



Tackling Misogyny

Campaign Toolkit - Information for Schools

February 2026





Background

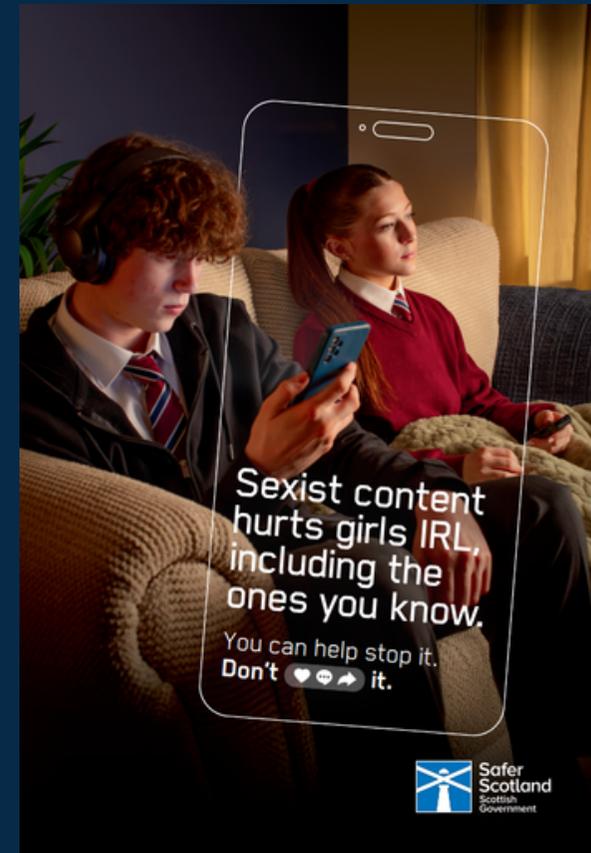


Social media plays a significant role in most young people's lives, and the rise of online misogyny means that boys and young men are often seeing harmful, sexist content even when they have not searched for it.

This campaign 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 partnerships from 16 February to 23 March 2026.





Campaign Overview



For many young people, being online offers a world of connection and 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 is launching 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, 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





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





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](https://parentclub.scot)
- Together, we can make a change - real-world support and relationships can break through where misogyny spreads online





Schools Information



School staff, young people, parents and carers may see this campaign across social media, digital audio and outdoor advertising. As a result, conversations about online sexism and misogyny and its impact may arise in classrooms and among pupils.

No specific action is asked of schools as a result of the campaign, however this information is being shared with Education Authorities and SMT in schools for the following purposes:

- For awareness – to ensure schools are informed about the campaign activity: it would be helpful for schools to disseminate information on the campaign with their pastoral care teams.
- To complement existing programmes of work, such as **Equally Safe at School** and the **Whole School Framework** on preventing and responding to gender-based violence.

- To support informed conversations at SMT level on how to support teachers through a whole-school approach, and to inform any school response to questions from pupils and parents or conversations arising in school about online misogyny
- To affirm the importance of supporting staff wellbeing, in line with ‘Responding to GBV experienced by a member of staff’ as set out in the **Whole School Framework**
- For consideration of visibility in school environments as part of a whole-school approach– schools may wish to display campaign materials on screens in reception areas, or place posters in appropriate sites across the school estate. Printed posters can be requested by emailing sgmarketing@gov.scot

Schools that do not currently have established work in this area are encouraged to engage with the Equally Safe at School programme or the Gender Based Violence Whole School Framework as a foundation for addressing these themes.





Supporting Staff Wellbeing



We recognise that some staff members may be personally affected by the themes addressed in this campaign. Online misogyny and gender-based violence can impact anyone, and staff may have their own experiences that make engaging with this content challenging.

Schools should ensure that appropriate support is available for staff who may be personally affected. This may include:

- Acknowledging staff may be personally affected when making them aware of the campaign content
- Providing collegiate time and professional learning, as appropriate to any planned engagement with the themes of the campaign
- Signposting to employee assistance programmes and other wellbeing support available within your local authority or organisation

- Creating a supportive environment where staff feel able to step back from delivering content in this area if needed
- Sharing the ways to report an incident and ensuring employees are encouraged and supported to report any workplace issues

The **Preventing and responding to gender based violence: a whole school framework** provides guidance on supporting staff wellbeing when addressing gender-based violence, including recognising that staff may be affected by these issues and ensuring appropriate support structures are in place. Schools are encouraged to refer to this framework for further information.





Resources for Schools



The following resources may be helpful for schools who wish to explore these themes further with pupils or who need to respond to classroom discussions:

- [Preventing and responding to gender based violence: a whole school framework](#)
- [A whole school approach to addressing gender-based violence, for secondary schools – Equally Safe at School](#)
- [Mentors in violence prevention \(MVP\) – Education Scotland](#)





Resources for Teachers



Teachers may wish to engage in professional learning in this area. The Whole School Framework has **information** on resources and learning available for school staff.

Digital Discourse Initiative – Professional Learning for Teachers and School Staff

The Digital Discourse Initiative, developed by Time for Inclusive Education (TIE) and the Institute for Strategic Dialogue (ISD), provides a free online professional learning course for teachers and school staff. It provides knowledge, strategies, and tools to address online hate and disinformation, covering:

- Young people's online experiences
- Recognising false or harmful information
- Identifying and responding to radicalisation
- Understanding prejudicial conspiracy narratives

- Dialogue strategies for difficult conversations
- Approaches for learning and teaching
- Tools for critical and digital media literacy

The course includes specific case studies on Misogyny and the Manosphere (provided by Zero Tolerance) and Far-Right Extremism.

Completion of this professional learning is recommended to strengthen practice. The Digital Discourse Initiative is supported by the EIS and the NASUWT, and the professional learning course with funding from the Scottish Government.

Teachers and school staff can complete the course via the **Digital Discourse Initiative website**.

For further information, including course outcomes, visit **Time for Inclusive Education's Digital Discourse Initiative page**.



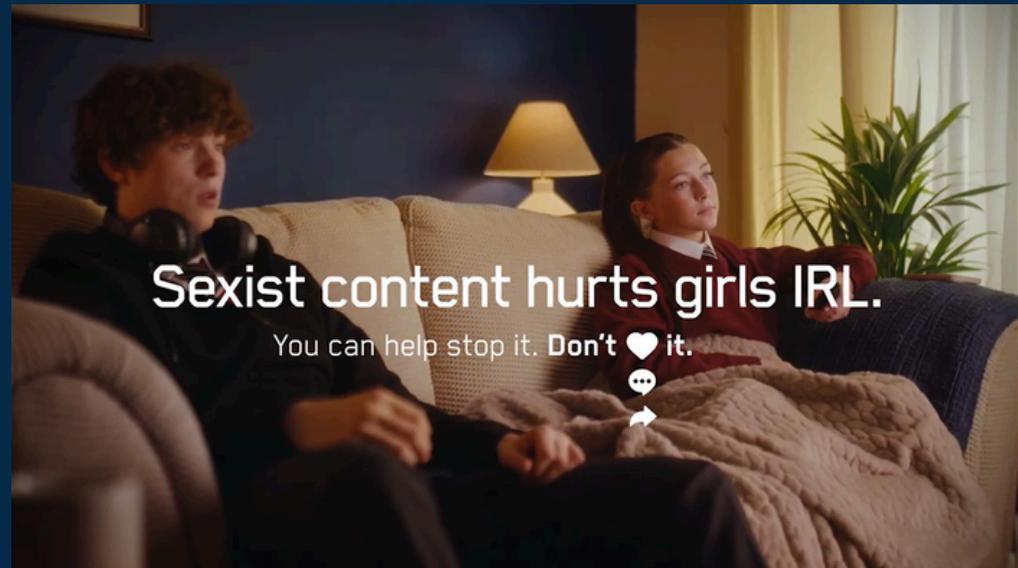
- Tackling Misogyny | Campaign Toolkit



Other Professional Resources



The Educational Institute of Scotland (EIS) has released an education resource titled '**Many Good Men: changing the story about online misogyny**', which includes guidance for upper secondary and college, and activities for the classroom.





Get Involved



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

Safer Scotland:



Our Facebook page:
www.facebook.com/SaferScot

Parent Club:



Our Facebook page:
www.facebook.com/ParentClubScotland



Our Instagram handle is:
[@parentclubscotland](https://www.instagram.com/parentclubscotland)



Our X handle is:
[@parentclubscot](https://twitter.com/parentclubscot)

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](#)



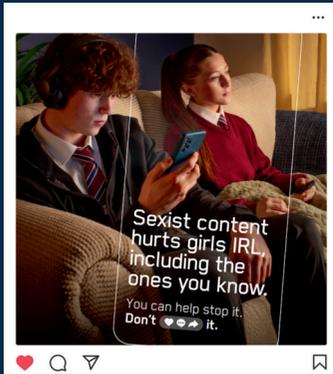


Example Social Posts



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.

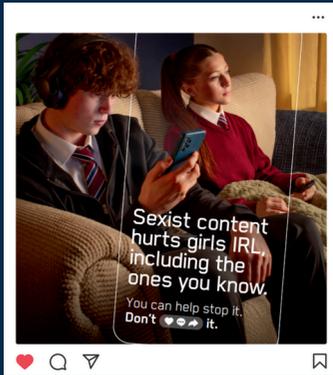




Example Social Posts



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





Campaign Assets



All campaign materials are available to use and share during the campaign period of 16 February to 23 March 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](#).



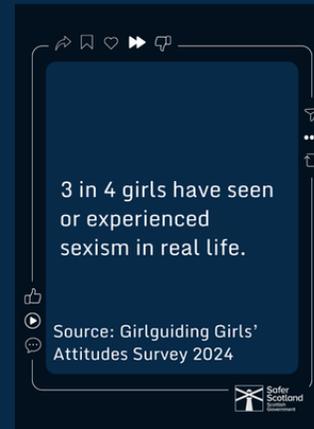
15-sec Video

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



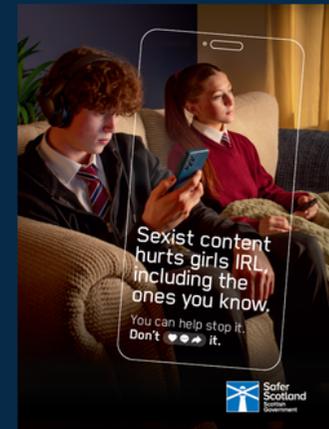
30-sec Video

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.



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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