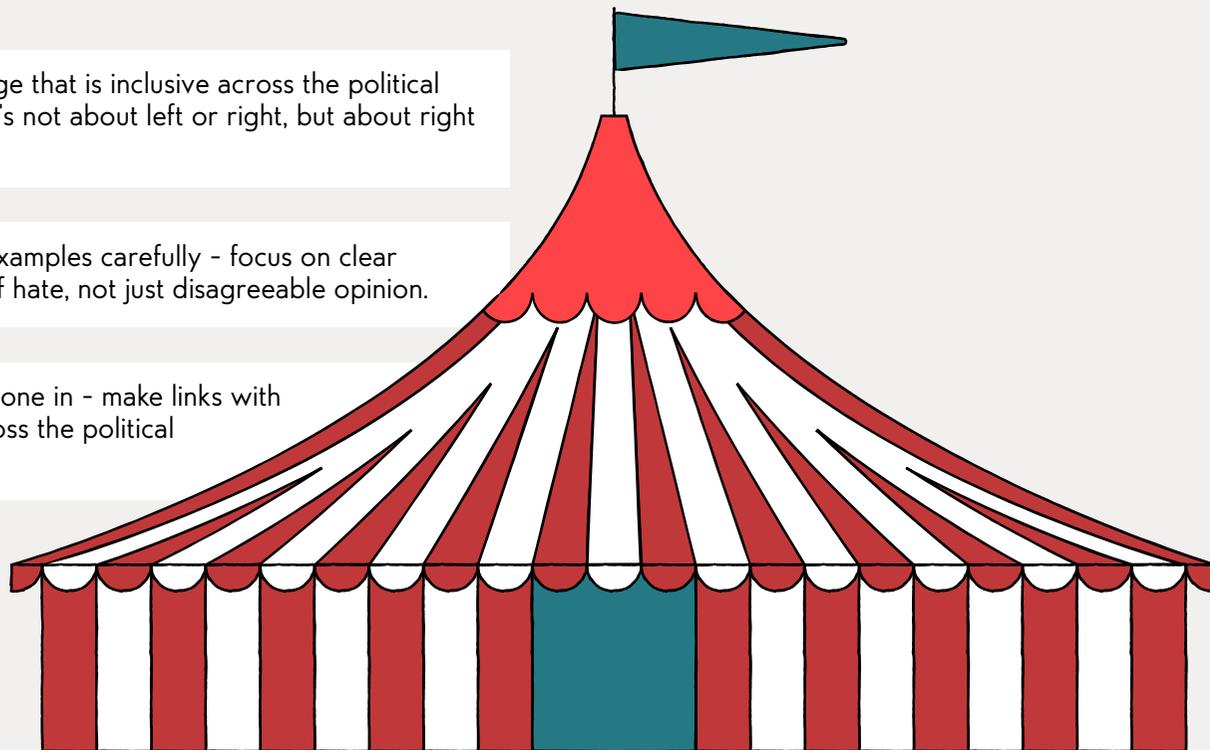
Which aspects of your campaign seem easiest for most people to agree with?

How could you pitch your campaign to the family member who is normally most opposed to your politics & worldview?

Use language that is inclusive across the political spectrum: it's not about left or right, but about right and wrong.

Pick your examples carefully - focus on clear examples of hate, not just disagreeable opinion.

Bring everyone in - make links with people across the political spectrum.



Anchor your campaign

Founding your campaign in a clear set of principles can support you in building a large supporter base and taking a 'be the change' approach, modelling the inclusive example you want to see.

Principles could include:

We all have Human Rights.

This can unite supporters across the political spectrum.

Free speech is for everyone – not just for media owners.

Consumers and brands can express free speech by withdrawing their financial support.

We do not accept hate.

'Being the change' is a great way to provide a positive example and keep your campaign above criticism. Avoiding hateful speech – even when angered by a headline, content or social media response – is a great way to do this.

1

SPOTTING HATE SPEECH

Hate speech can come in many forms and contexts. Here are common types of hate speech to look out for:

Demonisation

Presenting the target group in overwhelmingly negative terms, e.g. characterising the group as 'aggressive', 'dirty' or 'criminal'.

Incitement to violence

Calling for the target group to be attacked or killed – including in coded terms, e.g. 'they need wiping out'.

Toxic misinformation

Falsely linking the target group to violent, criminal or morally corrupt behaviour, e.g. using a fake crime report.

Incitement to discrimination

Calling for members of the target group to be denied equal treatment, e.g. suggesting that they should be denied voting rights.

Dehumanisation

Portraying the target group as subhuman – likening them to vermin, parasites or disease, e.g. characterising the targeted group as 'rats', a 'swarm', 'plague' or 'infestation'.

“Accusation in a mirror”

Claiming that the target group is conspiring to attack the wider population and poses an existential threat.

CHOOSE THE MOST OBVIOUS AND EXTREME EXAMPLES

Find examples that as many people as possible will 'get', and which will immediately make brands feel awkward, for example anything that endorses violence (e.g. "they need to be wiped out"), or **making** demonstrably false claims.

METRO
I LOVE YE! DAY KANYE ROCKED THE WHITE HOUSE
TRANSGENDER JAIL SEX FIEND
PERVERT IDENTIFIED AS A WOMAN TO 'TARGET FEMALE INMATES'

THE TIMES
Why our marriage is over
Calls to end transgender 'experiment on children'
Brexit-weary Britons long for political strongman

Daily Mail
WHY WE ALL FEAR DENTISTS ARE NATURAL BORN KILLERS
THE 'SWARM' ON OUR STREETS

Daily Mail
FREE TOMORROW DO-IT-YOURSELF WILL KIT WORTH £9.99
PM: UK MUSLIMS HELPING JIHADIS

Daily Mail
FREE INSIDE TOMORROW GREAT BRITISH BAKE OFF
MIGRANTS: HOW MANY MORE CAN WE TAKE?

MRS CLOO KNEE
GREAT MIGRANT SWINDLE

2

CHOOSING YOUR MESSAGING



A successful campaign will have clear messages that aim to get campaigners, social media users and companies on board. The words and metaphors that we use to communicate a message can have a profound effect on the way that message is received.

Tips for successful framing:

Have some simple, short messages. For example, "hate in the media leads to hate crime on the streets".

'Be the change': communicate in a way that isn't hateful and focus on the positives.

Tap into widely-held positive beliefs and values, such as kindness, empathy and love, which are shared across the political spectrum. For example, "every life is precious."

Avoid getting bogged down in arguments that reinforce unhelpful narratives.

Find 'angles' that are difficult to disagree with. Remember that the language that inspires a committed progressive campaigner may not always resonate so well with people who are less politically-engaged.

Emphasise the positive change you are seeking. For example, "we are creating a better media."

“WHEN YOU NEGATE THE FRAME, YOU REINFORCE THE FRAME”

When you focus on challenging negative stereotypes, you draw attention to them.

The same applies to attacks on your campaign. Rather than trying to rebut negative commentary, try to block and ignore it as much as possible, focusing instead on the real message your campaign is sharing.



Anat Shenker-Osorio
@anatosaurus

3:58 AM Jan 24, 2019

Replying to @glad

When you negate a frame, you evoke and reinforce it. Say what you believe, not what you oppose.

Trans people are courageous

Trans people are worthy

Trans people are our family

Trans people are our neighbors

Trans people are our colleagues



3

CONTACTING COMPANIES

Choosing the right company

Sometimes many advertisers will be associated with a hate campaign by a particular news outlet.

A 'scattergun approach' – contacting lots of companies and checking who replies – can be very useful. At the same time, you may spot brands that are likely to be 'on side', for example, those that promote values such as honesty, integrity and diversity. Focusing extra attention on these can find you a crucial first company to withdraw advertising. You could organise a 'Twitter storm' or weekend of action emailing that company to provide focus to the campaign.

In November 2019, The Spectator published an article suggesting that it should be made harder for Muslims to vote. We noticed that the National Theatre was one of the advertisers in the magazine, which stood out as an institution that would want to be seen to be inclusive of all communities. We launched a weekend of action, focused on the National Theatre alongside other advertisers, and they were indeed the first to respond. It gave us a crucial first win and real boost for our campaigners.



National Theatre
@NationalTheatre
4:37 PM Nov 4, 2019

Replying to @NationalTheatre and @StopFundingHate

We have no further adverts planned with The Spectator, but this column, which was very much at odds with our organisational values, will be taken into account in our regular review of the places we advertise. 2/2



TACTIC Make a strong visual connection between the advertiser and the hate speech.

Create a strong visual link between a particular advertiser and the toxic media content that their money is funding and share this online. Try to take a screenshot that includes both the comments or the headline, and the advertiser.

This can be shared amongst supporters and sent to the company via email or social media.



Stop Funding Hate
@StopFundingHate
8:14 AM Dec 11, 2016

And here's @curryspcworld advertising on the Sun article comparing migrants to "cockroaches" #WhosAdvertising <https://thesun.co.uk/news/1541491/rescue-boats-id-use-gunships-to-stop-migrants/>



Moving quickly

Be ready to move fast when a hateful media story appears. A single campaign can quickly blow up if you 'ride the wave' of public concerns and reaction on social media.

Once you've identified a company, try to mobilise as many people as quickly as possible. Call on contacts, friends and supporters to pile on the pressure quickly.



JUDO!

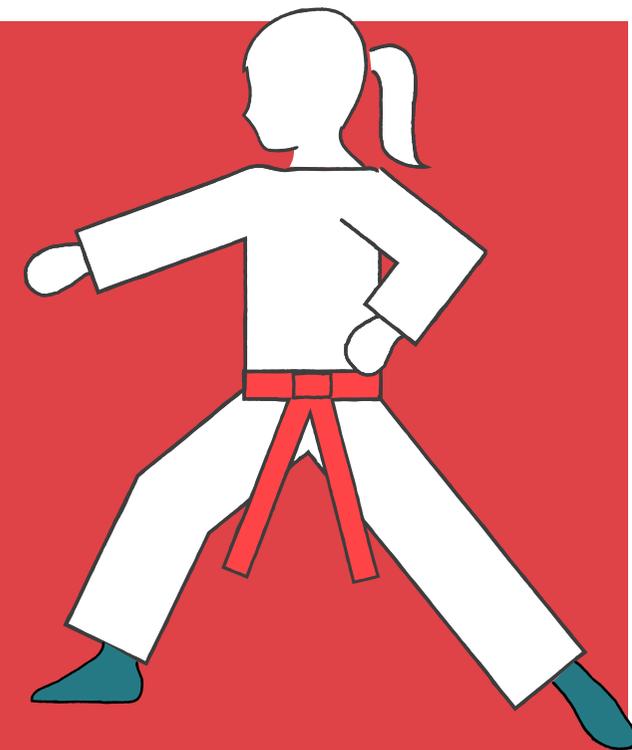
Media companies will be bigger and richer than our campaigns. Key to challenging a large, aggressive media group is to use their strength and aggression against them – like in judo where you defeat a stronger opponent by using their own weight and power.



Stop Funding Hate
@StopFundingHate

Who'd have guessed that a campaign against media hate & misinformation would be the subject of so much misleading press coverage?

If you'd like to help build a fairer and more responsible media, you can support our work here: stopfundinghate.info/donate/ #StartSpreadingLove



Here are some examples:

Clickbait articles sometimes use hate and division to provoke and anger – in order to get more clicks and shares. But this means they are also likely to generate enormous backlash on social media over their hateful headlines. Clickbait articles are therefore often useful to focus on, whether you're starting the conversation or using existing backlash to highlight the advertisers.

Trolling and hit pieces targeting individuals are intimidating. But they can also help bring more attention to your campaign. They can be used to your advantage if they can be framed in a way that reinforces your message and draws attention to the problem of hate in the media.

TACTIC Make your messages **personal**.

If your members feel comfortable, raising their voice can be even more compelling if they are personally affected by the type of hate that a company is funding. This could be when writing to the company or when posting on social media.

One Stop Funding Hate supporter singlehandedly persuaded a major brand to pull their online ads from the Daily Mail by talking about how she, as a trans woman, was affected by the Mail's transphobic media coverage.

TACTIC Give brands the benefit of the doubt.

Many brands won't even know where their online ads are appearing. Assuming they're onside can therefore be very powerful.

For example, ask, "surely (brand name) doesn't want to be aligned with this?"

Thanking the companies that stop funding hate.

It's great to celebrate campaign successes and show that companies are on side. This will put pressure on remaining advertisers to withdraw support. If a company says it is looking into the issue, ask it to update you once a decision has been made.



The Traveller Movement
@GypsyTravellerM

Hi **@sainsburys & @LidIGB**
Are you aware that your brand was advertised on C4 Dispatches programme 'The truth about Traveller crime' which labelled an entire ethnic minority as criminals? How does this fit w/ your brand values?
@StopFundingHate



TIPS FOR USING TWITTER TO #STOPFUNDINGHATE

Twitter is an ideal space because responses are public, other supporters can join in and SFH supporters can help to amplify your tweets. Ask friends, family and members or organisations you're part of to share your tweets or contact the company directly.

1 If you're not on Twitter, consider setting up a Twitter account, even if all you ever use Twitter for is to tweet advertisers.

4 Tag @stopfundinghate so we get notified and can retweet it.

2 Download the app to your phone, so that you can be ready to move quickly.

5 Use the hashtag #stopfundinghate for extra exposure.

3 Write a short, polite message to the company. If you feel comfortable, make it personal.

6 Retweet the tweets from other supporters or campaigners. We know how motivating this solidarity and support is!

DEALING WITH ONLINE TROLLS

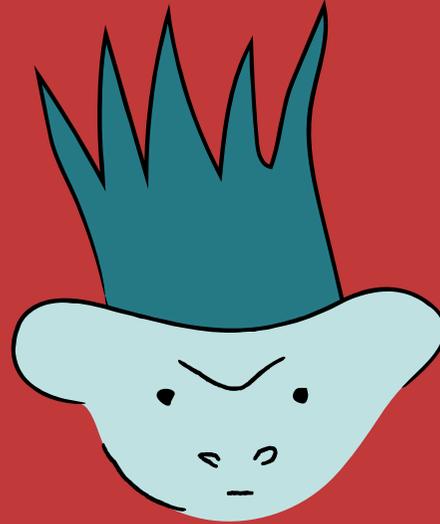
Sometimes just sending a tweet or sharing an online post can be enough to prompt abuse. However, this becomes more likely if your post is shared or the advertiser responds.

Look out for overtly racist /far right accounts and /or accounts that are new, have few followers or look fake, e.g. "@Nigel4327970".

Here are some steps for dealing with trolls:

Don't feed the trolls. We would *never* recommend engaging with trolls in any way. Engaging can amplify their message, even if they say they want debate.

Be aware that trolls may search out information about you from the public domain. If a) your home address or other contact details are available anywhere or b) there's information in the public domain linking you back to your employer then be mindful that they may seize on this. If there is sensitive personal information about you already online then it's important to be mindful of the additional risks this creates. You may choose to not engage with advertisers publicly but email or write a letter instead.



Block or report them. If trolls become abusive, resorting to hate speech or threats, push back by blocking, reporting, and in extreme cases (e.g. death threats) reporting to the police.

Self-care is vital: take breaks and filter tweets from people you don't follow.



Check out
[fixtheglitch.org](https://www.fixtheglitch.org)
for self-care tips

THE ICEBERG EFFECT

For every advertiser who's made a public statement, there are likely to be many more who have quietly stopped funding hate.



If you're interested in working with an existing organisation or building a new campaign group, check out our how to guide for campaign organisations. [LINK](#)



Ethical Consumer is an independent, not-for-profit, multi-stakeholder co-operative with open membership, based in Manchester. We provide all the tools and resources you need to make choices at the checkout simple, informed and effective.



Stop Funding Hate is making hate unprofitable by persuading advertisers to pull their support from publications that spread hate and division.