

HACKING THE ALGORITHM:

TACTICAL STRATEGIES OF FEMINIST INFLUENCERS TO WAVIGATE SOCIAL MEDIA

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CONTEXT

MY PHD RESEARCH

DESIRE

Identify and map digital feminism's real impacts on Brazilian women's lives and futures.

CENTRAL QUESTION

How can - and does - digital feminist influencers impact the real lives of Brazilian women?

CONTEXT

Content Analysis

200+ digital influencers

35 interviews with feminist digital influencers

Brazilian women 100k to 5 million followers

Topics:

Money and Work,
Education and Creativity,
Love and Sex,
Self-love and Mental Health

Researcher-influencer positionality

Multi-awarded educational content creator

5 million monthly reach across platforms

10+ years creating feminist content online

ALONG THE WAY, I FOUND SOMETHING ELSE.

CONTEXT

Content Analysis

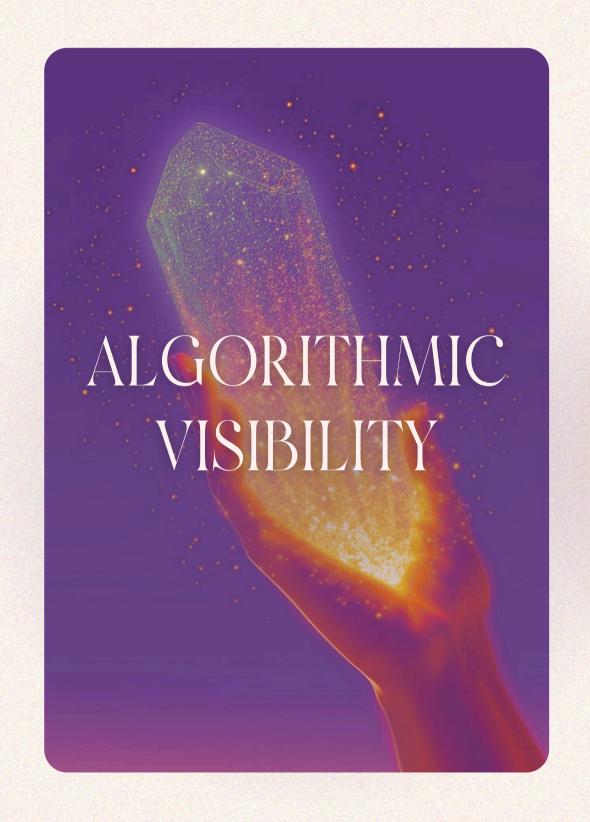
35 interviews with feminist digital influencers

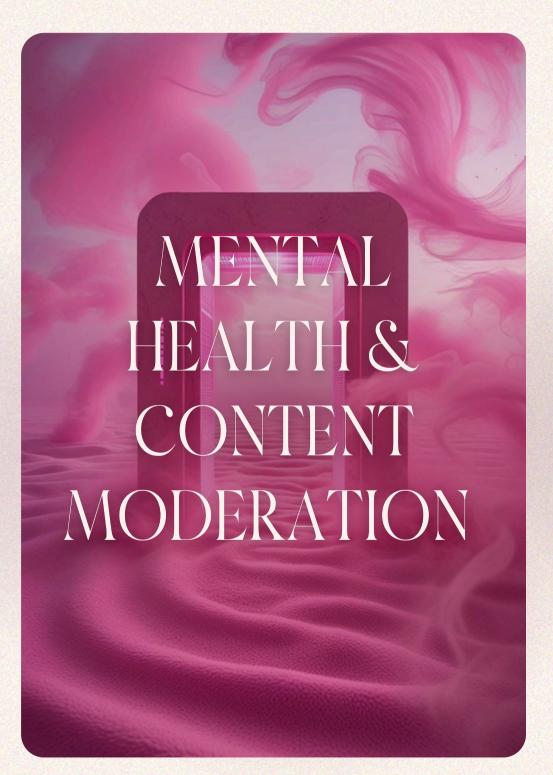
Researcher-influencer positionality

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Every macro influencer had crafted tactical strategies to navigate platforms: as activists, as brands, as content creators, and as women.

Three areas of intervention emerged:







CLGORITHM C)/ISIBITY

MLGORITHMIC VISIBILITY

To hack visibility into algorithmic platforms, every creator relied on at least one of the following patterns:

Movement Color Adaptability Attention

MOVEMENT

... to break the scroll pattern.

Speaking while walking

Exaggerated hand gestures

Snapping fingers close to the camera

60LOR

... to stand out visually and create contrast.

Red

Saturated, bold fonts in titles and captions

High contrast between text and background

MDAPTABILITY

... to evade content suppression and stay findable.

Creative language shifts: pepeka, nheco-nheco, Tzão, s.exu@l

Censored keywords using symbols (*, @)

Altered spellings in captions and speech

OTTENTION

... to capture immediate interest.

Facecentered thumbnails Abrupt visual or audio shifts at the start

Hooks
focused on the
first 3 seconds

MENTAL MEALTH CONTENT MODERATION

MENTAL MEALTH & CONTENT MODERATION

To protect themselves from **emotional exhaustion**, **digital anxiety**, and **self-comparison**, creators developed **recurring practices**:

MENTAL MEALTH & CONTENT ODERATION

Selective interaction with followers

Comment moderation by third parties

Comments
restricted on
sensitive posts

Word filters to block specific terms

MENTAL MEALTH & CONTENT MODERATION

Social media used strictly as a workspace

Interaction only on non-productive platforms (e.g. podcasts, Pinterest) Delegation of postcreation tasks: editing, captions, posting, replies

FEDBACK. S SPATE EMANAGEMENT

FEEDBACK & MATE MANAGEMENT

To reduce *emotional labor*, *reclaim focus*, and *counteract antagonism*, the following tactics appeared:

FEEDBACK & MATE MANAGEMENT

Strategic silence

Blocking or restricting hostile users (no second chances)

Ignoring comments entirely

Turning harsh criticism into educational content

FEDBACK & MATE MANAGEMENT

Encouraging audience to mass-report harassment

Performative distance:
using characters or skits
instead of explicit
confrontation

Community
building
(defenders)

DM filters CLARA FAGUNDES CLOSING

What does it mean to be visible when visibility makes you vulnerable?

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What does it take to **speak** - and stay - online as a woman, a feminist, a central figure in **online culture**?

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Feminist creators are digital strategists.
(We)
They hack, negotiate, and redesign platforms from within.

THANK WOUT

