

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

We do not feel that a lesson plan related to Andrew Tate is the correct approach, as this may just increase knowledge and interest for adolescents who have not heard of him.

Rather 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 is 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 'self-help' guru and offering 'get rich quick' schemes.

He is banned from all major social media platforms but his content still appears online, often posted by other users. He does have an existing account on the platform **Rumble** and his content is still very easily accessible through a standard web search.

He also runs a website called **Hustlers University**. This offers the promise of educating people about how they can earn a significant income online. It is reported (*The Guardian*) that children as young as 13 have signed up to this site.

A guide from the Hustlers University actually states that 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 Nov 22*).

Do.....

Educate yourself and be prepared if his name is mentioned in a class.

Don't.....

Simply tell them it's inappropriate, and close down the topic.

Learn More

We have provided some links to an article and a resource which can be useful to improve knowledge around Andrew Tate, his views and how best to respond. You should share this document with staff and ask them to follow each of the links. Please note, we cannot be held responsible for content from third parties.

Guardian – Provides a good bio of Andrew Tate and his views.

<https://www.theguardian.com/technology/2022/aug/06/andrew-tate-violent-misogynistic-world-of-tiktok-new-star>

Edit Change Management – A very good guide to addressing issues related to Tate in school.

<https://www.editcm.com/blog/2022/9/13/andrew-tate-and-his-boys-an-educators-guide>