Anti-trans activism is on the rise. Nevertheless, transphobia is often treated as “borderline content” by online platforms: material that is harmful but not necessarily illegal or against platform rules. Concerns about such borderline content have risen in recent years due to the proliferation of new legal frameworks for online content regulation.

This report investigates the rise of online anti-trans activism following two prominent attacks involving LGBTQ+ communities, namely the October 2022 attack on a gay bar in Bratislava, Slovakia, and the March 2023 shooting at a school in Nashville, Tennessee perpetrated by a trans man.

The report also provides practical recommendations to technology companies some of which includes the need for knowledge-sharing between platforms and subject matter experts, defining transphobia and transmisogyny in platforms’ terms of service, and employing content moderation practices such as disinformation tags and algorithmic deprioritisation.

The main themes identified were the erasure of trans identities, particularly transmasculinity, the overlap between transmisogyny and other forms of discrimination, and the demonisation of trans people.

The most important conclusion from the research including technology companies, policymakers, and other stakeholders – is to take transphobia and transmisogyny seriously. Too often transphobia is seen as a side problem, or as a complement to another set of more radical ideas, including but not limited to white nationalism or anti-government sentiment. It can often be the case that transphobia, alongside misogyny, hate speech, or other forms of discrimination, is seen as “harmful but lawful” or described as “borderline content”, thereby not in need of online moderation.