

Andrew Tate - Fact Sheet for Staff

Overview

At the start of the 2022/23 academic year we received feedback from an unprecedented number of schools with concerns related to the internet personality Andrew Tate and his negative influence on adolescents, predominantly boys.

We don't feel that lesson plan's related to him are always the correct approach, as this may just increase knowledge and interest for those who have not heard of him.

Instead we have produced this fact sheet to share with staff to ensure they are aware of Andrew Tate, can follow the provided links to increase their knowledge and are better placed to respond if he, or views shared by him, are raised in conversation by pupils.

Who is Andrew Tate?

Andrew Tate is an internet personality, his approach is one consisting of highly misogynistic views of woman, as a self-described 'success' guru and offering 'get rich quick' schemes.

He was previously banned from all major social media platforms but his content still appeared online, often posted by other users. Tate was reinstated on Twitter in November 2022 but remains banned on Instagram, Facebook and TikTok.

Tate was arrested in Romania in December 2022, he is currently under house arrest and received a number of criminal charges in June 2023 (*Correct as of June 2023*).

Tate also previously ran a website called **Hustlers University**, now rebranded as **The Real World**. This offers the promise of educating people about how they can earn a significant income online. It is reported (*The Guardian, August 22*) that children as young as 13 have signed up to iterations of this site.

Multiple clones of this website also exist online that are likely to only exist to financially exploit those signing up.

A guide from the previous Hustlers University site stated that attracting "comments and controversy" is the key to success. It is likely that one motivation for Tate's controversial views is to drive engagement to his services, his 'university' membership is priced at \$49 a month, around £43 (*Correct as of June 23*).

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Tackling the issue

We have provided some high level Do's and Don'ts when tackling the views presented by Andrew Tate in schools.

These are explored further in the resources we have provided on the next page. It is vital that all staff have the knowledge and understanding to effectively tackle this issue so please make use of the provided resources.

We feel that the key approach related to Andrew Tate is that his problematic views should be tackled, not him as an individual.

Do.....	Don't.....
<ul style="list-style-type: none"> ✓ Educate yourself and be prepared if his name is mentioned in a class. ✓ Challenge misogynistic views when you encounter them. ✓ Empower and support your colleagues to do the same. ✓ Be prepared to debate and challenge these views and allow pupils to discuss how they feel in a safe space. 	<ul style="list-style-type: none"> ✗ Simply tell them it's inappropriate, and close down the topic. ✗ Forget that many young males respect and listen to his videos and messages. Just telling them he is wrong is likely to be counter-productive. ✗ Think it is a one dimensional issue, Andrew Tate's messaging is not just related to misogyny and you may encounter challenge from YP's related to this.

We also find that building discrepancy can also be helpful, by this we mean showing young people that some of the views they are hearing or repeating may not actually connect with their actual views when examined. This is covered in more depth in our CPD video.

The RSHE curriculum covers multiple topics which can help tackle Andrew Tate's views, specifically the Respectful Relationships and Online and Media elements.

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Learn More

We have provided some links below which can be useful to improve knowledge and understanding around Andrew Tate, his views and how best to respond.

You should share this document with your colleagues and ask them to follow each of the links.

Please note, we cannot be held responsible for content from third parties.

Podcast – Mark Bowles, director at The Training Effect hosted a podcast where he discusses Andrew Tate, his views and how we can respond alongside a highly experienced youth worker. You can listen to this Podcast on YouTube - <https://youtu.be/Vb-P7KiyKyA>

CPD Session – We were invited to facilitate a CPD session for professionals focused on Andrew Tate and the impact of social media influencers. This 1 hour CPD session is available on YouTube and provides a more in depth analysis of the issue and how we can respond - <https://youtu.be/jVje7Uqp7EA>

Guardian – Provides a good bio of Andrew Tate and an overview of his views - <https://www.theguardian.com/technology/2022/aug/06/andrew-tate-violent-misogynistic-world-of-tiktok-new-star>

Edit Change Management – A useful overview to addressing issues related to Tate in school - <https://www.editcm.com/blog/2022/9/13/andrew-tate-and-his-boys-an-educators-guide>

You can also contact us directly for more information, advice and to discuss how our experts can further help your school in addressing this issue.