ECO-MEDIA

Lesson 2
Digital Tools to Enhance Activism

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Introduction

"We get to live in a time that we get to use social media as a tool".

Gigi Hadid

Objectives of the lesson

- Understand the role of digital tools in enhancing activism.

- Explore different digital tools available for activists.

- Identify the benefits and challenges associated with using digital tools in activism.

- Understand the importance of secure communication tools in activism.

- Understand the significance of digital security tools in protecting activists' online presence.

Learning outcomes

- Gain an understanding of the different digital tools available to activists.

- Comprehend the advantages and challenges associated with using digital tools in activism.

- Assess the relevance and appropriateness of different digital tools for specific activism goals and target audiences.

- Understand the issues of online harassment, and privacy concerns.

Targeted skills

- Digital literacy

- Digital safety

- Media literacy

- Critical thinking

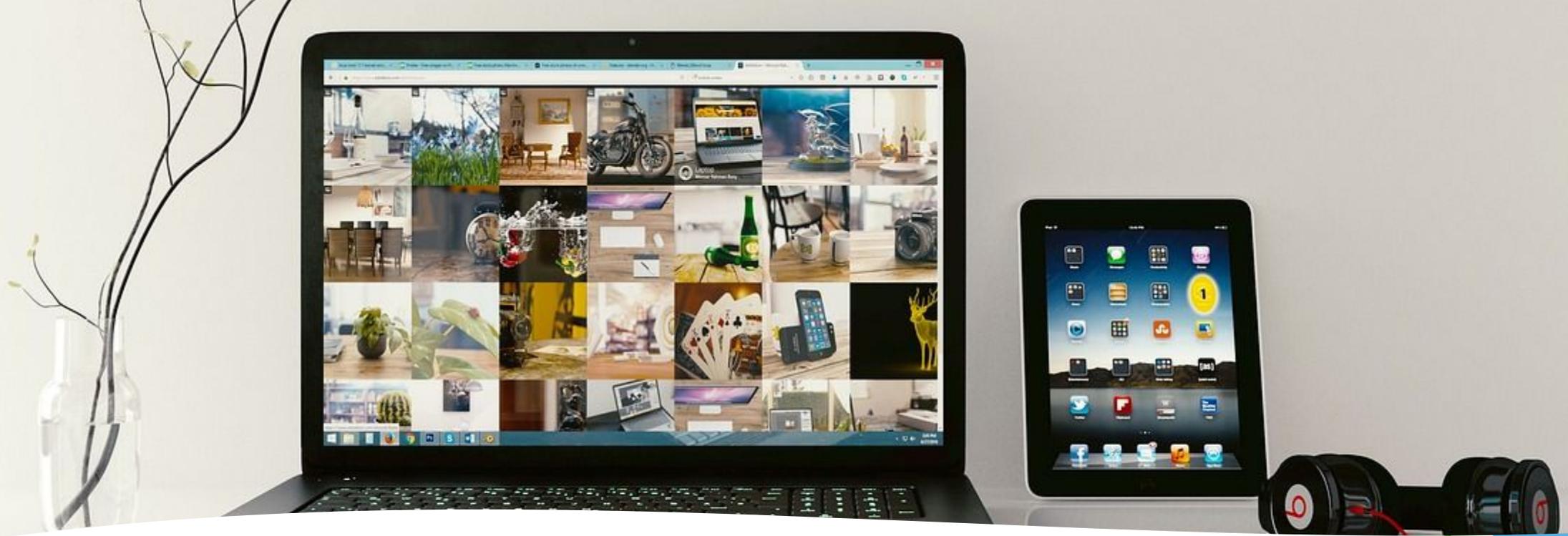- Communication skills

- Reflection skills

Digital tools to enhance digital activism

Introduction

- Digital tools play a crucial role in enhancing activism by providing activists with innovative ways to communicate, organize, mobilize support, and amplify their messages.

Social media platforms

Social media platforms

|		
Facebook	Twitter	Instagram
YouTube	Tik Tok	LinkedIn

Facebook

- One of the most **widely used** social media platforms for activism.

- Allows activists to **connect with a diverse range of people**, share content, and create dedicated groups or pages for specific causes.

- An activist can have his/her own **personal profile** to share his/her thoughts and other content.

- Offers **various features** like posts, videos, live streaming, and events that enable activists to share messages, engage with followers, and organize online campaigns or events.

- Facebook's **advertising tools** allow activists to target specific demographics, ensuring their content reaches the right audience and maximizing the impact of their campaign.

Tips about the use of Facebook

Define	
Create	
Maintain	
Avoid	
Limit	
Prioritize	
Engage	
Utilize Hashtags	
Stay updated	
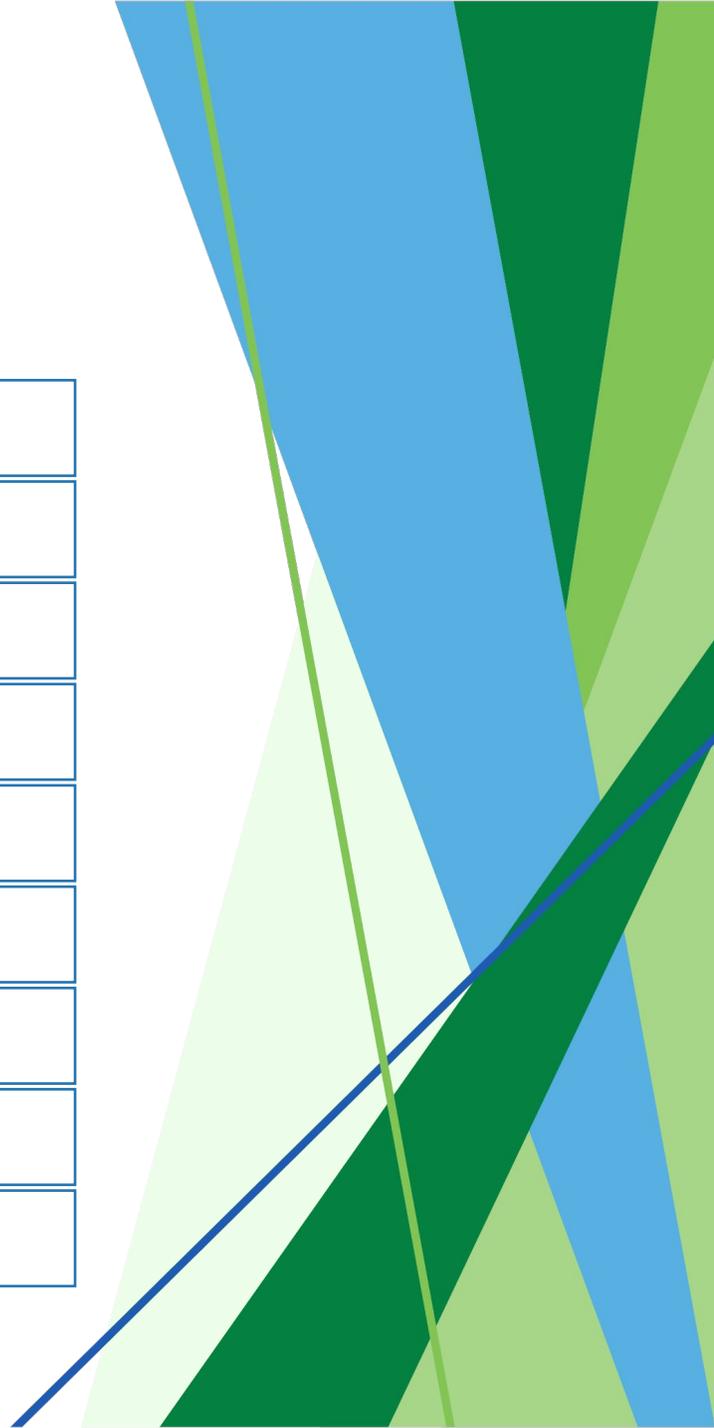
Success story of using Facebook for digital activism

- #MeToo

- Facebook played a crucial role in the spread of the #MeToo movement. It provided a platform for individuals to share their personal stories of harassment and assault, often using the hashtag #MeToo to signify their experiences. These posts quickly gained traction and went viral, creating a powerful collective narrative that highlighted the magnitude of the issue.

Twitter

- Twitter is known for its **fast-paced nature**, making it an effective platform for sharing real-time updates, news, and opinions.

- **Hashtags** can be used to raise awareness, spark conversations, and mobilize support around specific issues.

- Twitter's **retweet feature** allows content to spread rapidly, enabling activists to amplify their messages and gain visibility.

Tips about the use of Twitter

Focus	
Manage Time	
Fact-Check Information	
Tag	
Retweet	
Prioritize engagement	
Stay Informed	
Utilize Hashtags	

Success story of using Twitter for digital activism

- #BlackLivesMatter
- Twitter became a powerful tool for activists to share information, organize protests, and raise awareness about racial injustice. The hashtag #BlackLivesMatter emerged as a central rallying point for the movement, allowing users to share their experiences, express solidarity, and demand accountability.
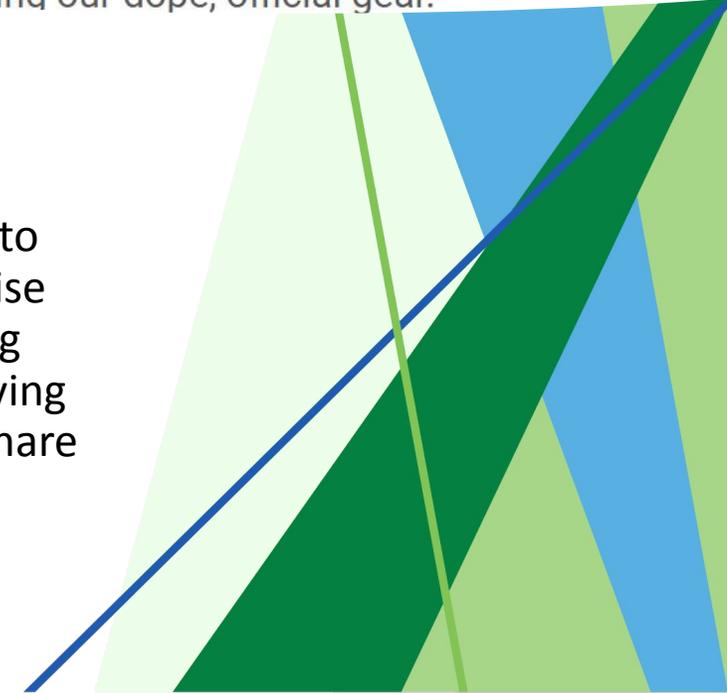
Instagram

- A **visual platform** that allows activists to tell compelling stories through images, videos, and captions.

- **Popular among younger people**, making it an effective platform for reaching and engaging with the next generation of activists.

- Provides opportunities to **collaborate with influencers** and other individuals who have a significant following.

- Instagram Stories allow activists to share ephemeral and curated **content that disappears after 24 hours or remains permanently accessible** (behind-the-scenes content, event promotions, calls to action, etc.).

Tips about the use of Instagram

Appealing profile	
Visual stories	
Connect	
Use hashtags	
Engage	
Collaborate	
Stay authentic	

#climatestrike

779,024
posts

Top posts

into "bee-stops"

Klimastreik Schweiz
KÄMPFE MIT UNS

Success story of using Instagram for digital activism

- #climatestrike

- Led by young climate activists, this movement aims to raise awareness about the urgency of addressing climate change and demand action from governments and corporations.

- The success of the "ClimateStrike" movement on Instagram lies in its ability to engage and mobilize young people, who are passionate about environmental issues. Through captivating visuals and storytelling, activists effectively convey the urgency of the climate crisis and empower individuals to join the movement.

YouTube

- Share powerful stories and messages through **video content**.

- **Massive user base**, with billions of people visiting the platform daily.

- Offers **live streaming features**, enabling activists to host real-time events, panel discussions, etc.

- YouTube allows activists to **build a community of engaged viewers** through subscriptions, comments, and likes.

Success story of using Youtube for digital activism

It Gets Better Project ✔

- "It Gets Better" campaign

- Launched in 2010 by Dan Savage and Terry Miller in response to the alarming rates of LGBTQ+ youth suicides.

- The campaign aimed to provide hope and support to LGBTQ+ youth by sharing personal stories of resilience and success from adult LGBTQ+ individuals. The campaign encouraged people to create and upload videos to YouTube, sharing their experiences, offering words of encouragement.

Tik Tok

- **Short-form video** format (15-60 seconds) allows activists to deliver concise and impactful messages.

- User base is predominantly **young people**.

- **Global reach**.

- **User-friendly interface** - accessible to a wide range of individuals.

- Editing features, effects, and music library offering a range of **creative tools** for activists to convey their message.

LinkedIn

- **Professional Network**.

- **Professional profiles** to showcase activism work.

- **Networking features** (connecting with others, joining relevant groups, and participating in discussions, etc.) that allow activists to expand their network, foster relationships, and find support for their activism initiatives.

- LinkedIn provides a **platform for activists to mentor and support** aspiring activists, sharing knowledge, insights, and guidance to nurture the next generation of changemakers.

Other digital tools

Digital tools for digital activism

Online Petition Platforms	Platforms like Change.org allow activists to create and promote online petitions to gather signatures and mobilize support for various causes.
Email Marketing Platforms	Email marketing platforms like Mailchimp, enable activists to create and send targeted email campaigns to engage supporters, share updates, and call for action.
Digital Storytelling Tools	Tools like Canva provide activists with user-friendly platforms to create compelling visual content, videos, and graphics that effectively communicate their activism messages.
Virtual Event Platforms	Platforms like Zoom, Microsoft Teams, and Google Meet provide activists with the means to organize webinars, conferences, and panel discussions, connecting people globally.
Crowdfunding Platforms	Enable activists to raise funds for their activism projects, campaigns, or initiatives by appealing to a broad audience.
Chat apps	Chat apps provide a direct and immediate means of communication, allowing activists to engage in real-time conversations, share information, and collaborate with individuals or groups who share their interests.

Online identity and safety

" …digital identity is often taken less seriously, which can result in a lack of support and guidance for children as they begin to explore the online space."

Gahmya Drummond-Bey

Developing online identity

A strong online identity is crucial for activists to effectively communicate their message, build a following, and create an impact.

Have a clear idea of how you want to present yourself online, aligning with your values and target audience.

Present yourself in an authentic, relatable, and inspiring way.

Show that you care about the issues and want to achieve meaningful change.

Regularly participate in online communities that align with your interests to establish connections, gain visibility, and expand the reach of your online presence.

Verify the accuracy of information before posting and prioritize building trust with your audience.

Building a meaningful online presence is a gradual process that takes time. Do not be discouraged.

Online identity Do's

Define Your Purpose

Be Consistent

Protect Your Privacy

Be Authentic

Engage with Others

Listen and Learn

Provide Value

Online identity Don'ts

Misrepresenting yourself

Create a false persona

Refrain from participating in trolling or harassment

Do not share personal information

Do not plagiarize, respect intellectual property

Avoid be passive to comments, messages from target audience

Refrain from getting involved in debates or online conflicts that may damage your online reputation

Do not neglect your digital footprint

Online Safety: Protecting Yourself in the Digital World

Create strong, complex passwords for your online accounts

Activate Two-Factor Authentication

Be cautious of phishing emails, messages

Keep Software and Devices Updated with latest security versions

Connect to secure Wi-Fi networks

Limit the personal information you share online

Adjust privacy settings

Think before you share

Regularly monitor your online presence for suspicious activity

Stay informed about the latest online threats, and best practices for online safety

Digital challenges

Digital challenges in the context of the digital world

Increasing prevalence of cyber threats, such as hacking, malware, and data breaches.

Dissemination of false or misleading information and fake news, impacting public opinion and decision-making.

Individuals face challenges in maintaining their privacy online.

Lack of digital literacy affects participation in the digital world and exacerbate existing inequalities.

Rise of online harassment and cyberbullying.

Ethical dilemmas related to issues such as artificial intelligence, data privacy, and the impact of technology on society.

Excessive use of digital devices and online platforms can lead to addictive behaviors and negatively impact mental health.

Brainstorming activity…

- What are the biggest threats and challenges individuals and organizations face in the digital world? (prepare a list)

- How can we promote responsible use of technology and ensure that the benefits of the digital age are accessible to all?

Conclusions

Conclusions

- Digital tools play a crucial role in empowering activists and amplifying their voices in the digital space.

- Digital tools provide activists with powerful means to reach wider audiences, raise awareness, mobilize support, and drive social change in the digital age.

- Various social media platforms, such as Facebook, Twitter, Instagram, YouTube, TikTok, and LinkedIn, offer unique opportunities for digital activism.

- Effectively utilizing these platforms requires understanding their features, and best practices.

- Building a strong online presence and identity is essential for engaging with target audiences and gaining support for social causes.

- Protecting oneself online through privacy settings, secure practices, and critical thinking is vital in the digital activism landscape.

- Digital challenges, including cybersecurity threats and misinformation, need to be acknowledged and addressed for successful activism.

References and additional resources

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- Thomas, A. (2007). Youth online: Identity and literacy in the digital age (Vol. 19). Peter Lang.

Additional resources

- SOCIAL MEDIA: Online Activism. Available at: https://www.youtube.com/watch?v=AN-kIJI_5wg

- Why hashtag activism isn't enough to change the world. Available at: https://www.youtube.com/watch?v=WZVon_IbTBw

- The TikTok debacle: a new age of social media activism? Available at: https://www.youtube.com/watch?v=jJpL96rPGEw

- How to Become a 21st-Century Social Activist. Available at: https://www.youtube.com/watch?v=a1JONTiNQ-o

- Why social media is so powerful for political activism. Available at: https://www.youtube.com/watch?v=9qBR_IIZw2o

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ECO-MEDIA

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