

s3xy shortcuts

Your anti-censorship 'd1cktionary'

BACKGROUND

'Shadow-banning' has long been a challenge for brands and influencers who communicate about s3xuality online. When social platforms censor content, it can be a struggle to communicate about one of the most natural things in the world. Words as banal as c0nd0m can lead s3xfluencers to have their posts restricted or hidden, hindering exposure, engagement and ultimately, their business. So how do we reclaim the language around s3xuality without getting shadow-banned?

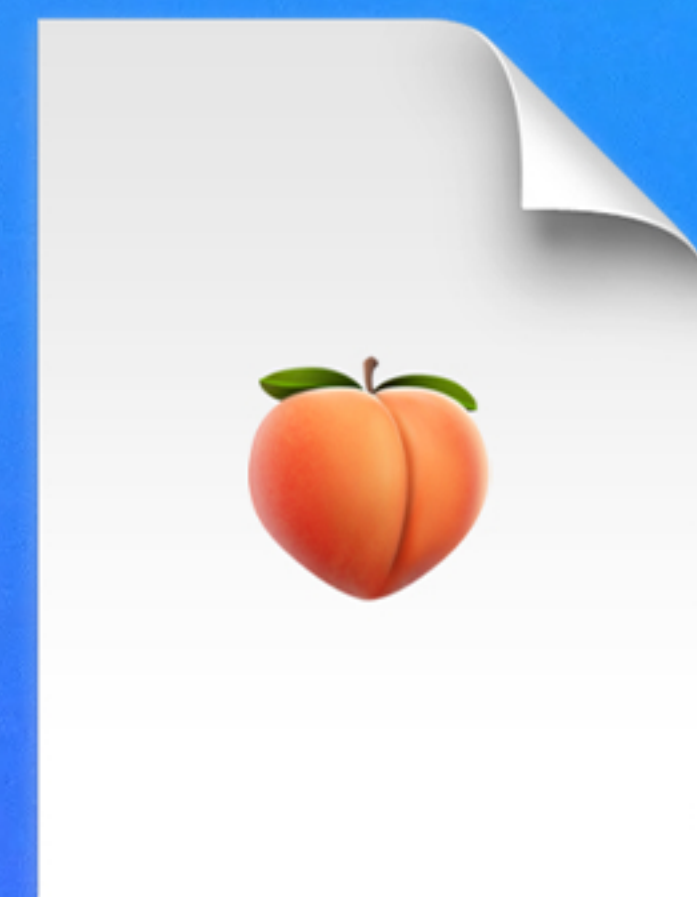
IDEA

Introducing s3xy shortcuts: an anti-censorship 'd1ck-tionary' that helps you cheat the algorithm so you won't get shadowbanned. A curated list of words to download for free that works by replacing certain letters with numbers whenever 'forbidden' words are used. Making communication about s3xuality online a lot more smooth.

REACTION

The project was shared online by prominent personalities such as Cindy Gallop, advertising veteran and CEO of Make Love Not Porn, and also achieved media coverage from titles such as ELLE, It's Nice That, Techtopia Podcast, Sextech News, and Jyllands-Posten. For no paid media investment, s3xy shortcuts generated some impressive results:

- 3.4 MILLION ONLINE READERSHIP
- 2349 PROFILES PROTECTED FROM SHADOWBANNING
- 21% INCREASE IN ONLINE FOLLOWING
- 12% INCREASE IN WEBSHOP VISITORS



peech_s3xyshortcuts.plist

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"http://www.apple.com/DTDs/PropertyList-1.0.dtd">
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