

Tackling Misogyny

CampaignToolkit

November 2026

Safer Scotland
Scottish Government

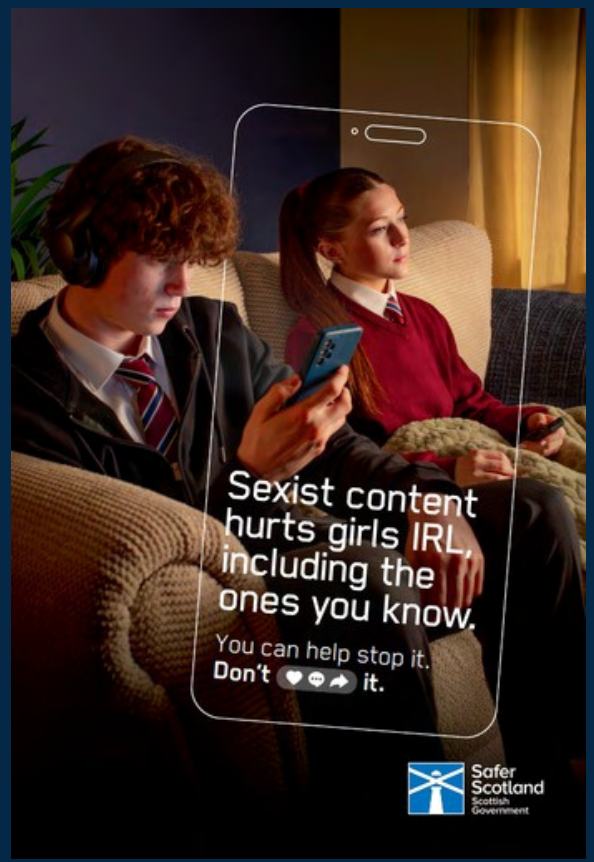
Background

The rise of online misogyny means that boys and young men are often seeing harmful, sexist content even when they have not searched for it.

This campaign, which first ran in February 2026, aims to reach that same audience of young men and boys aged 11-18, and ask them to question harmful sexist content when they see it and to understand its impact on girls in real life, including the ones they know. By choosing not to engage with sexist content online by not liking, sharing or commenting on it, boys and young men can help stop the spread.

Through the campaign we also want to talk to influential adults in these young people's lives and ask them to start the conversation around sexism and misogyny, and support them to do so.

The campaign forms part of the **Scottish Government's broader Equally Safe strategy**, which focuses on the prevention of violence against women and girls by addressing the attitudes which condone and perpetuate it. The campaign will be live across digital, audio and outdoor, supported by PR, and will run from 2 November to 13 December 2026.



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Campaign Overview

For many young people, being online offers a world of exploration - especially at a time in their lives when they may be searching for a sense of identity and belonging. However, it is at such times that boys and young men may be easily influenced by harmful sexist content being served to them on their social feeds, whether they are searching for it or not.

This content can shape how they see themselves and how they act. It can also have a detrimental impact on their friendships and relationships and hurts girls in real life - including the ones they know.

What boys and young men may see as harmless banter or jokes, particularly when confined to an online space, is actually impacting women and girls in real life.

The Scottish Government are running this campaign to help boys and young men make the connection between what they see online and the real-world impact it is having. Being served this content often, and engaging with it, can make it seem like the norm - when it is neither normal nor acceptable.

Alongside talking to boys and young men, we are also speaking to influential adults in their lives, including parents and carers, highlighting the scale and impact of the issue and asking them to start the conversation with the young people in their lives.

Key Statistics

3 in 4 girls

aged 11-16 have seen or experienced sexism in real life

92%

of girls and young women aged 11-21 have taken at least one action to enhance their online safety

68%

of girls aged 11-21 have changed their everyday behaviour to avoid sexual harassment

86%

of girls aged 11-21 have avoided going out at night or when it's dark to stay safe

73%

of girls aged 11-18 say another woman in their life has spoken to them about how to keep themselves safe

Source: Girlguiding Girls' Attitudes Survey 2024/2025

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Key Messages for Young People

- Sexist content is never harmless - it hurts girls in real life, including the ones you know
- Within minutes of scrolling your feed you can be served sexist content, even if you have not searched for it
- Liking, sharing or commenting tells the algorithm that this content is of interest to you and should be shared with more people
- By choosing not to like, share or comment on sexist content online, you can help stop it spreading
- Every new scroll is a fresh start - by not engaging with sexist content, the less you will see and the less it will spread
- Your feed doesn't have to define you - by not engaging with sexist content you can make a difference to you and the girls around you



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Key Messages for Adults

- Misogynistic content can be an everyday part of many young people's lives online - and it is harmful to both boys and girls
- You can help boys to question harmful content online and see how it can impact girls in real life
- The most powerful thing you can do is start the conversation and create a safe space for young people to talk honestly about what they're seeing and experiencing online
- You don't need all the answers - listening without judgement can make all the difference for a young person
- It's about helping them to recognise harmful content and think about the impact it might have
- Early intervention works - right now, your influence matters more than any algorithm
- How we act and what we value teaches boys what healthy masculinity is
- You are not alone in this - guidance and support are available at **ParentClub.scot**
- Together, we can make a change - real-world support and relationships can break through where misogyny spreads online

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Get Involved

Please follow our social media channels and share our content with your followers.

Scottish Government:

Our Facebook page:
www.facebook.com/TheScottishGovernment

Parent Club:

Our Facebook page:
www.facebook.com/ParentClubScotland

Our Instagram handle is:
@parentclubscotland

Find out more

For more information on tackling online misogyny and to access support and resources:

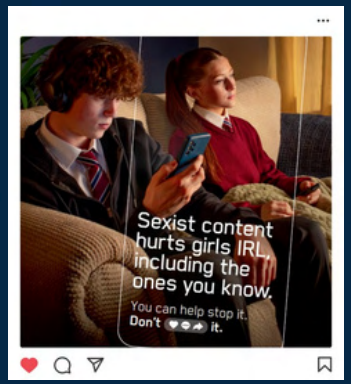
Visit **safer.scot/sexism** for more information for **young people**.

Visit **parentclub.scot/misogyny** for advice and guidance for **parents and carers** on how to start conversations about online misogyny with young people.

Link to **Campaign Assets page**

Example Social Posts

For young people:



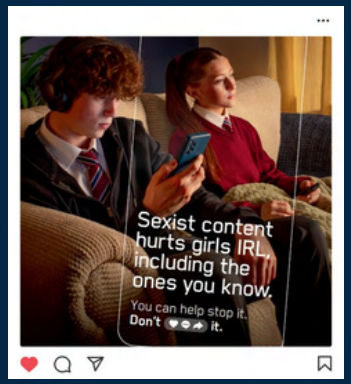
Sexist content is never harmless - it hurts girls in real life, including the ones you know. You can help to stop it. Don't engage with it. Visit **safer.scot** to find out more.

Every new scroll is a fresh start. By not liking, sharing or commenting on sexist content, the less you'll see and the less it will spread. Visit **safer.scot** to find out more.

Your feed doesn't have to define you. By not engaging with sexist content you can make a difference to you and the girls around you. Visit **safer.scot** to find out more.

Example Social Posts

For adults:



Misogynistic content can be an everyday part of many young people's lives online - and it's affecting how boys see girls in real life. The most powerful thing you can do? Start the conversation. Find out how at **parentclub.scot**

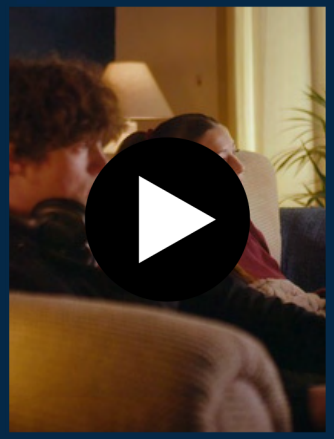
You don't need all the answers to help a young person navigate sexist online content. Listening without judgement can make all the difference. Find tips on how to start the conversation at **parentclub.scot**

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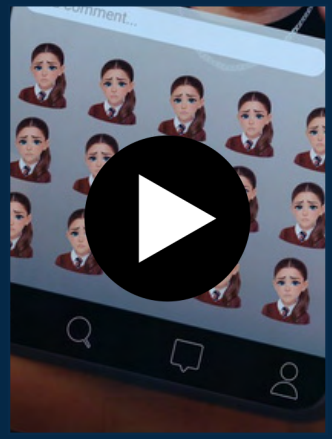
Campaign Assets

All campaign materials are available to use and share during the campaign period of 2 November to 13 December 2026. We appreciate your support in spreading this important message as far and wide as possible.

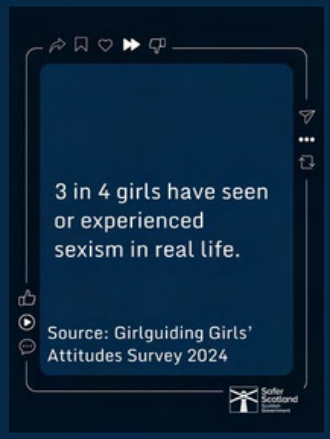
Download the full suite of campaign assets on our **Campaign Resource Centre**.



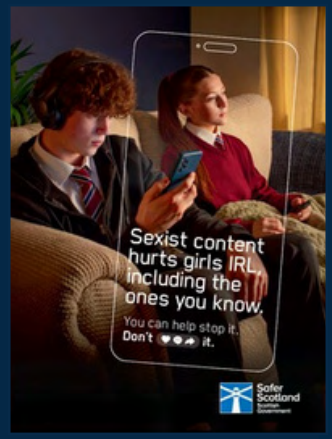
15-sec Video
Video for young people. Subtitled. Portrait, square and landscape options.



30-sec Video
Video for secondary audience (parents/adults). Subtitled. Portrait, square and landscape options.



Social Assets
Static images in portrait, square and landscape options for use across social platforms.



Posters
A4 and A3 sized posters for display.

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Contact Information

Thanks for your support.

If you'd like to get involved, or have any questions, suggestions or comments, please contact the team at **SGMarketing@gov.scot**

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