

The Women Making Conspiracy Theories Beautiful | The Atlantic

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A blush-colored square filled with the all-caps advice SHOW UP EVERY DAY FOR SOMETHING YOU BELIEVE IN belongs to one of the least remarkable categories of Instagram content: visually unchallenging, impossible to disagree with, pink. Even if people do not exactly know how to show up every day for something they believe in—particularly during a pandemic—the basic spirit of the message is blandly uplifting for a millisecond during a bleary-eyed morning scroll through the feed: *Today, I will, in some way, demonstrate that I believe in something, somehow!* Hardly anything about it would dissuade the casual follower from double-tapping her appreciation before moving on.

But this particular image, posted in March by the Utah-based fashion, beauty, and parenting influencer Jalynn Schroeder to more than 50,000 followers, is accompanied by a series of hashtags that includes the initialism WWG1WGA—“Where we go one, we go all”—a motto used by adherents of [the QAnon conspiracy theory](#). QAnon is flexible and convoluted, but generally posits that President Donald Trump is locked in a battle with the “deep state,” and is attempting to bring down a ring of pedophiles and child traffickers that counts various high-profile politicians and celebrities as co-conspirators. Most famously, it’s the evolution of [Pizzagate](#), the conspiracy theory that motivated a man to storm into a Washington, D.C., pizza restaurant with an AR-15 in December 2016, bent on exposing a supposed pedophilia ring in its basement, which did not exist.

[...]

Source: [How Instagram Aesthetics Repackage QAnon - The Atlantic](#)