In early May, QAnon braced for a purge. Facebook had removed a small subset – five pages, six groups and 20 profiles – of the community on the social network, and as word of the bans spread, followers of Q began preparing for a broader sweep.

Some groups changed their names, substituting “17” for “Q” (the 17th letter of the alphabet); others shared links to back-up accounts on alternative social media platforms with looser rules.

[...]

Source: Down the rabbit hole: how QAnon conspiracies thrive on Facebook | Facebook | The Guardian