What is it?
Shadow banning is a form of content moderation by online platforms to restrict the visibility of a user's content or profile instead of explicitly suspending the user.

Threats:
Shadow banning silences sex workers’ voices and limits their ability to share information, promote their services, or engage with their communities, resulting in loss of income and isolation.

Shadow banning harms sex workers' ability to advocate for their rights and participate in online discussions, which limits their capacity to fight discrimination and harmful policies.

Resistance:
Be mindful of using keywords or hashtags that are commonly associated with adult content or sex work, which may increase the risk of shadow banning. Consider using less explicit language when describing your services or content.

Avoid relying solely on one platform for your online presence. Diversify your online presence across multiple platforms to reduce the impact of shadow banning on your visibility and reach.