

Stop Funding Hate

Guide for individuals

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.

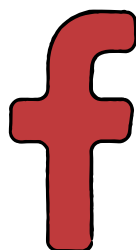
This guide will explain how you, as an individual, can also help persuade companies to stop funding hate.

STOP FUNDING HATE IN NUMBERS

**2016
campaign
launched**

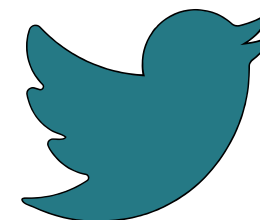
**Over
16 million
video
views**

**Two national
newspapers
publicly
reviewing their
approach**



**230,000
Facebook
“likes”**

**128,000
Twitter
followers**

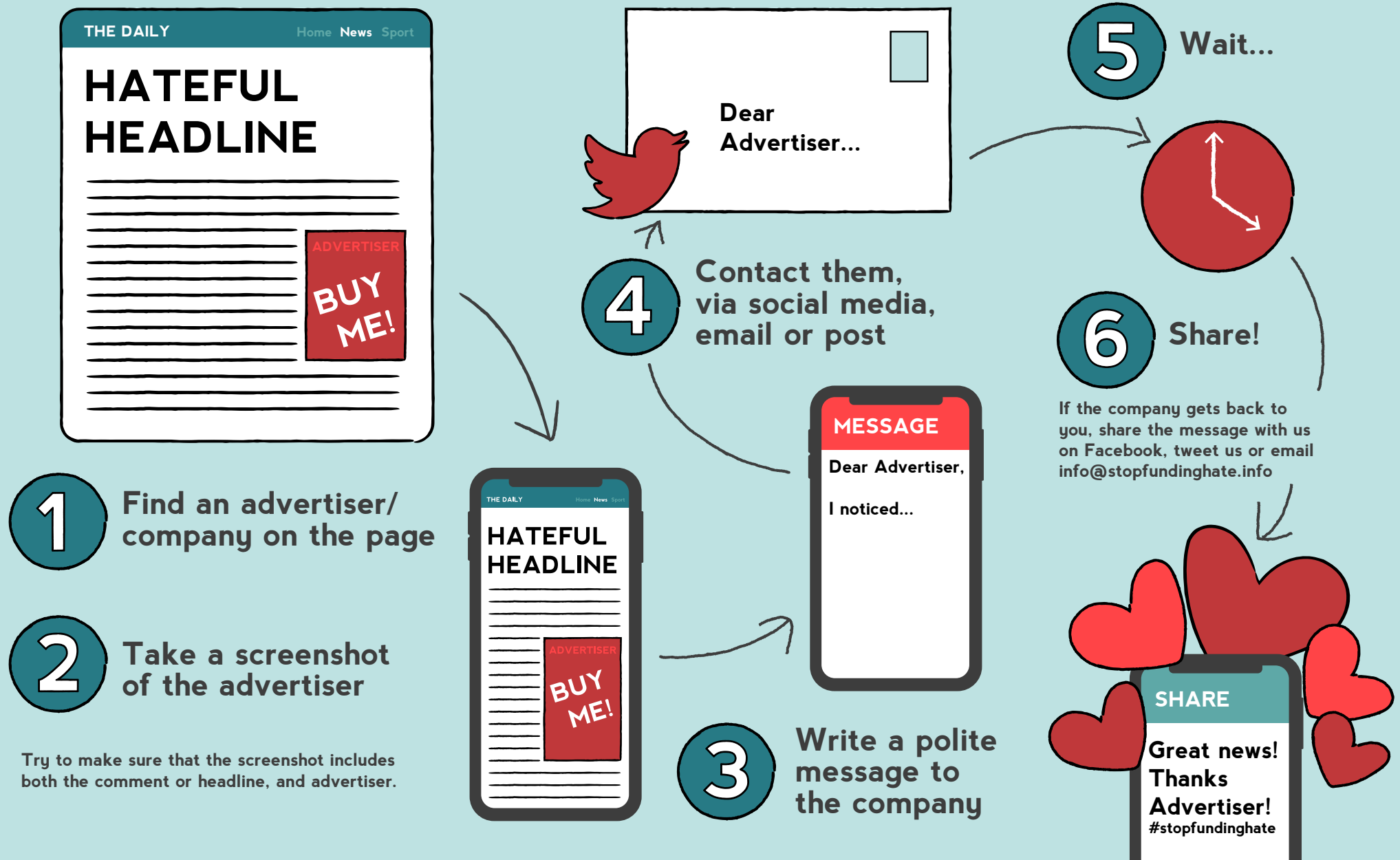


**Over 7 million
social media
“impressions”
each month**

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

**Hundreds of
advertisers
withdrawn
from hateful
media**

WHAT TO DO IF YOU FIND HATE ONLINE



1

FIND AN ADVERTISER / COMPANY THAT IS FUNDING HATE

UK newspapers and media outlets often run adverts alongside hateful content – often without the advertiser even knowing.

The first step in persuading companies to stop funding hate is to identify hateful content and find the advertiser on the channel or page.

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 makes demonstrably false claims.



CHOOSE YOUR ADVERTISER

Sometimes advertisers may 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.

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



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



of the advertisers in the magazine. It stood out as an institution that would want to be seen to be inclusive of all communities. We launched a weekend of action and focused on the National Theatre alongside other advertisers. They were indeed the first to respond.

2

TAKE A SCREENSHOT OR PHOTO OF THE ADVERTISER

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 make sure that the screenshot includes both the comments or the headline, and the advertiser.

TO SCREENSHOT:

ctrl + PrtScn

button on desktop

cmd + shift + 3

on Mac

Mobile phones vary



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/>



Stop Funding Hate
@StopFundingHate
11:31 AM Nov 6, 2017

While @AvivaUK & @Waitrose align with papers that produce articles like this, more & more brands are breaking free: <http://stopfundinghate.org.uk/about-the-campaign/ethicaladvertisers/>

Peter Hitchens

What will women gain from all this squawking about sex pests? A niqab



3

WRITE A POLITE MESSAGE TO THE COMPANY



The Traveller Movement
@GypsyTravellerM
2:10 PM Jun 8, 2020

Hi @sainsburys & @LidlGB 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

TACTIC: MAKING IT PERSONAL

If you feel comfortable, speaking out can be even more compelling if you are personally affected by the type of hate that a company is funding.

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: GIVING BRANDS THE BENEFIT OF THE DOUBT

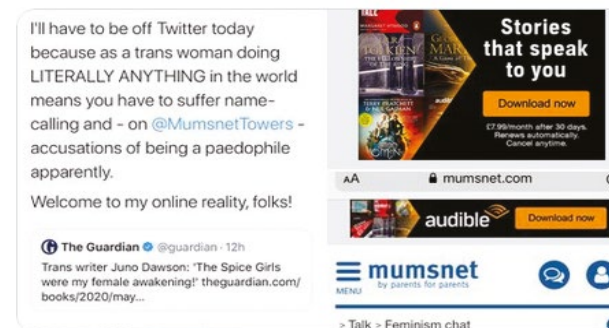
Many brands won't even know where their online ads are appearing. Assuming they're onside can therefore be very powerful.

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



Helen 
May 12, 2020

Hi @audibleuk, Are you happy for your brand to be seen on a website notorious for transphobic hate and platforming posts calling a trans YP author a "paedophile"? As a parent of a trans child & Audible subscriber, I ask you to reconsider where you place your Ads#StopFundingHate



Audible UK
@audibleuk
5:24 PM May 12, 2020

Replying to @mimmymum @StopFundingHate and 4 others

We absolutely support and believe in trans rights, thanks for bringing this to our attention, we're going to look into this.

4

CONTACT THEM VIA SOCIAL MEDIA, EMAIL OR POST

Email, post or social media are all great ways to get in touch with companies.

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.

TIPS TO USING TWITTER TO #STOPFUNDINGHATE

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.

2

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

3

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

4

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

5

Use the hashtag #stopfundinghate for extra exposure.

6

Retweet the tweets from other supporters or campaigners. We know from the community groups we engage with just how motivating this solidarity and support is!

FRAMING THE DEBATE

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.



Stop Funding Hate
@StopFundingHate
3:58 AM Jan 24, 2019

#TransRightsAreHumanRights –
Please share & urge
@FromPaperchase to end their
partnership with the Daily Mail:



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

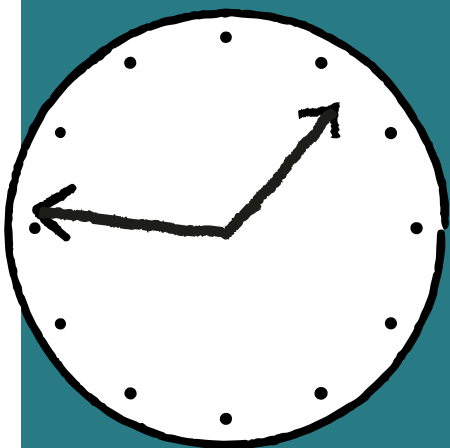
Trans people are our neighbors

Trans people are our colleagues



5

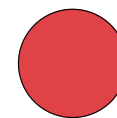
KEEPING
CHECKING
WHETHER THE
COMPANY HAS
RESPONDED



6

SHARE!

If the company gets back to you, share the message. If they pull advertising say thank you. It's great to get brands on side! If they say they are looking into the issue, ask them to follow up with you once a decision has been made.



Cal Stannard
@calwst
Feb 16

'Think' I just got Center Parcs to stop advertising with the Daily Mail. I'm genuinely speechless. Well done guys.



Center Parcs UK
@CenterParcsUK

Replying to [@calwst](#) [@StopFundingHate](#)
[@DailyMailUK](#)

1/2 We take where we advertise very seriously and have a number of steps to prevent our advertising from appearing alongside inappropriate content. We felt this placement was completely unacceptable and therefore ceased advertising with the Daily Mail with immediate effect.



Let us know too, on Facebook, Twitter
or by emailing info@stopfundinghate.info



DEALING WITH ONLINE TROLLS

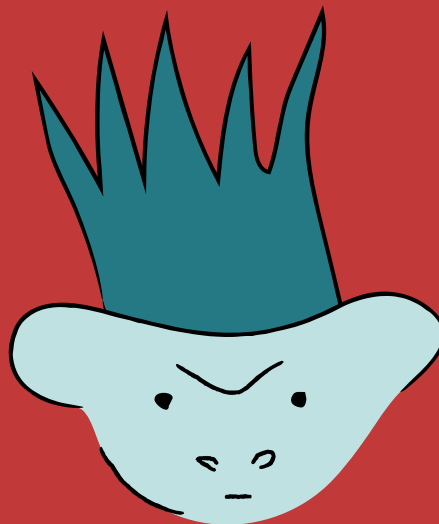
Sometimes just sending a tweet or sharing an online post can be enough to prompt abuse. However, this becomes more likely if your post is shared or the advertiser responds.

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
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.

bit.ly/StopHateOrg

Stop Funding Hate Guide for organisations and campaign groups



ethical
consumer

ethical
consumer

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

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

Supported by Paul Hamlyn

phf Paul Hamlyn
Foundation