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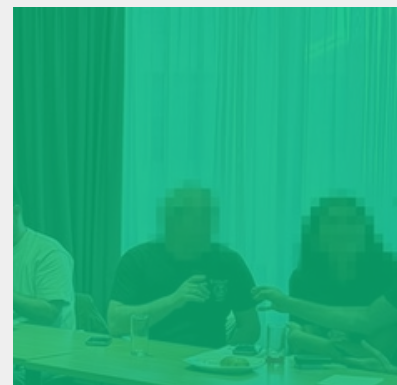
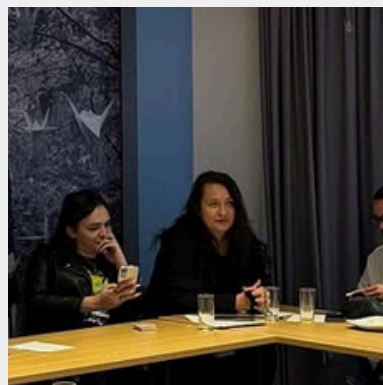


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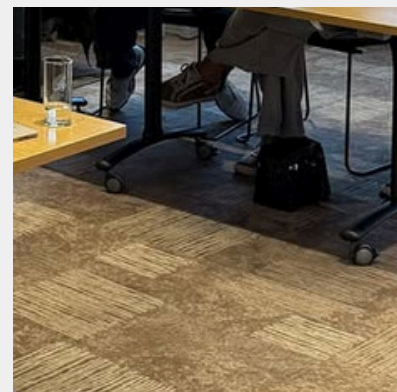
POLICY BRIEF

Transphobic Disinformation in Armenia: Trends, Impacts, and Recommendations (2025)

Prepared by: **National Trans Coalition (NTC)**



November
2025



EXECUTIVE SUMMARY

In recent months, Armenia has witnessed an alarming rise in misinformation, disinformation, and hate speech directed at trans and gender-diverse people. According to the NTC latest shadow report submitted to the UN Working Group on Discrimination Against Women and Girls, hate speech is especially widespread on social media and in the press, often closely following stories involving trans and gender diverse individuals.¹

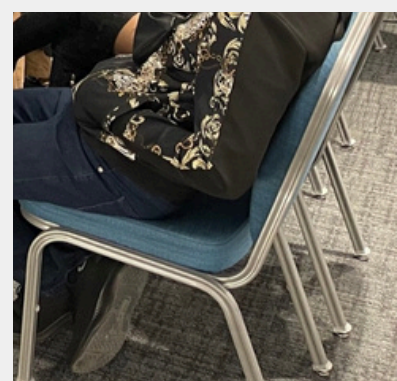
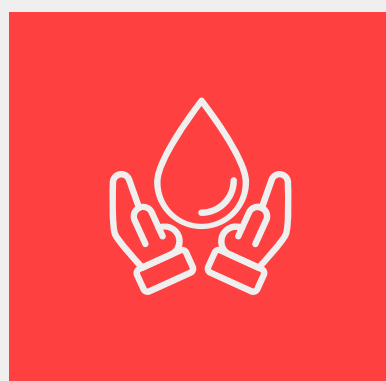
While some progress has been made, there remains no specific system to tackle discrimination and bullying, especially for trans youth and other further marginalized groups, nor clear mechanisms to counter online hate speech.

NTC monitoring (2025) documented repeated narrative clusters that dehumanize trans people, amplified by anonymous Telegram channels, public social media pages, and at times by mainstream outlets and public figures. These campaigns correlate with spikes in online harassment, doxxing, threats, and incidents of physical violence targeting trans people, producing a chilling effect on community participation and access to services. Immediate steps are needed from state institutions, platforms, media and civil society to strengthen detection, reporting, protection, and public education.

¹ https://drive.google.com/file/d/17rJUz0TijX9bdkgLXktKXa03UJiJZBQy/view?usp=drive_link

Key recommendations

- include sexual orientation and gender identity (SOGIESC) in anti-discrimination frameworks;
- create rapid-response cooperation channels between platforms and vetted NGOs;
- invest in community-led media literacy and protection funds.



1. PURPOSE

This brief presents NTC’s monitoring results (January to November 2025), documents anonymized incidents of transphobic disinformation and hate speech, analyses channels and impacts, and issues concrete policy and operational recommendations for government bodies, media, platforms, and civil society.

2. METHODOLOGY

Sources:

- Public social media (Facebook, Instagram, TikTok),
- Telegram channels,
- Online news outlets,
- Community reporting by trained local leaders,
- NGO reports and other documents.

Key public NGO sources used: NTC Armenia, ECOM, ILGA-Europe, TGEU and national monitoring reports.

Protection & ethics: Victim identities anonymized. Sensitive data stored securely. No screenshots containing identifiable private data are published in the brief.

3. KEY FINDINGS

3.1 Magnitude & trends

Repeated spikes of anti-trans content were observed following trigger events (e.g., visibility events, international rulings or media stories, elections). These waves often begin on Telegram/anonymous pages and spread to Facebook/Instagram comment threads. Civil society monitoring and NGO annual reviews confirm sustained hostility toward trans people through 2024–2025.^{2 3}

3.2 Dominant narratives

Within an assessment⁴ conducted in October 2025, NTC identified five dominant narratives that are repeatedly circulated online in Armenia’s reality:

1. **“Foreign import” narrative:** Presents trans identity as a Western phenomenon that threatens Armenian traditions.
2. **“Dangerous” narrative:** Falsely frames trans people as threats to children or as mentally unstable predators.
3. **“Moral panic / family values” narrative:** Frames visibility as propaganda that endangers national or family values.
4. **“Mental illness/degradation” narrative:** Presents trans people as mentally ill and degraded.
5. **“Legal privileges” narrative:** Spreads statements that Armenia is “forced” or “obliged” to give certain privileges to trans people.

² <https://www.ilga-europe.org/files/uploads/2025/02/Annual-Review-2025-Armenia.pdf>

³ <https://ecom.ngo/en/library/national-report-armenia-23/>

⁴ <https://drive.google.com/file/d/1QnMqDYERp2YGITkIKqg4WzMFL4eUGqZ8/view>

3.3 Channels & amplifiers

- **Telegram:** Anonymous channels act as originators/amplifiers. Research shows Telegram networks in Armenia are frequently used to circulate hateful content.
- **Facebook & Instagram & Tiktok:** Large comment threads and repeat sharing of posts reach mainstream audiences.
- **Mainstream media / public figures:** Sensationalist reporting or statements by public figures sometimes amplify disinformation and justify online harassment. International legal findings (e.g., ECHR decisions) often generate polarized reporting and backlash. ⁵

⁵ <https://hudoc.echr.coe.int/eng#%7B%22itemid%22:%5B%22001-240280%22%5D%7D>



4. EXAMPLES OF ANONYMIZED DOCUMENTED CASES

Case 1 — “Pageant visibility backlash” (Feb 2025) ⁶

Summary: Following coverage of an Armenian trans participant in an international trans pageant, multiple public Facebook pages and Telegram channels published derogatory posts and calls for harassment. Within 48 hours, several anonymous pages reposted images and fabricated claims, generating thousands of hostile comments. NGO monitoring recorded comment threads and documented threats.

Impact: Intensified doxxing attempts; targeted threats against the participant and family; relocation to another country and mental-health crisis support required.

Evidence: Screenshots of Facebook posts, Telegram thread exports, community reports.

Case 2 — “Telegram doxxing of activist” (October 2025)⁷

Summary: Anonymized Telegram channels published photographs allegedly showing a trans activist’s private life, accompanied by false accusations of criminal behaviour. The posts were mirrored to public Facebook pages with high follower counts, producing threats and harassment. NTC volunteers traced initial posts to a cluster of Telegram channels and archived the threads.

Impact: Target received serious threats; temporarily suspended public activism; sought police help but did not receive an immediate protective response.

Evidence: Telegram channel exports, Facebook re-shares.

⁶ <https://www.ilga-europe.org/files/uploads/2025/02/Annual-Review-2025-Armenia.pdf>

⁷ <https://ecom.ngo/en/library/national-report-armenia-23/>

Case 3 — “Hate inciting material sharing” (November 2025)

Summary: Following a visibility event self-organized by a group of LGBTQI+ activists on the streets of Yerevan, a Facebook user published a video which contained hate speech, incitement to violence, discriminatory calls against LGBTQI+ people in Armenia. NTC thoroughly documented the case and committed to the legal protection of its parties.

Impact: Increased aggressive comments toward local trans community, an individual trans activist and organizations.

Evidence: Link to the published video, screenshots of comments and reposts.

5. GAPS IN RESPONSES & SYSTEMIC CHALLENGES

- **Legal protections:** Armenia has incomplete anti-discrimination coverage for SOGIESC; international recommendations call for explicit inclusion.⁸
- **State response & trust:** Limited, inconsistent institutional response and reluctance of victims to report due to fear of exposure.
- **Underfunded community protection:** Legal, psychosocial and digital safety services are not scaled to the need.

⁸ <https://drive.google.com/file/d/17rJUz0TijX9bdkgLXktKXa03UJiJZBQy/view>

6. RECOMMENDATIONS

For Government & Public Institutions

1. **Adopt explicit anti-discrimination legislation** that lists sexual orientation and gender identity as protected grounds.
2. **Create confidential reporting & investigation procedures** for SOGIESC-based online harassment and hate crimes with rapid referral to protection services.
3. **Train law enforcement and judiciary** on SOGIESC-sensitive investigation, evidence collection, and victims' protection.

For Social Media Platforms

1. **Establish local rapid-escalation channels** for vetted NGOs to submit evidence packs (screenshots, metadata).
2. **Improve Armenian-language moderation** and publicly report takedown outcomes and rationales.

For Media & Journalists

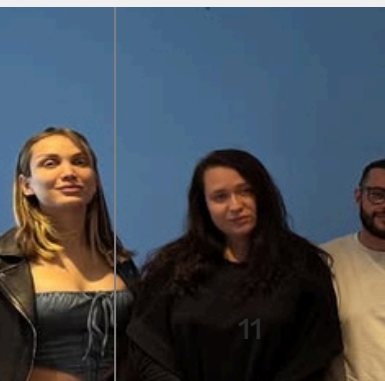
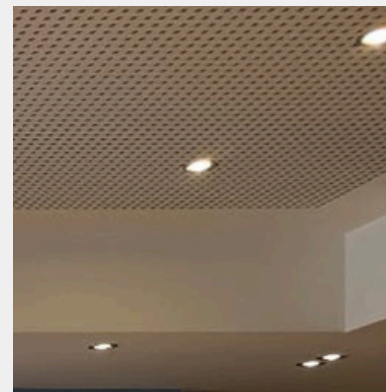
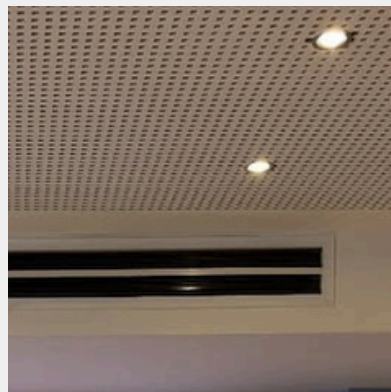
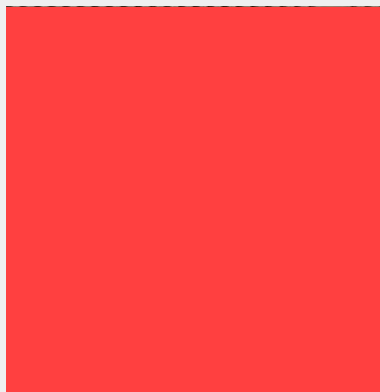
1. **Adopt editorial guidelines** on reporting about gender identity.
2. **Avoid sensationalized framing.**
3. **Implement corrections policies** when outlets amplify disinformation.

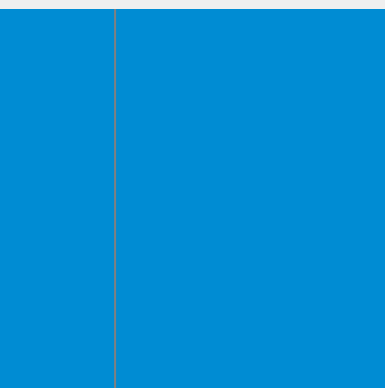
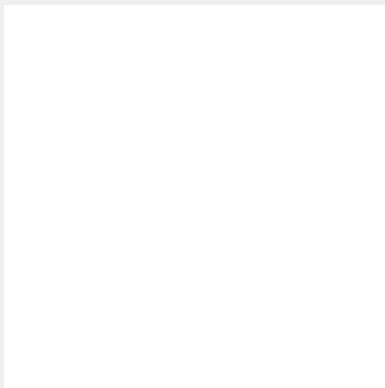
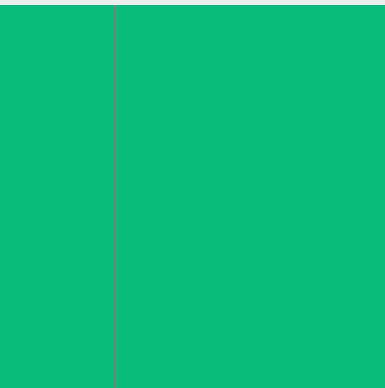
For Civil Society & Donors

1. **Fund NTC's rapid-response unit** (digital monitoring, legal aid, psychosocial support).
2. **Scale media literacy** trainings for community leaders and journalists.
3. **Implement community-led narrative campaigns** to humanize trans lives and counter myths.

7. CONCLUSION

Transphobic disinformation and hate campaigns in Armenia are real and cause concrete harm. Coordinated action — legislative reform, platform accountability, ethical media reporting, and community empowerment — will reduce harms and protect human rights. NTC is prepared to lead documentation, training, and rapid response with international partners.






Thank You

This publication was developed with financial support of the Eurasian Coalition on Health, Rights, Gender and Sexual Diversity (ECOM). The content of the document is the responsibility of the National Trans Coalition and does not necessarily reflect the views of ECOM.

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

 Email

ntcoalition.ngo@gmail.com