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Influencers, Misogyny and Toxic Masculinity

Navigating the Digital Influence:

In today's digital landscape, the classroom for our children often extends far beyond school walls and into the palm of their hands. While social media offers creativity and connection, it has also become a breeding ground for a new wave of influential figures who promote outdated and harmful ideologies.

Recently, you may have heard terms like toxic masculinity or seen your children following influencers who lean into misogyny, the prejudice against women. These figures often disguise their messages as self-improvement or discipline, making them particularly appealing to young people looking for direction. However, beneath the surface, these narratives can promote aggression over empathy and dominance over respect.

What is Misogyny?

At its simplest, misogyny is the prejudice against or contempt for women. In the world of social media, it rarely looks like obvious hatred. Instead, it often shows up as:

- Objectification, treating women as trophies or tools for status.
- The idea that society is naturally designed for men to lead and women to serve, which creates a hostile environment for girls who want to lead.

What is Toxic Masculinity?

This term doesn't mean "being a man is toxic." Rather, Toxic Masculinity refers to a narrow version of manhood that harms everyone, including the men themselves. When boys are told they must be tough or dominant at all times, they lose the ability to:

- Process Emotion: Leading to isolation and "bottling up" feelings.
- Seek Help: Many young men feel like asking for mental health support is a sign of weakness.
- Build Equal Partnerships: Because they feel they must be the "head of the household," they struggle to form balanced, respectful relationships.

Parents should be aware that many influencers use "Red Pill" terminology to package these ideas. They often tell boys that the world is rigged against men and that the only way to succeed is to adopt these toxic traits. Helping your child spot this "us vs. them" narrative is the first step in breaking the cycle.

Tip for Parents

Watch for changes in language. If your child starts using terms like "high-value man" or "alpha/beta," it's a great time to sit down and ask where they heard those terms and what they think they mean.

Additional resources

- [Internet matters](#)
- [BBC - How to talk to your child](#)
- [Parent Club - Talking to children and teens about misogyny](#)