



**Women in  
politics are  
under attack  
globally.**

**#ShePersisted is fighting back to  
protect democracy from digital harms**

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Women, particularly those in the public eye, bear the brunt of gendered disinformation campaigns and abuse online. Those in leadership positions often face posts framing them as untrustworthy, unintelligent, or unqualified to hold positions of power. Much of this content is offensive, humiliating, features sexually charged imagery.

Sexism on the campaign trail is sadly nothing new - yet the way digital media platforms are designed does not only reflect existing misogyny - it **exponentially increases it**, weakening social norms of inclusion and civil discourse.

By over-supplying fake and sensationalized content in the name of profit, social media algorithms change users' behavior. This makes it much easier for gendered disinformation campaigns against women to be organized, amplified, and cheaply financed, reaching millions of people and changing the course of history.

Gendered disinformation has a chilling effect, and **dissuades many women from becoming involved in civic life**. Weaponized by malign foreign and domestic actors, these attacks also threaten democratic institutions, **undermine global peace and security**, and **erode the broader human rights system**.

## So what can we do?

#ShePersisted is the **only global initiative** dedicated to tackling gendered disinformation and online abuse against women in politics through a unique three-pronged strategy.

We work with regulators, activists, the media, and disinformation experts to understand digital harms against women in politics and the role that technology plays in amplifying these vicious attacks.

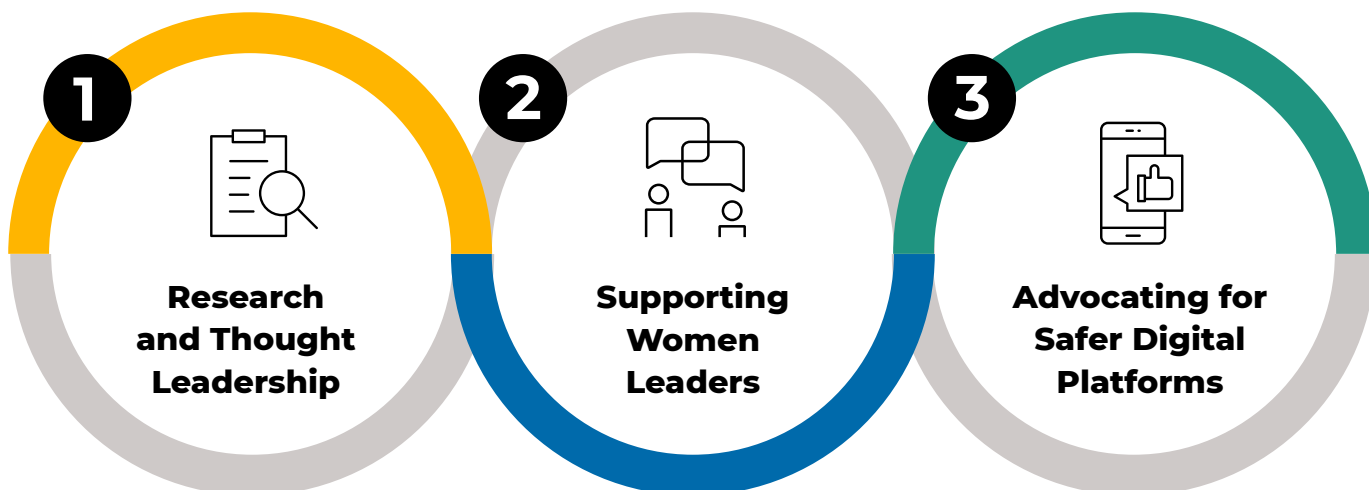
We support women political leaders as they navigate disinformation online. We advocate for better digital platform standards.

“Gendered disinformation is a new threat and is taking a significant toll on the mental health and physical safety of women, girls, trans, and LGBTQ+ people all around the world”

**Maria Ressa**  
Noble Peace Prize 2021

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## Our Three-Pronged Strategy to Tackle Gendered Disinformation and Online Abuse Against Women in Politics



We work to increase understanding of gendered disinformation through groundbreaking original research in partnership with some of the world's most authoritative media outlets and think tanks, including The New York Times, The Washington Post, and The Brookings Institution, among others.

We influence strategic conversations on democracy, technology, and women's rights through events, webinars, and digital roundtables, with some of the most powerful transatlantic actors and institutions in this field.

We design and implement comprehensive communications strategies for women in politics, including tailored training on how to navigate gendered disinformation and online abuse. Our advice is founded on the latest research and tools available—such as Ultraviolet's innovative Fairness Media Guide.

We also coordinate and support a network of women political leaders at the forefront of the struggle for democracy and human rights by enabling them to build alliances across borders, strengthening our collective efforts to improve the safety and vigilance of dominant social media platforms.

Together with policy-makers, parliaments, and organizations around the world, we are advocating for improved digital-platform standards, bringing a much-needed gender lens to conversations on disinformation and platform regulations.

In Europe, we work in coalition with a broad range of organizations and experts to encourage European lawmakers to ensure digital platforms take decisive action to reduce online gender-based violence. Because of this work, a mandatory risk assessment for "the right to gender equality" is now a part of the legislation.

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## Who we are

### Lucina Di Mecco

Lucina is a recovering political activist and a gender equality expert. Born and raised in Italy, she's been promoting women's rights for the last twenty years, working with a wide range of international nonprofits, foundations and UN agencies across Asia, Africa, and Latin America.

Her groundbreaking study, #ShePersisted. Women, Politics & Power in the New Media World, is the foundation of our work and features interviews with 85 women leaders in 30 countries, as well as data analytics of the US Presidential Democratic primaries.

Lucina has written on gendered disinformation for leading think tanks, and her work has been featured in five different languages across some of the world's most authoritative media outlets. She has also been recognized by Apolitical as one of the 100 Most Influential People in Gender Policy.

### Kristina Wilfore

Kristina Wilfore is a seasoned international development and elections professional who has worked in over 25 countries for more inclusive and responsive democratic movements. She has been on the ground in hotspots such as Ukraine, Kenya, Turkey, Afghanistan, Kosovo and Syria.

She has designed large-scale election integrity, political party, civil society and disinformation defense programs all across the globe.

She serves as an Adjunct Professor with The George Washington University's Elliott School of International Affairs, is a member of the U.S. Institute of Peace Civil Society Working Group and serves on the board of the Transatlantic Progressive Campaign Committee, an exchange and networking group for center-left campaign strategists and elected officials in North America and Europe working to respond to the rise of the far right.

## How Can I Get Involved?

To learn more about our work and upcoming events, visit our website at [she-persisted.org](https://she-persisted.org). You can also get in touch with Lucina and Kristina directly by writing to them at [lucina@she-persisted.org](mailto:lucina@she-persisted.org) and [kristina@she-persisted.org](mailto:kristina@she-persisted.org).

## #ShePersisted in the News

The New York Times

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Los Angeles Times