764 Factsheet

ERADICATE HATE® WORKING GROUPS

PLEASE NOTE: This factsheet contains disturbing content related to sexual exploitation and violence. *It should not be shared with children or teenagers.* Please visit this link for resources that can be shared with different audiences.

What is 764?

764 is an online network of individuals who seek popularity and status through violence, manipulation, and criminal activity. This can include animal torture, sexual violence or extortion (including child sexual exploitation), self-harm, and other forms of violent crime. Members will engage in these activities themselves or coerce others to do so. Most individuals involved in 764 are under 18 years of age, some as young as 8 years old, who often start as victims of these activities and over time become perpetrators and recruiters themselves. 764 exists in a larger online network called the "Com." 764 is one of the most popular groups, but other group names include NLM (No Lives Matter), MKY (Maniac Murder Cult), Kaskar, and Harm Nation.

Who do they target?

764 typically targets vulnerable youth who struggle with identity and self-acceptance. LGBTQ+ youth can encounter unique challenges that could make them vulnerable to recruitment.

764 also targets youth struggling with mental health challenges, or self harm and eating disorders (colloquially called "Sh/Ed"). Young girls are particularly at risk because of these vulnerabilities.

764 often recruits members and victims from video game spaces including Roblox and Minecraft, which are popular among youth. They will often offer in-game currency in exchange for sexually explicit images or lure users onto different platforms to begin exploiting them.

What do they do?

764 members will attempt to manipulate victims into video recording or livestreaming acts of self-harm, real-world violent crimes, and child sexual exploitation. These streams are recorded and shared with either the abuser or a group of abusers who will watch the "shows".

764

ERADICATE HATE® WORKING GROUPS

764 Recruitment examples:

Joshua enjoys playing Minecraft. While online with some other players, he is invited to a separate app which promises to help him find new friends to play with. Joshua clicks the link, but things take a dark turn when he begins seeing adult content and gore. Joshua is uncomfortable, but when he tries to leave he is sent a threatening message which includes his home address along with threats against him and his family. Out of fear, he reluctantly begins participating in sharing and creating violent content. Scared of getting in trouble, he doesn't tell an adult and soon begins recruiting other Minecraft players in the same way he was. Joshua is both a victim and a perpetrator within 764.

Lila is 13 and struggles with body image, loneliness, and self-harm. One day while scrolling on X and TikTok, she is introduced to "Cutecore", a subculture of teens who share similar issues. They post photos and videos about self-harm and eating disorders using hashtags like #SH and #SHED. They use pastel colors, Hello-Kitty imagery, and glittery filters, which seem comforting and harmless at first glance.

Lila is soon invited to a Cutecore chatroom on the messaging app Discord. Members in the chat share tips for self-harm, extreme weight loss, and explicit imagery. Lila is asked to upload her own self-harm injuries, or watch and share gore content. When Lila agrees, she is praised - but when she resists, she is shamed and threatened.

Soon, Lila becomes emotionally dependent on this community and trapped in a cycle of coercion and harm. She does not recognize the abusive dynamics and, in an escalating effort to create Cutecore content, eventually attempts to take her own life on camera.

Opportunities for prevention

While there is no magic recipe to avoid getting involved in 764, parents and trusted adults can take some actions to build resilience for the youth in their lives.

In the same way that families create fire safety plans, adults and kids can create a digital safety plan. This could involve reassuring the youth that they will **not get in trouble, at home or with the police** if they reach out to a trusted adult when something feels wrong. It is also useful to have regular conversations about their activities online, as well as what safe and healthy relationships look like. When having these conversations, adults should do their best to be curious and calm, and encourage dialogue by learning about digital safety and other topics together.

See the following page for more information and resources about keeping kids safe online.

Who do I contact if I am concerned?

If you are worried about an imminent threat or risk of self-harm, contact your local emergency services first.

For all other concerns, reach out to a health care or mental health professional, or see the resources and contacts below for more information.

Helpful Links

	United States	Canada
Find Help Near You	Reach Out Resource Hub 988 Suicide and Crisis Lifeline National Center for Missing & Exploited Children (NCMEC)	CPN-PREV Interactive Map Foundry (British Columbia) 988 Suicide and Crisis Lifeline Youth Wellness Hubs (Ontario)
Report Content Online	NCMEC's Exploitation Resources	Cybertip.ca Canadian Centre for Child Protection
Learn More About Online Safety	Netsmartz Discussion Guide for Parents	Talking with Youth About Healthy Relationships