



# GAYTHER AFFINITY

Peter Williams | 2023 | London, United Kingdom

## 01 | OVERVIEW



Gayther is an online service home to one of the world's largest collections of current and relevant LGBTQIA+ information. Introduced as part of Gayther Trinary is Share, also known as Gayther Affinity, and contains the LGBTQIA+ social networking service. Affinity is an online place for members of the community and their friends to connect and communicate, a safe space to share

their thoughts and feelings without the fear of being bullied or online abuse. The service is designed for people over 18 and is closed, which means that visitors to the site must first register and log into the service to see profiles, communicate with users or see what they have shared.

Once registered, the Gayther Affinity service enforces strict policies and features user tools like block, report, and group moderation, designed to quickly stop and remove all those individuals abusing the policies and guidelines. At the same time, Affinity allows users to interact with all the businesses and services listed on any of the three available directories, whether messaging, rating the products and services they offer or providing feedback. The Interactive directories highlight and showcase inclusive organisations and those that actively welcome the community and go beyond any legal obligations within that country.

The first is the Big Directory, the largest of all directories, a service showcasing a range of businesses, from local bakeries to large international law firms. The Care Providers and Services directory is tailored towards the elder LGBTQIA+ community and is a service which connects

older customers with any support and assistance they might need, whether it is looking for an inclusive care home or a financial advisor to help with their retirement planning. The final directory is Gayther Event, an open event listing service for businesses and organisers to inform the local community and the world of all upcoming social gatherings they are hosting, ranging from a special night within a local bar to a large pride event or festival.

Users and organisations within the Gayther Affinity social networking tool and directories can connect through the online community and share their experiences with other users. Every directory listing has built-in features, such as the LGBTQIA+ question set, more Gayther and features designed to help with advanced search and filtering. The LGBTQIA+ question set enables businesses to share their overall approach with all their customers, offering free listings the ability to confirm their position against a general inclusivity statement and those with enhanced listings the option to delve into various community subjects and themes.

More Gayther is featured on all listings and helps customers explore information specific to the country, state, province or region where the business is located. Linking area-specific resources on the Gayther platform to each listing, tailored links to resources such as travel guides, weather information, local emergency telephone numbers, and more tools designed to help the overall customer experience. In addition to the directories, the platform goes further, allowing organisations to list any vacancies on the Job Board or offers, such as limited-time discounts and exclusive money-off coupons through the dedicated coupon service.

*"Online bullying is a serious issue where countless LGBTQIA+ individuals are targeted and subject to daily abuse and threats. Though popular social media platforms have put in place content controls, given the general nature of these types of services, often the abuse continues,"* says Peter Williams, founder of Gayther.

*"We created Gayther Affinity as a dedicated online space for LGBTQIA+ community members and their friends. A closed network that acts as a safe space for community members to connect, share and have the freedom to be themselves without fear."*

## 02 | TAGS

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social network, connect, share, safe space, networking, users, online, friends, community

## 03 | KEY FACTS

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- Gayther Affinity contains over 270 groups and 280 forums, all with group moderation and user controls
- Gayther Affinity is also home to Agony Zir. An LGBTQIA+ agony aunt service that is now part of a dedicated social group. The service previously resided within the community section of Gayther and was moved to the social networking service to safeguard those requesting advice
- Gayther Affinity has 233 groups specific to travel. Dedicated groups to every country around the world, for people to share tips and advice about places to visit, experiences and what to watch out for when visiting
- The Gayther Affinity service has many features, including the ability to send virtual compliments or poke each other, private chat, real-time notifications, user badges and customisation options such as visibility management
- The Gayther Affinity service is designed for people aged over 18. The service is restricted to 18 and over due to the sensitive nature and themes covered within the many groups and forums