Social Media Activism

The Jyot Curriculum
Social Media Activism

Learning Objectives
- Describe social media activism
- Explain the role of social media in political and social movements
- Analyze the pros and cons of social media activism in building and sustaining social movements
- Develop strategies to use social media for activism

Skills to Learn
- Social Media
- Leadership
- Campaigning and Organizing
- Self-development

Prerequisite?
None

Materials Needed
- Laptop, projector, and screen
- Internet access
- Speakers
- Easel with chart paper or whiteboard
- Markers
- Break-out groups may need phones to view videos
- Copies of readings and case studies

Facilitator’s Key
- Say out loud
- Video
- Conversation/Debrief

Workshop Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
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<tbody>
<tr>
<td>Ice Breaker</td>
<td>10 mins</td>
</tr>
<tr>
<td>Video: “Clay Shirky: How Social Media Can Make History”</td>
<td>16 mins</td>
</tr>
<tr>
<td>Reading and Discussion</td>
<td>35 mins</td>
</tr>
<tr>
<td>Case Studies Activity</td>
<td>25 mins</td>
</tr>
<tr>
<td>Debate on “Slacktivism “(Optional)</td>
<td>30 mins</td>
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<tr>
<td><strong>Total Time</strong></td>
<td>1 hour 30 minutes - 2 hours</td>
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Ice Breaker  10 mins

To start off, I want us all to share our favorite news source and how we consume news. Do you read or hear about news every day? Every other day? Every week? This does not need to be a traditional media source, but can be. Be specific and pick one:

➢ (i.e. CNN on TV, AJ+ on Facebook, NYTimes on Twitter, friends sharing news on Twitter, etc.).

➢ Write these down on a whiteboard/chart paper.

➢ Take a few minutes to collectively reflect on the groupings of these sources (are these mostly traditional media, print, TV, social media, etc.?)

Video Screening  20 mins

Screen TED Talk “Clay Shirky: How Social Media Can Make History”

➢ Encourage students to take notes or identify key points they wish to discuss further.

💬 Debrief and ask for takeaways from the video

Reading and Discussion (optional)  35 mins

➢ Have participants spend 15-20 minutes reading these two articles:

➢ The Case For Social Media and Hashtag Activism

➢ Social Media Activism: A Real Thing, or a Trick We Play On Ourselves?

💬 Discuss the following questions:

➢ What were key learnings for each of you?

➢ Was there a common theme, and if so, what was it?

➢ Do you agree more with Omar’s perspective or Sabina’s?

➢ Who are the key power players to understand?

Make biases clear:
Fox News - conservative/right winged
CNN - liberal/left winged
BBC - liberal/left winged etc.
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Case Studies Activity 25 mins

➢ Break up the youth into 4 groups and give each group a different case study (below) to analyze. They should discuss and present on these key questions:

➢ What was the issue here? What was the intent in sharing this story?
➢ Was there a goal in mind when sharing the story? Was there an action?
➢ Who produced the content? Was the content difficult to produce?
➢ Who shared the content?
➢ Did social media activism work in this case?
➢ What did not work or could have worked better?
➢ What are 3 best practices on successful social media activism you learned from this case?

➢ Case Study Links:

➢ #Freejagginow Campaign
➢ give them handout included
➢ #MeToo Movement
➢ #Blacklivesmatter Movement

Debate: “Slacktivism” (optional) 25 mins

➢ Count members off into two separate groups, and then assign the following question with one team in favor and the other team against:

➢ The concept of slacktivism refers to “actions performed via the Internet in support of a political or social cause but regarded as requiring little time or involvement such as signing an online petition or joining a campaign group on a social media website.” Is slacktivism a genuine form of activism?
➢ Note: it is important to assign members rather than letting them choose the side they agree with to allow youth to flex critical thinking skills and develop arguments from another perspective.

➢ Allow members 10 minutes to gather their points as a team, 15 minutes to debate, and then 15 minutes to come together and discuss the question itself, and the process of debating for an opinion other than your own as a larger group.

If participants have wifi/phone access, encourage them to look up the social media accounts of these campaigns.
Sources

Shirky, Clay. “How social media can make history,” https://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history/up-next


Usman, Omar. “Social Media Activism: A Real Thing, Or A Trick We Play On Ourselves?” https://www.ibnabeeomar.com/social-media-ais-it-good-for/

