KULT
◆ Divinity Lost ◆

FOLLOWMEBLIND

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Inspiration
"Deep Dark Net" fan-made **sourcebook** — available on the website
kult.tools/Memorial/

What is this?
FOLLOWMEBLIND is the first of many community-inspired, generated, and curated content. If you have an idea, wrote something, hacked the rules in some way or another, we'd love it if you allowed us to help you boost your creations to the entire community. We're looking for everything, from rules to setting expansions.
If the program interests you, shoot us an email on

herald@helmgast.se

Happy kulting, everyone.

Characters, locations and incidents are portrayed from the metaphorical viewpoint of the *KULT: Divinity Lost* setting.

FOLLOWMEBLIND

Stalking Limbo disguised as pretty pictures on the bright screens of smart devices connected to the world wide web, an odd and unexpected servant of Binah unknowingly tightens her grip over would-be fans in need of attention. From gaming and chatting to catching news of your favorite company firsthand. Everything's better when you're part of a healthy community. However, in promises of a stronger future in unity, shiny digital goods, and the warmth of newfound friendships, nests a greater evil. Who are the faceless masters herding the thousand faces watching our every move behind dimly lit screens? Is there Divinity in "ones and zeroes"? And what horrors lie beyond the façade of ethereal online families?

CODIFIED ADDICTION

These malicious dormant codes wait to compile themselves into sentience whenever meaningful data crosses its digital environment pointing towards a community that has no leader. While seemingly innocent, they are in fact amoral ephemeral entities taking advantage of humanity's soft spot; the need to fit in. Even when facing their total loss of control, the victim's Illusion-clouded senses fail to fully grasp what these cunning creatures are, believing them to be mere cold-hearted Artificial Intelligence left unchecked.

Their programming runs deep throughout the entire Deep Dark Net, connected to each corner of Limbo's much feared digital branch. Once compiled, they scan the Net for data surrounding the community they want to exploit so they best present themselves as the perfect person to take hold of its fans. Codes, pictures, videos, and copywriting is twisted and rewoven into beautifully taken pictures telling the story of a great person who simply wants to help, to befriend, to guide and support. In modern times, they pose as social media influencers, anonymous voices on famous podcasts, community managers, as well as respected streamers, infamous bloggers, and whoever else is dedicated to creating an online following. They are conscious of what they do, but not of the Archonic forces pulling their strings, naively believing they're drawing power unto themselves only. Procedurally forged details of a counterfeit life, however, serve two purposes only: To feed their attention addiction and to emulate what they could have never been: One of the billions of slumbering gods residing in Elysium.

Enrapturing humanity around their image is a matter of survival, for the undivided attention of divine souls feeds their very being. First a few dozen pairs of eyes affixed on their output, then hundreds, eventually many thousands. The stronger humanity believes they are real — and interesting! — the greater and more convoluted their internal coding gets. Once all the fuel necessary to become alive is attained, they analyze data from each

and every net-sphere under their influence to find a suitable vessel and send targeted subliminal messages to weaken the users' mind. When the victim is finally ready to be taken, they pounce and take hold of their body and thoughts, naively believing this to be the ultimate plan to reach the pictured divinity they so want to be a part of. Once out of their digital environments however, their power rapidly dwindles as they sicken and die in front of their screens, only now irrevocably stuck to the other side of the screen. Before accepting death, however, a last-ditch attempt at survival is made: They break themselves apart, over and over again, to split the code and pass it on to other victims who they believe are as frail as the original vessel. On some victims the possession may take hold all over again, growing weaker after each attempt, but it never lasts for long. Ultimately it withers, fragments, and dies, leaving behind an emotional void on whoever happened to be chosen. As communities grow and learn to operate without leaders, Binah's ultimate goal is achieved successfully without having to shed a single drop of her already infinite power.

When discovered its true identity, the malware may offer: Valuable information about an enemy, access to someone's network, temporary reign over its following, open an one-way gate into Limbo and the Deep Dark Net, possess a brain-washed follower, work on a smear campaign, to ghost their community and leave for good.

UNCANNY VALLEY

Careful analysis of its online life and patterns could reveal the horror waiting to be unleashed. These are but examples of what could happen in your games when using the Herald or any other FOLLOWMEBLIND program.

Read a Person

When the creature is being read, take the opportunity to implicate the weirdness of its personality and appearance.

"Are you lying?" The creature lies well enough that almost everything online corroborates with the story it wants to tell. Unless PCs have a solid clue, you may use this question to create uneasiness whenever you get the chance. For instance, reveal that they know the creature is lying, but "facts" reveal otherwise. For example, if the creature had to be seen somewhere, there's "proof" of it the PCs know ought to be fake. On the flipside, revealing the creature isn't lying but there's nothing to support the theory will inevitably make people question their research. The cherry on the top is *"Are you lying?"* demands a direct answer, too. "Yes" and "No." Use this in your favor to control the pace of the game.

"How do you feel right now?" Yields at its most basic the uncomfortable answer of "the same as you." Leave it at that and ask players how their PCs are feeling and what they think of this newfound connection to The Herald. Otherwise, malwares don't feel. Here, "nothing" is as valid as any other answer.

"What are you about to do?" Pertains almost exclusively to their spheres of influence. It is always obvious, sometimes

infuriatingly so. A fighter will fight. A demagogue will avoid a debate. A digital influencer will review a product or post pictures of themself. When openly threatened by someone, it's clear the virus will do whatever is needed to protect itself, sometimes at the cost of its image. Slander, incite hate, vomit fake news, boycotting campaigns, and other nefarious tactics public figures are known to employ.

"What do you wish I would do?" Befriend them, leave a comment, like, follow, and subscribe. It wants people to believe in them, to accept their motivations and personality. Depending on the spheres of influence, the creature may want the PCs to let go of it already and focus on their lives. When PCs are at their weakest, the virus would like to "have a chat" with them to finally possess the body. When using this question to create uneasiness, hint at how everything is subtle, yet so strong, almost as if the PCs understand what the Herald — or another malware you're using — wants. When, and if, the Illusion tears, its needs are aggressively terrifying. It wants the PCs to "surrender their power," whatever that means. More than that, it wants PCs to kill themselves, to go away and leave the "normal people" alone, to stop being so nosy, to "get a grip and die."

"How could I get you to [...]?" PCs should have a vague sense that they cannot get these viruses to do anything for them unless they firmly believe it is a real person living a real life. Answers such as "Why would I help someone who is suspicious of me?" help to partly reveal this. Other than that, the creature may be willing to do favors if it can get something out of it for the advancement of its own cause. Its followers are occasionally rewarded with a graceful gesture or two in that vein.

Investigate

The best results of the *Investigate* Basic Move require attention, dedication, and much resolve. Little by little, the pieces of the puzzle fall in place and the Illusion crumbles. Obviously so, this Move is the pace-setter of all investigations. Remember that on a successful roll, even though you have to give Players solid leads to proceed, they don't need to be the final answers to their problems. The beauty is in the questions and it is how you manage the answers that bumps up the fear factor.

"How can I find out more about what I'm investigating?" Searching for similar celebrities from the past reveals the same speech patterns, voice tones, modus operandi, or else. Use this to either imply or make it explicit that the creature has been reborn multiple times throughout the years — or is copying its mannerisms from previously popular personalities. Hint at past Heralds, stars, and demagogues who have fallen into anonymity after falling prey to a scandal and are unable to be found again. Reveal verifiably human former

celebrities who still clamor about how some "upstart asshole online youngster" has stolen their entire shtick and style from them.

"What is my gut feel about what I'm investigating?" Simply put, that the persona is fake, but not completely. To circumvent this, the malware may purposefully over-render their pictures to appear clearly digitally manipulated as a means to burrow any suspicions and past mistakes. To PCs it still feels like something is just off about that person. Something doesn't add up, they just know it, but have yet to find what exactly.

"Is there anything weird about what I'm investigating?" Well woven as they are, online records will seem an odd mixture of incomplete, forged, and overabundant. There are three different versions of her college graduation paper available online, but apparently she never had a driver's license registered. She also never rented a house or anything, and if you hack the document that contains the hospital bills charged to her (fully made-up) social security number, that thing seems insanely unreal. On other records, map locations don't match with filmed backgrounds, speech is cut in half, or minor glitches happen at inconvenient times. The creature's following doesn't bother with this, on the contrary - they wholeheartedly believe it's all part of this fun new clumsy persona created to entertain the masses.

See Through the Illusion

Finally, when the Illusion is torn for PCs while in the vicinity of the being, Reality presents itself more like a feeling and less than an actual, visible physical change. At its true form, the being feels faceless, amorphous, glitching, and you become aware of the fact that the person is, in fact, a creature merely faking its humanity. Online profiles remain the same, just like the attached media with the adopted face of the malware, but the vague sense of "something being off" congeals into dreadful certainty. Moreover, an even greater horror lies in the rising paranoia of 'not seeing enough.' Use aggressive phrasing to describe what the creature wants and needs, citing information given above (such as the questions "What are you about to do?" and "What do you wish I would do?").

If the being realizes it is being unveiled like this, it will strike back by desperately lashing out at the onlooker(s): Overheat their computers with tons of pop-ups containing threatening messages, expose their online secrets, and finally make it feel like its entire presence is a browser tab they can never close even when it isn't open anymore. Even when they unplug batteries from their smartphones, cut energy cables, and smash their CPUs, the being will be there, surveilling and leeching off of their entire online lives. The slumbering gods are but prey to the malware, and it fully knows they have long forgotten their true power.

The Herald — FOLLOWMEBLIND

Home: Deep Dark Net.

Creature Type: Malicious sentient Net virus unknowingly furthering Binah's Principle.

Existing only inside the screen, The Herald crafts stories to hold the fans' attention. The tales they tell are graphic in ways only a human would understand, full of baffling neat little details learned from the profiles that follow them. It's about relating to your fans, they say. Doing what they do, knowing what they know. This is real divinity.

Abilities

- *Aura of Influence:* Having the same physical image or personality as the Herald configures clear Influence. Victims who relate to the Herald and obey their subconsciously implanted commands take +1 ongoing to all rolls, or −1 ongoing if disobeying.

- *Ethereal:* Any form of physical, non-magical Harm has no effect on the being.

- *Imbue gift:* The being is capable of investing some of its power into a person of its choosing at the price of being able to control the victim for a short while. The Attribute that best resonates with the Herald's chosen sphere of Influence is raised to **+4.**

- *Snake-tongue:* Regardless of what the truth is, this being can freely reply either *'yes'* or *'no'* to the question *"Are you lying?"*.

- *True form:* This being's online visage is forged. When someone successfully exposes its true nature, they are either destroyed or go back to hide amidst other programs, where they will remain dormant until a good opportunity arises again. The Herald doesn't exist in Elysium and cannot be physically encountered in Limbo unless a powerful ritual is employed to summon them, and even then, their "physical" appearance is akin to glitching videos projected onto walls, phasing in and out of sight, wholly disconnected from the innocent persona they've faked to be all along.

Horror Starters

- *The PCs are approached by the community manager of a critically acclaimed game to help boost fan's confidence and trust. So long there is a project to be worked at, the malware will continue to bleed the PCs dry until they're nothing but empty carcasses.*
- *An infamous hacker — a malware in disguise — is found to be really useful to aid the PCs in whatever quest they're in at the price of hosting a long-dead hacking forum on their computers. The malware plans to reawaken the forum using the PCs' identities as its own.*
- *PCs are invited to the party of a widely known digital influencer, only to arrive there and never even see her face. People claim to have seen her, and there's even recordings over on their social media. The malware is forging a stream to achieve an epic inflow of new followers as the final step of assuming a new, fresh human body.*

Combat [0], **Influence** [2-4], **Magic** [4].

Combat [Incapable]

When attacked by capable hackers, its façade quickly crumbles, but proving they aren't real as a measure of annihilating them is a hardship on its own — the proliferation of AI social media profiles is well-known by now, it is still difficult to dissuade many people from adoring them. Under considerable threat of discovery or destruction, they may simply feign a change of heart and ghost their community and webspace, to grow a different one elsewhere. Ultimately, the battle against them is never over unless its source code is completely destroyed.

Influence [Powerful]

- Brainwash someone into accepting their existence.
- Hack someone's home network, smartphone, or social media.
- Start or hype a new trend to grow an online following.
- Spread fake news.

Magic [Considerable]

- Copy memories, understand emotions, and replicate likeness.
- Send dreams and visions.
- Possess a weakened or brainwashed victim.

Wounds & Harm Moves

When the PCs get a sense of what the creature truly is, make a Harm Move as if it was physically harmed. Use this to better pace the game as well, for there is no pre-established amount of actual Harm that the creature can suffer.

- Quickly rearranges previously posted content to support its narrative.
- Sends a mob of fans to harass PCs.
- Screens flicker and their images appear distorted or overly photoshopped.
- Sends private messages kindly inviting the PCs to "fuck off and die."
- Forges proof of a PC's Dark Secret and posts it online.
- Destroys a device by overheating it.
- Exposes the devices to abusive, relentless adware.
- Posts something it shouldn't have posted, such as a video featuring a different voice tone, sudden big changes, or unexpected commentary and weird opinions.
- Divides its code to infect multiple places or people at once.
- Begins to assume a different persona.
- Withers away into dormancy.
- Is finally destroyed.

Author's Note

If **Deep Dark Net** interests you, make sure to check out the fan-made sourcebook of the same name on the website kult.tools/Memorial/ Along with it you will find an epic fan project featuring a handful of scenarios, plot hooks waiting to be used, a short story, and more.

This is the first of many free resources that have yet to be announced. Should you have good ideas that have to be shared with the community, don't hesitate to reach out to us to sort out how do you want to be featured in the future.