

## What is 764?

764 is a network of online individuals who seek popularity and status through violence, manipulation, and criminal activity. Members will either engage in this activity or coerce others to do so on their behalf. Such activities can include animal torture, sexual violence or extortion (including child sexual exploitation), self-harm, and violent crime. Most individuals involved in 764 are minors (people under 18 years of age) who often start as victims of these activities and over time become perpetrators and recruiters themselves. 764 is considered a form of Nihilistic Violent Extremism, and its primary goal is to cause as much harm as possible to gain clout within the group.

## Who do they target?



764 threat actors primarily target vulnerable youth (aged 8-17 years). LGBTQ+ youth can encounter unique challenges that could make them vulnerable to recruitment.



764 also targets individuals struggling with mental health issues, eating disorder and self-harm (colloquially called Sh/Ed). Young girls are particularly at risk because of these vulnerabilities.



764 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 also recruits members and victims from video game spaces like Roblox and Minecraft, which are popular among 8-13 year olds. They will often offer in- game currency in exchange of sexually explicit images.





## 764 Recruitment examples:



Joshua enjoys playing Minecraft after school. One day 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 looks forward to finding more people who also enjoy playing his favorite game, and clicks the link.

Things seem normal at first, but soon take a turn for the worse when members begin posting adult content and gore.

Joshua is uncomfortable with this, but when he tries to leave he is sent a threatening message by one of the server members. The message includes Joshua's home address along with threats of physical harm against Joshua and his family.

Joshua becomes convinced he cannot leave, and even begins participating in sharing violent content out of fear for himself and his family. He does not feel like he can turn to an adult for help, and soon begins recruiting other Minecraft players in the same way that he way. Joshua has become both a victim and a perpetrator within the 764 network.



Thirteen-year-old Lila struggles with body image, loneliness, and self-harm. One day while scrolling on X and TikTok, she finds users talking about similar issues using “cute” images including soft plushies, glittery filters, and pastel colors. This “Cutecore” community seems familiar and harmless.

Soon, Lila begins creating and posting her own content, using captions and hashtags with the acronyms SH (“self-harm”) and SH/ED (“self-harm/eating disorder”). Eventually, one of the other users online invites her to the messaging app Discord, promising a dedicated community of people who share her experiences.

Other young girls on this app are posting tips for self-harm aftercare, ideas for calorie-restricted meals, and instructions for creating “Cutecore” images. Soon, these same users are asking Lila to post pictures of her own self-harm injuries, or watching and sharing gore content. When Lila complies, she receives praise - when she resists, she is shamed and threatened.

To Lila’s parents and siblings, the Cutecore visuals do not seem problematic. But over time, Lila becomes emotionally dependent on this community and finds herself trapped in a cycle of coercion and harm. She no longer sees herself as a victim and considers this community to be her friends and support system. In an escalating effort to create Cutecore content, Lila eventually attempts to take her own life on camera.



## Who do I contact if I am concerned?

If you are concerned about yourself or someone you know, help is available. Explore the following links to find the best resources for you:

### United States

[National Center for Missing & Exploited Children \(NCMEC\)](#)

[Netsmartz](#)

*Resources and educational content created by NCMEC*

[Reach Out Resource Hub](#)

*Find resources or organizations near you*

988 Suicide and Crisis Lifeline

### Canada

[Canadian Centre for Child Protection](#)

[Kids Help Phone](#)

[Cybertip.ca](#)

*Reporting the online sexual exploitation of children*

988 Suicide and Crisis Lifeline

[CPN-PREV's Interactive Map](#)

*Find a practitioner near you*