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Wielding the power of social media for

Social Change

HANDBOOK



This guide has been written to help motivated young persons that want to become active citizens who have ideas and desires to make positive changes in society through social media. They will upgrade their capacities with new knowledge, tools, and ideas, which will enable them to translate their ideas into requests and through youth activism to cause positive changes in society.

Educators, families, and other members of the community have a role to play in achieving this vision by demonstrating a positive attitude toward the idea of youth lead activism.

In the long term, all stakeholders of society will benefit from this manual, directly or indirectly. Namely, in the course of time, youth activism will turn into civil activism. This will contribute to the citizens becoming active agents of social flows and creators of their future.

The manual is easily applicable to all situations that may occur in society.

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Content



▶	INTRODUCTION	1
▶	WHAT DOES THE ACTIVISM MEAN?	4
▶	YOUTH PARTICIPATION	10
▶	SOCIAL MEDIA ACTIVISM AS A FORM OF YOUTH PARTICIPATION	18
▶	HOW TO BE AN EFFECTIVE ACTIVIST?	24
▶	SOCIAL MEDIA CAMPAIGN	32
▶	THE SEVEN C's OF SOCIAL MEDIA CAMPAIGN	37
▶	THE FIVE COMPONENTS OF A SUCCESSFUL SOCIAL CAMPAIGN	49
▶	DIGITAL CULTURE	56
▶	REFERENCES	66

Introduction



In modern conditions of living and working, the sector of information and communication technologies (ICT) is in constant dynamic development and represents one of the basic generators of changes in modern society. Information and communication technologies have become part of people's everyday life, and have even changed the way they live, study, and work. People started to check their email inbox several times a day on a computer or through their mobile phone, and through social networks such as Facebook, Twitter, and Instagram, they are constantly connected with their friends. With the help of ICT, overall human knowledge is increasing at increasing rates.

Social media is a term that gets thrown around a lot these days. The fact is that 90% of all online users use social media in some way.

The emergence of social media dates back to the early days of the Internet when people began to share information and communicate with each other. Over time with the development of technology, Internet technology has become inclusive, so that more users can use it. Today, users of social networks can create their own content, share it with others, reply, collaborate, etc. Such interaction between users is an incentive for the development of social media. Social media leads to social change. Social media empowers people to express their opinions and views and share them with other people. Additionally, people realized that they no longer spoke in a vacuum, but to a responsive audience that listened to their voices. With this newfound power, a social shift has begun where power returns to the people. Today, through social media, young people have the choice to tell their side of the story and demand what they deserve.

Social media has fundamentally changed how activism is conducted in the modern age. Young people are at the forefront of that change, having grown up with technology and having the skill to use it effectively. Social media will continue to inspire large-scale movements across the globe. At present, politicians are forced to respond at least verbally to these movements when they occur, but it remains to be seen whether those words will be translated into concrete policy action. Activism has continued to evolve since the emergence of social media, and today, social media is a strategic means for activism. Like-minded people in the social media communication environment can easily come together and facilitate collective action to change society or social problems. That's why youth need real opportunities to participate in political processes and contribute to practical solutions that advance development.

Youth activism is increasingly present on social networks due to the huge breakthrough of new technologies in everyday life. That, of course, has positive and negative sides. A characteristic of youth activism through social networks is that it is used as the main communication tool. Hence, youth activism on social networks is a form of media activism that attracts a wide audience due to its interactive characteristics, i.e. due to the possibility of two-way communication in which, in addition to someone presenting a certain problem, other people can give their comments, suggestions for the same problem, and potential solutions, but also to share further information about it. Also, information shared on social media about campaigns can increase the number of supporters.

That is done by liking, tagging, commenting, subscribing, etc. It should be emphasized here that activism through social networks also has negative sides. Namely, although on the one hand, social networks are useful tools that can spread a problem situation to all parties, at the same time they can cover that problem situation with much other information in a very short time. There is also the risk of attracting insincere activists who can abuse such movements for their own purposes.

In any case, using social networks to raise awareness about a particular social problem creates a wide space for young activists to mobilize and try to find a way to solve it.

The implementation of the project: Youth-Led Activism, enabled the creation of the manual: "Wielding the Power of social media for social change" which enables young people to acquire knowledge about ways of influencing democratic processes as well as increasing their participation. in the development of inclusive societies.

Young people and youth workers/leaders (along with other relevant stakeholders) will be able to exercise their digital citizenship without surveillance, data profiling, and algorithmic manipulation. This approach will additionally contribute to the ongoing dialogue between the stakeholders, European bodies, and the private sector and will ensure that all technological changes are youth-centered/people-centered and do not entail any risks to young people's human rights to participation, privacy, and self-determination.

Section 1

In this section, you will learn:

- 1 What does youth activism mean?
- 2 The role of youth activism
- 3 Social media and activism as a form of youth participation

"The future belongs to those who believe in the beauty of their dreams"
Eleanor Roosevelt

"You must be the change you wish to see in the world"
Gandhi

This point will explain what activism is. There is agreement that anyone can be an activist. So even if one cannot call oneself an "activist", we believe this handbook will be useful for anyone wanting to achieve social change. Basically, activism means taking actions that lead to social change. At this point, we will try to give an explanation of what activism means. We will also explain what social media is. Youth-Led Activism is key to building a better world. Youth have always played a critical role in social change. They can do so even in our digital world.

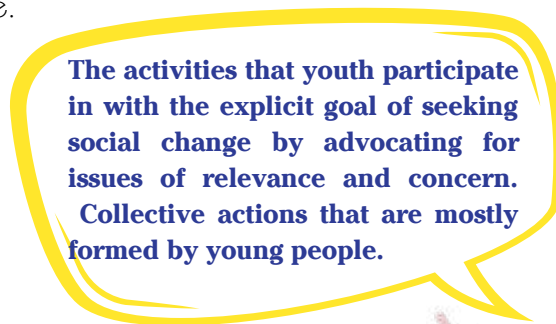
What does activism mean?

The question arises, what does activism mean? Activism is the practice of taking direct action to achieve political or social goals. Activism can involve supporting a particular cause or opposing it. Activism uses direct (and sustained) actions, such as protests, lawsuits, lobbying, petitions, and strikes.

Activism is the diversity of behaviors that people exhibit within society and the aim to make problems of social interest visible.

Given their social nature, humans constantly need to interact, cooperate, and communicate with others to satisfy their needs. In this context, activism can be understood as the diversity of behaviors that people exhibit within society and the aim to make problems of social interest visible. Such actions are developed in person or in digital environments through the internet. These forms of participation are interrelated, and therefore not independent from each other, giving rise to the term "hybrid activism" characterized by the development of integrated actions in both online and offline platforms.[1]

In this sense, the internet has amplified and enhanced the possibilities of social activism. Here, social media serves as a platform for the viral dissemination of information that has a high impact potential on the public's opinion. From a youth-centred perspective, social activism is necessary to promote the betterment of society in areas related to education, politics, law, socioeconomic well-being, and culture. Therefore, hybrid activism opens and interconnects powerful spaces fueling the engine of social change.



Likewise, some young people possess a decisive personal capacity to pursue social change and acquire civic commitments. This can be developed, channelled, and enhanced through educational contexts, which act as catalysts for activist action within different societies. It is worth noting that social movements which involve youth participants tend to take more risks and have more vehement demands and militant tactics.

The activities that youth participate in with the explicit goal of seeking social change by advocating for issues of relevance and concern. Collective actions are mostly formed by young people.

[1] Antonio Cortes- Ramos, Juan Antonio Torrecilla Garcia, Miguel Landa- Blanco, Francisco Javier Poleo Gutierrez and Maria Teresa Castilla Mesa, *Activism and Social Media: Youth Participation and Communication, Sustainability*, 2021, 13, 10485, <https://www.mdpi.com/journal/sustainability>

Consequently, the relevance and scope of youth social activism are evident. In other words, activism driven by young people constitutes an element of social transformation, which disrupts the status quo and collectively unwanted situations or contexts, promoting social coexistence that adapts to human needs. Social activism in young people can be highly effective, even when initiated at a very early age. Evidence suggests that social activism projects with school-related platforms have successfully achieved their objectives in a significant way.

Young people are the drivers of change. They are marching in the streets for equal rights. They are leaving the classrooms because of climate change. They advocate an end to violence. Young people are thinking about change, they are organizing. The work as youth activists is particularly significant. Our goal is to provide the knowledge to be successful and supported in the change you want in the world. We hope this manual will inspire and guide you on the way to creating a just and dignified world for young people.

Activists need to become aware of the roles they and their organizations are playing in the larger social movement. The MAP Model for Organizing Social Movements introduces the crucial four roles required for social movement success. There are four different roles activists and social movements need to play in order to successfully create social change:[2]

- The citizen
- Rebel
- Change agent
- Reformer

Each role has different purposes, styles, skills, and needs and can be played effectively or ineffectively. Social movement activists need first to be seen by the public as responsible citizens. They must win the respect and, ultimately, the acceptance of the majority of ordinary citizens in order for their movements to succeed. Consequently, effective citizen activists need to say "Yes!" to those fundamental principles, values, and symbols of a good society that are also accepted by the general public. At the same time, activists must be rebels who say a loud "No!" and protest social conditions and institutional policies and practices that violate core societal values and principles.

Activists need to become aware of the roles they and their organizations are playing in the larger social movement. There are four different roles activists and social movements need to play in order to successfully create social change. Each role has different purposes, styles, skills, and needs can be played effectively or ineffectively.

Activists need to be change agents who work to educate, organize, and involve the general public to actively oppose present policies and seek positive, constructive solutions. Finally, activists must also be reformers who work with the official political and judicial structures to incorporate solutions into new laws and the policies and practices of society's public and private institutions. Then they must work to get them accepted as the conventional wisdom of mainstream society.

[2]<https://commonslibrary.org/the-four-roles-of-social-activism/#:~:text=There%20are%20four%20different%20roles,be%20played%20effectively%20or%20ineffectively.>, [accessed Apr 18, 2023].

Activism and social media are closely intertwined in today's world. Social media platforms have provided a powerful tool for activists to communicate their message, organize events, and reach a wider audience.

Social media has helped to democratize activism by giving a platform to individuals and groups who might otherwise not have had a voice. Activists can use social media to raise awareness about issues and injustices and to mobilize people to act.

In addition, social media has allowed activists to bypass traditional gatekeepers of information and reach a wider audience directly. Activists can use social media to share news, videos, and images that can have a powerful impact on public opinion.

However, social media can also present challenges for activism. The sheer volume of information and noise on social media can make it difficult for activists to cut through and reach their intended audience. Additionally, social media platforms may censor or restrict certain types of content, which can limit the ability of activists to spread their message.

Activists need to become aware of the roles they and their organizations are playing in the larger social movement. There are four different roles activists and social movements need to play in order to successfully create social change. Each role has different purposes, styles, skills, and needs can be played effectively or ineffectively.



Overall, social media has had a significant impact on activism, both positive and negative. As social media continues to evolve, it is likely that its role in activism will continue to evolve as well

5 types of activism

Whenever there are positive changes in society, we can thank youth activists. They work in every part of the world on issues such as racial injustice, gender discrimination, and other social issues. Some activists campaign for equality, lobby, and call for collective responsibility. Their visions and concrete goals are different, but the activists want a better world. To be effective, activism involves a combination of many strategies. We can talk about five different types, namely:

1 DEMONSTRATIONS AND PROTESTS

Demonstrations are probably the most well-known type of activism. During demonstrations and/or protests, people are united by a common belief. They march along a certain route and sit down in a certain place, to draw attention to the reason why they are meeting together.

2 THE BOYCOTT

Boycotts are designed to have an economic impact on a "target," for example, a business that engages in exploitative practices. Boycotts are most successful when large numbers of people participate.

STRIKE. When workers face unfair or dangerous working conditions, low wages, or other issues, they may refuse to work and begin bargaining.

3 STRIKE

When workers face unfair or dangerous working conditions, low wages, or other issues, they may refuse to work and begin bargaining.

4 LETTER WRITING AND PETITIONS

Two of the most common forms of activism are letter writing and petitions. They are used to put pressure on power holders and decision-makers. The more letters or signatures there are on the petition, the more likely people will pay attention..

5 SOCIAL MEDIA CAMPAIGNS

Social media activism is a new form of activism that is taking the world by storm. Known as "hashtag activism", it is social media activism. Users raise awareness of issues, organizations, and activities through posts, graphics, videos, etc. Despite its popularity, many are skeptical about social media activism. When social media activism is combined with other strategies, it becomes an effective way to share information and expand the scope of an issue, especially among young people.

What can we conclude?

Humans by nature need to communicate, associate and cooperate to satisfy their needs. In that context, activism should be understood as a practice in which people take certain actions to achieve social change.

Considering that young people are drivers of change, we can talk about youth activism, which includes the collective actions of young people in various areas of social life - education, law, culture, and socio-economic well-being.

Youth activists can have four different roles in the process of creating social change: the citizen, rebel, change agent, and reformer. Each of the listed roles has its own different goals, styles, and skills and can be effectively and efficiently realized by the activists.

There is a close connection between activism and social media. This is known as social media activism. This type of activism has a great influence on the formation of public opinion on a certain type of problem.



Section 2

In this section, it will be elaborated on:

- 1 Youth participation
- 2 Forms of youth participation

"The way to get started is to quit talking and begin doing"

Walt Disney

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma- which is living with the result of other people's thinking"

Steve Jobs

Youth participation means that young people are involved in the decision-making process in their communities. This means that civic engagement is particularly important for the development of civic values, social trust, and the strengthening of democratic values. Youth participation allows young people to learn about the needs of the community, and provide services to the community. Young people can see that their actions produce positive results and learn skills to support their own and community development. At this point, we will elaborate on the youth participation and forms of youth participation.

Youth Participation

Participation is a fundamental right. It is one of the guiding principles of the Universal Declaration of Human Rights and is reiterated in many other conventions and declarations. Through active participation, young people are empowered to play a vital role in their development and also in the development of their community, helping them learn vital life skills, learn about human rights and promote positive civic action. For their participation to be effective, young people must have adequate tools, such as information, education, and access to their civil rights. Young people can be a creative force, a dynamic source of innovation. Throughout history, there are numerous examples of youth contributing and even catalyzing important changes in political systems and power-sharing dynamics, and economic opportunities. However, young people also face poverty, barriers to education, forms of discrimination, and limited employment opportunities.

In essence, youth participation is related to the ideas of citizenship, personal development, and active involvement in society.

The basic principles on which youth participation is based are:

- ✓ **EMPOWERMENT**- Empowerment. This principle shows that young people have more control over their lives through participation.
- ✓ **PURPOSEFUL ENGAGEMENT**- Purposeful engagement. Young people take on roles, address issues relevant to them and have a positive impact on real outcomes.
- ✓ **INCLUSIVENESS**- Inclusivity. This principle ensures that all young people can participate.

It is particularly important to highlight that youth participation is an 'approach' that supports young people to act, make their own decisions, and advocate for themselves, rather than being seen as 'passive customers'. Participation is a difficult concept to define. Most commentators agree that participation is a process rather than a one-off event. Participation is essential to citizenship in a democratic society and a democratic Europe. European institutions and organizations repeatedly emphasize the importance of youth participation to "foster young people's active citizenship, enhance their integration and inclusion and strengthen their contribution to the development of democracy."^[3]

It follows that the active participation of young people in decisions and actions at local, regional, and national levels is essential in order to build more democratic, inclusive, and prosperous societies. Inherent in all definitions of youth participation are young people who have agency, form opinions, act and exert influence. The right of young people to express their views in all matters affecting them is enshrined in a fundamental right – not only at the European level but also, for those aged under 18, in the United Nations Convention on the Rights of the Child, the most widely ratified international treaty in history.

[3] Anne Crowley & Dan Moxon, New and innovative forms of youth participation in decision-making processes, Council of Europe, file:///C:/Users/User/Downloads/178717GBR_Forms%20youth%20participation.pdf

Youth participation involves both 'spaces' where young people can express their views and opinions and also opportunities for decision-makers to listen to those views and opinions and to take them into account. Youth participation is relevant to individual young people when decisions are being made about an aspect of a young person's life – for example, their health, and their education.

To explain the different approaches and practices that organizations take in involving young people in decision-making, Roger Hart's Ladder of Participation is often used (Figure 1).[4]

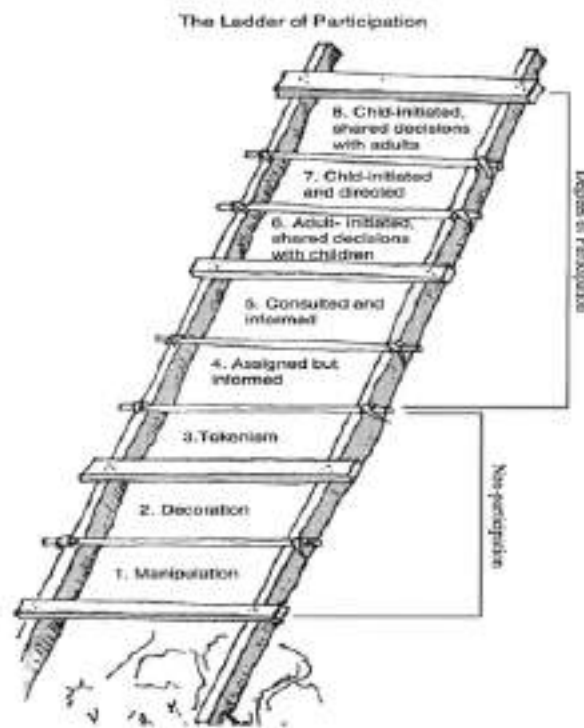


Figure 1. Roger Hart's original illustration of the Ladder of Children's Participation (Children's Participation: From Tokenism to Citizenship)

Source: <https://organizingengagement.org/models/ladder-of-childrens-participation/>

The model features eight "rungs" that describe the characteristics associated with different levels of decision-making agency, control, or power that can be given to children and youth by adults. According to Roger Hart, "The ladder was simply offered as a schema to help bring a critical perspective to a subject that at that time altogether lacked one.... The most beneficial quality of the model has probably been its utility for helping different professional groups and institutions to rethink how they work with young people: youth workers, television and radio directors, scout leaders, play workers, street workers, health professionals, and even some school teachers. Its simplicity of form and clarity of goals enable them to find a language to look at their current ways of working systemically, and in so doing, come up with something more complex and useful to their particular context."

[4] <https://organizingengagement.org/models/ladder-of-childrens-participation/>, [accessed Apr 18, 2023]

Hart's typology of children's participation is presented as a metaphorical "ladder", with each ascending rung representing increasing levels of child agency, control, or power. In addition to the eight "rungs" of the ladder represent a continuum of power that ascends from nonparticipation (no agency) to degrees of participation (increasing levels of agency).

The eight rungs of Hart's Ladder are:

- ✓ **Manipulation:** Adult-led activities, in which youth do as directed without an understanding of the purpose of the activities.
- ✓ **Decoration:** Adult-led activities, in which youth understand the purpose, but have no input in how they are planned.
- ✓ **Tokenism:** Adult-led activities, in which youth may be consulted with minimal opportunities for feedback.
- ✓ **Assigned, but informed:** Adult-led activities, in which youth understand the purpose, and decision-making process, and have a role.
- ✓ **Consulted and informed:** Adult-led activities, in which youth are consulted and informed about how their input will be used and the outcomes of adult decisions.
- ✓ **Adult-initiated shared decisions with youth:** Adult-led activities, in which decision-making is shared with youth.
- ✓ **Youth initiated and directed:** Youth-led activities with little input from adults.
- ✓ **Youth-initiated shared decisions with adults:** Youth-led activities, in which decision-making is shared between youth and adults working as equal partners.

Youth participation refers to numerous ways of involving young people as an integral part of the process of planning, identifying needs, finding solutions, implementing programs, and decision-making within organizations and communities.[5]

In that context, we can talk about the benefits for organizations and young people from youth participation. Depending on young people's interests and skills, youth influence on organizations can occur at various levels, ranging from involvement through consultation to shared leadership. Utilizing meaningful youth participation can contribute to structuring programs, policies, and services that affect young people's lives to adequately address their needs and interests as well as benefit and contribute to the organization's success. By meaningfully engaging young people individuals gain skills and a sense of empowerment and make healthy connections with positive role models, both peers, and adults.

[5] <https://mypeer.org.au/design-implementation/youth-participation-2/>, [accessed Apr 18, 2023].

Benefits of youth participation in organizations include:

- Young and adults benefits from each other's skills, knowledge, and capacities;
- Enhanced organizational development as new energy, fresh ideas, and enthusiasm are brought into programs;
- Additional data for analysis and planning may be obtained only by youth;
- Additional human resources by sharing responsibilities between adults and youth;
- Increased credibility of the organization to both young people and advocates.

Benefits for young people include:

- Increased knowledge, skills, and competencies;
- Enhanced individual development that provides opportunities for youth to generate real change;
- Increased self-discipline and time management.




There are five different forms of youth participation in decision-making:[6]

- Youth councils and other formal structures;
- Co-management and co-production;
- Deliberative participation;
- Activism and protest
- Digital participation

[6] Anne Crowley & Dan Moxon, *New and innovative forms of youth participation in decision-making processes*, Council of Europe, file:///C:/Users/User/Downloads/178717GBR_Forms%20youth%20participation.pdf

Youth participation includes a wide variety of practices such as civic education of young people, volunteering, and community activism. To develop the descriptions for each form, we drew on the work of Grøtschel et al. (2014) who propose five broad forms of participation in regional and local democracy, with various subcategories.

The five forms of youth participation used in the survey are:

-  **Youth councils, youth parliaments, youth boards, and other formal structures:** these are bodies whose role is to represent the views of young people to decision-makers. Young people usually become members or representatives of the body and participate in the group on an ongoing basis. They are sometimes elected by other young people or nominated by youth organizations. Youth councils or parliaments can represent a geographic area, such as a city or a country when engaging with public authorities within that area. Youth boards can be linked to a single organization such as a school or an NGO and focus on the work of that organization.
-  **Co-management and co-production:** these are forms where young people and adults jointly take decisions about the running of a public organization or project. Co-management is when a group of young people and adults work collaboratively, sharing power to manage and run an institution or organization on an ongoing basis. An example of this is the Council of Europe's Joint Council on Youth where young people and government representatives jointly decide the Council of Europe's youth sector priorities, objectives, and budget envelopes. Co-production is when a group of young people and adults work collaboratively, sharing power to undertake a task until that task is complete. Examples of such tasks could be writing a strategy, conducting research, evaluating a public service, or running a project.
-  **Deliberative youth participation:** this form aims to include young people from all backgrounds in public debate and dialogue about a decision or group of decisions, to influence the way they are taken. This often takes place as a one-off event or series of events. A young person may participate in all or part of the discussions. There is a clear end to the process where a position on the decision or topic is reached, and the outcome of the discussion is agreed. Emphasis is placed on the detailed discussion so that the young people who take part can thoroughly consider the topic. It is desirable that the young people who take part should be from diverse backgrounds and from all social groups of the population. The outcomes of the dialogue are often directly fed to a public authority or other body with responsibility for the decision being discussed. Good quality deliberative youth participation should influence the decision being debated.

d **Youth activism and protest:** this form is related to young people's involvement in campaigning groups and democratic protest as a means of influencing public decision-making. Campaigning groups and protest groups are often focused on a single issue or cause and will seek to campaign for political change around that cause. They are independent of public authorities and the state and may not be only for young people. Young people's involvement can be linked to organizations, for instance, political parties, trade unions, and NGOs, who may seek to mobilize young people as activists for their cause. In other cases, loose associations of activists may self-mobilize non-formally around a common cause and identity such as the Occupy Movement or the Arab Spring.

e **Young people's digital participation:** digital participation can take many forms. In this study, we use the term to mean the use of the Internet, social media, and mobile technology to connect young people to decision-makers with the aim of influencing the decisions of public authorities and other bodies. Digital participation can exist alongside other forms of participation in the same project or just in the online realm. Digital participation can be initiated by institutions seeking to reach out to young people, for example through the use of opinion polls, consultations, or crowdsourcing ideas. Digital participation can also be initiated by young people, where online tools are used to gather support for campaigns, or information from young people, which is then presented to decision-makers, for example using online petitions.

A list of some successful youth activist organizations:

1. Sunrise Movement - a US-based youth-led organization focused on addressing climate change through political action.
2. Fridays for Future - a global movement of students who skip school on Fridays to protest against inaction on climate change.
3. March for Our Lives - a student-led movement focused on gun control in the US after the Parkland school shooting.
4. Youth Climate Strike - an international movement of young people advocating for climate action and policy change.
5. Black Lives Matter Global Network - a movement that aims to eradicate white supremacy and build local power to intervene in violence inflicted on Black communities.
6. The Harry Potter Alliance - an international organization that uses the power of storytelling to inspire social change on issues such as literacy, equality, and human rights.
7. Amnesty International Youth - a global movement of young people campaigning for human rights and social justice.
8. The Girl Effect - a global movement that aims to empower girls and young women to change their lives and communities.
9. Global Youth Coalition on HIV/AIDS - an international organization focused on empowering young people to fight HIV/AIDS and promote sexual and reproductive health.
10. Peace First - a US-based organization that empowers young people to create and lead social change projects in their communities.

What can be concluded?

Youth participation is a fundamental right. Through youth participation, young people have a vital role in their own development and community management. Through youth participation, young people have opportunities to develop knowledge, skills, and experiences in different spheres of social life and achievement. The basic principles on which the youth members are based are empowerment, purposeful engagement, and inclusiveness.

To explain the different principles and practices used in involving young people in the decision-making process, Roger Hart's Ladder is used, which consists of 8 rungs: Manipulation, Decoration, Tokenism, Assigned, but informed, Consulted, and informed, Adult-initiated shared decisions with youth, Youth initiated and directed, Youth-initiated shared decisions with adults;

The five forms of youth participation used in the survey are Youth councils, youth parliaments, youth boards, and other formal structures, Co-management and co-production, Deliberative youth participation, Youth activism and protest, and Young people's digital participation.



Section 3

In this section, it will be elaborated on:

- 1 Social media activism;
- 2 The meaning and role of social media in social innovation;
- 3 Forms of activism on social media;

"Social networks aren't about Web sites. They're about experiences."

Mike DiLorenzo

"All one needs is a computer, a network connection, and a bright spark of initiative and creativity to join the economy."

Don Tapscott

How important is social media in our lives? This seems to be one of the most important questions we are trying to answer. Social media has changed the way we communicate, the way we connect with other people, the way we work, and basically, the way we live. So much of our real life is influenced by the virtual space that it becomes impossible to imagine how we lived before the existence of social media. The great success that social media has achieved today should be attributed to its content. Whether it's Facebook posts, YouTube videos, Twitter discussions, LinkedIn information, or beautiful Instagram pictures, content is the fuel that drives social networks and makes them a huge force in our lives.

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

Social media activism as a form of youth participation

Today, the Internet has greatly enhanced the possibilities for social activities and social activism. Social media serves as a platform for the viral spread of information and has great potential to influence public opinion. From a youth-oriented perspective, social activism is necessary to promote the improvement of society in areas related to education, politics, law, socio-economic well-being, and culture. Therefore, this type of social media activism opens up and connects powerful spaces that drive social change.

Digitization creates space for youth participation in social activism through social media platforms. Today, with the increasing popularity of social media, social media activism is gaining popularity. Social media activism is a form of media activism that carries a larger audience due to its interactive features. Information shared on social media goes viral in a split second. Information related to campaigns and protests on social media can increase the number of supporters. Information can become a trend in no time on various social media platforms like WhatsApp, Facebook, Twitter, and Instagram.

For example, Victor Damoso, a participant in Sao Paulo's main Paulista Avenue, "Social media has helped us organize without having leaders. Our ideas and our demands are discussed on Facebook. There are no meetings, no rules."

Various social media apps offer live streaming. This further contributes to social media activism. With the development of communication technology, information can be spread without any errors. With the help of videos that are uploaded on YouTube, information is much easier to send to the target group. Most of the information is published by tagging a large number of people either by using hashtags or by tagging a location. These are the best ways to express one's opinion about a piece of information. It also allows like-minded people to come together and non-like-minded people to share their personal opinions. Social media platforms like Instagram, Facebook, and Twitter help users stay active. This is done by liking, subscribing, tagging, sharing, and hashtagging, videos or photos.

Social media activism is a way for people to talk and organize around issues that matter to them. Activism on social networks creates opportunities for shaping movements, as well as for their promotion. So for example, the Ice Bucket Challenge, #MeToo, and Black Lives Matter can be highlighted as successful movements on social networks. The question arises, how did social media become a field for activism? First, social media is about conversations. Facebook makes it easy to find old friends. Twitter creates a global exchange of current topics. Reddit connects people with common interests. TikTok brings video content into conversations. All the different ways to communicate on social networks have allowed the platforms to become a catalyst for social media movements (Figure 2).

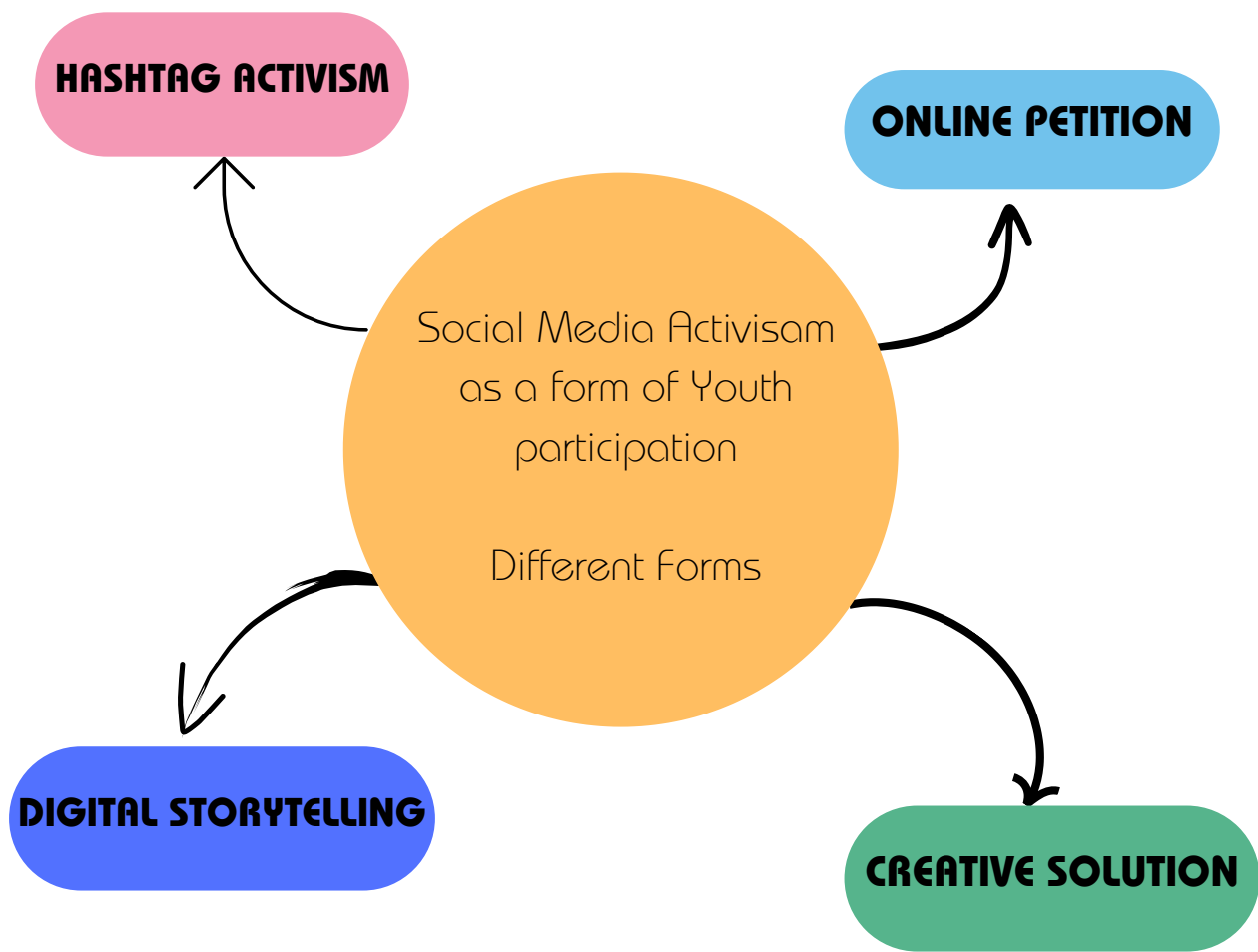


Figure 2. A different form of social media activism

Social media activism is a form of youth participation in which young people use online platforms to advocate for social and political change.

This can take many different forms, including:[7]

- ✓ **Hashtag activism:** This involves creating a hashtag to draw attention to a particular issue or cause. By sharing the hashtag on social media platforms, young people can raise awareness and mobilize others to act. Hashtag activism, also known as slacktivism or clicktivism, refers to the use of social media hashtags as a way of promoting a cause or raising awareness about an issue. This type of activism often involves sharing or retweeting posts with a specific hashtag to show support for a particular cause or to raise awareness about a particular issue.

[7] <https://blog.hootsuite.com/social-media-activism/> [accessed Apr 18, 2023].

Hashtag activism can be a powerful tool for bringing attention to a cause or issue, as it can quickly spread across social media platforms and reach a wide audience. It can also be a way for people to feel like they are making a difference without having to take more substantial action, such as attending a protest or donating money.

However, some critics argue that hashtag activism can be superficial and ineffective, as it often does not lead to concrete action or change. They argue that it can create the illusion of progress without addressing the root causes of a problem.

Despite these criticisms, hashtag activism has played a significant role in social and political movements in recent years, from #MeToo to #BlackLivesMatter. It is likely that this form of activism will continue to evolve and play a role in shaping public opinion and driving change.



Online petitions: Young people can create online petitions to gather support for a particular cause. By sharing the petition on social media, they can encourage others to sign and show their support. Online petitions have become a popular tool for young people to advocate for the causes they believe in. By collecting digital signatures, online petitions allow individuals to easily gather support for a particular cause or issue. These signatures can then be presented to decision-makers, such as politicians or business leaders, to demonstrate the level of support for a particular cause.

Young people have been particularly active in using online petitions to advocate for social and environmental issues. Many online petitions started by young people have gone viral and have led to real-world changes, such as policy changes or corporate actions.

Online petitions can also serve as a way for young people to engage in activism when they may not have other opportunities to do so, such as when they are too young to vote or unable to attend protests or other events in person.

However, critics of online petitions argue that they can be ineffective in creating real change, as decision-makers may not take them seriously or may not be swayed by the number of signatures collected. Additionally, some online petitions may be fraudulent or misleading, making it difficult to determine the true level of support for a cause.

Despite these criticisms, online petitions continue to be a popular tool for young people to advocate for causes they care about. They can be a powerful way to raise awareness about an issue and demonstrate the level of support for a particular cause, and they can also serve as a gateway to more substantial forms of activism.



Digital storytelling: Young people can use social media to share their personal stories and experiences, raising awareness about issues and advocating for change.

Digital storytelling is a method of storytelling that uses digital media, such as audio, video, and interactive technologies, to tell stories. It combines traditional storytelling techniques with multimedia elements to create engaging and interactive narratives.

Digital storytelling can take many forms, such as short videos, audio recordings, social media posts, and interactive websites. It allows storytellers to use a wide range of multimedia elements, such as images, sound effects, music, and animation, to create immersive and engaging narratives.

Digital storytelling has become increasingly popular in recent years, as technology has made it easier and more accessible to create and share digital stories. It can be used for a variety of purposes, such as personal expression, education, advocacy, and marketing.

Digital storytelling can be a powerful tool for social and political activism, as it allows individuals and groups to tell their stories and share their experiences with a wider audience. It can be used to raise awareness about social and environmental issues, promote diversity and inclusion, and inspire people to act.

Overall, digital storytelling offers a creative and dynamic way to tell stories and share information. It allows individuals and groups to connect with others in new and engaging ways, and it has the potential to create positive social change.



Virtual protests: Virtual protests are a form of activism where young people use digital tools and platforms to engage in collective action and voice their opinions and concerns. Virtual protests can take many forms, including online petitions, social media campaigns, virtual rallies, and digital demonstrations. Young people have used virtual protests to express their opinions on a wide range of issues, such as climate change, racial justice, and gun violence. Virtual protests can allow young people to mobilize support from a global audience and reach a wider range of people than traditional in-person protests.

Virtual protests have become increasingly popular in the wake of the COVID-19 pandemic, as many traditional forms of protest have been limited by social distancing measures. Virtual protests can also provide a safer alternative for young people who may be unable to attend in-person protests due to geographic, financial, or health reasons.

Virtual protests can also be a powerful tool for young people to hold decision-makers accountable and demand change. By using digital platforms to raise awareness and mobilize support, young people can influence public opinion and pressure those in power to act on issues that are important to them.

However, virtual protests also face some challenges, such as the risk of online harassment, censorship, and algorithmic biases. It can also be more difficult to create a sense of community and solidarity among participants in virtual protests compared to in-person protests. Overall, virtual protests are a valuable form of activism that allows young people to voice their opinions and demand change in new and innovative ways. They can be a powerful tool for social and political change, particularly in the context of the current digital landscape.

Social media are drivers of social change. Social media empowers other people to express their opinions and share them with others. Over time, people realized that through social networks not only do their issues have to be solved, but through joint action they can also have an influence on decision-making. By themselves, individuals were turning into influencers in their network, far more than others. They make the difference between what is simply a product recommendation and something larger like a petition for support. They are becoming recognizable as "social influencers".

Social media is becoming an inevitable part of everyday life. The term "social media" needs no explanation, as most people know what it is. Simply put, social media is media that allows someone to be social, or socialize online with other people by sharing content, news, pictures, etc.

These are all web-based applications that enable the creation/exchange of user-generated content and enable interaction between users. This is a brief explanation that can be classified under the term social media. They can be in the form of: Social Networking Sites (Facebook, Friendster, Google Plus), Blogs, Internet Forums, Bookmarking sites, online community sites, Q&A sites, etc.

People use social media to stay in touch with friends/family, find people with similar interests, discuss issues with others, share opinions, ask and answer questions, etc. There are different types or forms of social media on the internet, namely: Magazines, Internet Forums, Weblogs, Social Blogs, Micro-Blogging, Wikis, Podcasts, Photographs, Videos, Rating, and Social Bookmarking.

Social media can be classified into:

-  Collaborative Project (e.g. Wikipedia);
-  Blogs and Microblogs (e.g. Twitter);
-  Content Communities (e.g. YouTube);
-  Social Networking Sites (e.g. Facebook);
-  Virtual Game World (e.g. World of Warcraft);
-  Content Communities (e.g. YouTube);

People are interested in networking and connecting with friends, sharing content, sending messages, collaborating in real-time, collecting information, or just uploading or downloading media files (music, movies, pictures) on the Internet. Today, social media is dramatically changing the way organizations, communities, and individuals communicate. The basic characteristics of social media are:

a Accessibility;


b Speed;


c Interactivity;


d Longevity/Volatility;


e Reach.


Social media trends and interventions are constantly changing and evolving, but the following few points can identify some recent trends and interventions:

 **Visual Content:** Visual content has become the most important part of social media. This includes photos, videos, GIFs, etc. More and more users are turning to visual content instead of text-based content, which means organizations need to be aware of this and focus on quality visual content.

 **Live broadcasts:** Live broadcasts are becoming increasingly popular on social media. This can include live streaming of sporting events, concerts, discussions, and other events. These broadcasts can be useful for activism, being used to get a message across or rally people around a cause.

 **Social media influence:** Social media is playing an increasingly important role in politics and public opinion. They can be used to put pressure on governments and companies, organize protests and establish causes.

 **Social and political activism:** Social and political activism on social media is evolving and growing. This includes the use of social media to organize mass protests and establish campaigns for legislative change.

 **Youth Impact:** Young people are particularly active on social media and use these platforms to voice their opinions and mobilize around causes.
Social media is evolving daily. The scope of social media is huge and can be applied in different areas, regions, demographics, etc. People remain connected in a way that was previously unimaginable.

But young people very often face certain problems when using social media and social media activism. The two biggest difficulties facing young people who use social media for activism are:

1. Full of ideas and information, but not knowing exactly how to use it.
2. Personal safety and privacy.

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Nowadays young people are full of ideas and information, but research shows that they face the problem of not knowing exactly how to use it, and how to involve other people with their ideas/cause. The largest percentage of young people use social media as a tool for activism.

A social activist according to the Oxford Dictionary is defined as: "a person who works to achieve political or social change, especially as a member of an organization with particular aims."

An activist is anyone who sees the need for change and devotes their time to doing something about it. And, as successful teen activists prove, structural, social, or economic barriers don't have to stop you from pursuing your passion and creating positive change. If you are interested in making a difference for a cause you care about, you can do so by educating yourself about the issue, finding ways to get involved in-person and online, and possibly even pursuing a career in a field related to your cause.

So, the question arises as to how to be an effective activist, and what are the basic characteristics of an effective activist. But in addition to the positive aspects of social media, activists may also face potential dangers. In that sense, guidelines are given on what young people should pay attention to when using social media.

How to be an effective activist?

An effective activist has the following characteristics:

- 1. Vision and goals for solving social challenges;**
- 2. Involvement of other people and teamwork.**
- 3. Time management.**
- 4. Planning and preparations.**
- 5. Resource allocation capabilities.**
- 6. Managing finances.**
- 7. Communication skills.**



Know where you're going.^[8]

Know what you're doing and why you're doing it. Create a simple vision of where you're headed – what will the world look like if you succeed?

Be clear about your mission – your aims and objectives. What exactly do you want to achieve? By when? What staffing, support, or funding will you need?

Involve others by removing barriers.

Make your project or campaign welcoming and interesting to everyone. Show respect and recognize people's differences. When working with others, get roles and responsibilities agreed upon early and create shared guidelines for decision-making and acceptable behavior.

Go out into different community groups to speak with people – ask how they would like to get involved in what you're doing. Make contacts in the community to help you do this.

Think about the space you use to meet in. Is it easy to get to, with transport close by? How accessible is it to someone with a disability?

Manage your time.

It can be tough to balance time for your project or campaign with stuff you need to do for your education, job, family, or friends. You probably already have a busy life, right? Keep an eye on how much work you have and don't take on anything new before thinking it through. It's okay to tell people you're too busy now – maybe think of another way to help or tell them when you'll have more time available.

Plan and prepare.

Planning will help you to manage your time properly. Plan things as far ahead as possible. Use a calendar or diary to schedule meetings and important dates in advance. Include time to prepare for important tasks or events. Create a plan B - what you will do if things don't go how you wanted. Plan for different situations, so you can react quickly to any events or news. Wherever possible, try and finish one task before you start another one. Prioritize tasks and keep to deadlines. Let's face it, there will be some tasks that are just plain boring – these things still need to be done, so try and mix them up with stuff that's a bit more fun or reward yourself when you complete them.

Get your timing right – be aware of important things that are happening while you're campaigning or working on your project. For example, state, federal, or local government elections make a big difference to decision-makers or politicians. Keep an eye on news and current affairs.

Learn how to evaluate - that is, reflect on your goals and actions and know and show what you do.

[8] <https://yerp.yacvic.org.au/build-skills/for-young-people/how-to-be-an-effective-activist>, [accessed Apr 18, 2023].

 **Find resources.**

Think about what resources you will need - like time, money, equipment, access, knowledge, and support. Where can you find the resources you need? Whom can you approach to help you find them?

 **Make budgets and keep financial records.**

If you have money, plan your spending, and keep a record of what you spend and why – it's important to be open and honest so that people know they can trust you. A budget will show the amount of money you will need and where you will get it from. Create a budget spreadsheet that shows your income (all the money you receive) and your expenditure (all the money going out). Make sure to check your budget regularly.

Keep all receipts and any tax invoices for purchases. Keep this information somewhere that's safe but easy for you to get to when you need it. Speak to your bank to find out how to set up a separate account for your project or campaign, to separate funds from your own money.

 **Develop good communication skills.**

An effective activist can communicate their plans and ideas well, to an audience or just talk to someone on the street. When explaining an idea or issue, tell people why you care so deeply about it and convince them that they should too (or show them they already do!).

Use a story framework – explain who (or what) the heroes and villains of your project or campaign are. Let people know how they can become heroes! Use examples or comparisons to help clarify your ideas. Good communication is about listening as much as talking, so check out these ideas for better listening skills.

If you're presenting to an audience at a meeting or an event, dress appropriately for the occasion. Structure your talk with a beginning, middle, and end. And stick to whatever time you have been given. If you use multimedia, keep it simple – don't make slides with bullet points as a substitute for notes. In fact, avoid slides with bullet points altogether! Presentation slides are best with simple visuals – pictures or photos that will underline your points in the minds of your audience.

Try to keep your body still and talk slowly and clearly. Make your audience feel like you're having a conversation with them, not reading to them. Use your natural voice and tone – no need to shout or use words you wouldn't normally use, just be you!

Worried about getting nervous in front of a crowd? It's perfectly normal. In fact, an audience will expect you to be nervous. Nerves can help improve your performance by giving you energy and keeping you sharp. Preparing and rehearsing your talk will help you feel more confident.

This should be as a template

HOW TO BE AN EFFECTIVE ACTIVIST

1. KNOW WHERE YOU'RE GOING

- Create a simple vision of where you're headed – what will the world look like if you succeed?
- Be clear about your mission – your aims and objectives.

2. INVOLVE OTHERS BY REMOVING BARRIERS

- Make your project or campaign welcoming and interesting to everyone.
- Go out into different community groups to speak with people – ask how they would like to get involved in what you're doing.
- Think about the space you use to meet in.

3. MANAGE YOUR TIME

- It can be tough to balance time for your project or campaign with stuff you need to do for your education, job, family, or friends.
- Keep an eye on how much work you have and don't take on anything new before thinking it through.

4. PLAN AND PREPARE

- Planning will help you to manage your time properly.
- Prioritize tasks and keep to deadlines.
- Get your timing right – be aware of important things that are happening while you're campaigning or working on your project.
- Learn how to evaluate – that is, reflect on your goals and actions and know and show what you do.

5. FIND RESOURCES

- Think about what resources you will need – like time, money, equipment, access, knowledge, and support.

6. MAKE BUDGETS AND KEEP FINANCIAL RECORDS

- Create a budget spreadsheet that shows your income.
- Keep all receipts and any tax invoices for purchases.


7. DEVELOP GOOD COMMUNICATION SKILLS


- Use a story framework – explain who (or what) the heroes and villains of your project or campaign are.
- Good communication is about listening as much as talking, so check out these ideas for better listening skills.


Social media activism is most effective when users are able to educate other users while also encouraging them to directly take action in their own communities. Instead of using the convenience of social media activism as an excuse for failing to make a real difference, the next time you post about a social issue, ask yourself: Is this the most effective way I can contribute?


One of the main issues for young people in their social media activism is social media safety.

While social media can be a powerful tool for advocacy and activism, it can also pose risks to personal safety and privacy. Some potential safety concerns include:

 **Cyberbullying:** Young people may be subject to harassment, bullying, and other forms of online abuse when they engage in social media activism. This can include personal attacks, threats, and even doxing (revealing personal information online).

 **Privacy:** Social media platforms often collect and share users' personal information, including their location, browsing history, and contacts. This information can be used to track and target individuals, which can pose a risk to their safety and security.

 **Online predators:** Young people may be targeted by online predators who use social media to lure them into unsafe situations. This can include grooming, sexual exploitation, and trafficking.

 **Hate speech:** Social media can be a breeding ground for hate speech and discriminatory behavior. Young people who engage in activism around issues of social justice and equality may be targeted by those who hold opposing views.

To stay safe while engaging in social media activism, young people should be cautious about sharing personal information online, be aware of their privacy settings, and report any instances of harassment or abuse to the platform. They should also be mindful of the risks associated with meeting people in person whom they have only met online. Finally, they should seek guidance from trusted adults, such as parents, teachers, or community leaders, who can help them navigate these issues and stay safe online.

MORE INFORMATION

Here are some statistics about the challenges and potential problems faced by young people in social media activism:

A study found that while social media can be a powerful tool for youth activism, it can also be overwhelming and stressful for young people. The study found that 41% of teenagers reported feeling overwhelmed by the amount of political content on social media, and 28% reported feeling stressed or anxious because of social media activism.

The same study found that some young people may feel pressure to engage in social media activism, even if they don't fully understand the issues or don't feel comfortable sharing their views publicly. The study found that 23% of teenagers reported feeling pressure to post about political or social issues on social media, even if they didn't feel informed enough to do so.

Another challenge faced by young people in social media activism is the potential for online harassment and bullying. A study found that 63% of teenagers had experienced some form of online harassment, including name-calling and embarrassment, and 13% had experienced more severe forms of harassment, such as physical threats or stalking.



This should be as a template

SAFETY TIPS FOR USING SOCIAL MEDIA FOR ACTIVISM

PROTECT YOUR PERSONAL INFORMATION

Avoid sharing personal information such as your home address, phone number, or email address on social media. Use a nickname or username instead of your real name.

BE CAREFUL ABOUT YOUR PRIVACY SETTINGS

Adjust your privacy settings to control who can see your posts and profile information. Consider making your profiles private so that only approved people can see your content.

BEWARE OF SCAMS AND FAKE ACCOUNTS

Be wary of accounts that offer to donate money or ask for personal information. Check for verified accounts or contact reputable organizations to confirm an account's authenticity.

REPORT AND BLOCK HARMFUL CONTENT AND USERS

If you encounter harmful content or users, report them to the platform.

Consider blocking users who harass or threaten you or other users.

Report abuse: If you encounter harassment, hate speech, or other forms of abuse on social media, report it to the platform's administrators or moderators. Many platforms have policies and tools to protect users from abuse and harassment.

USE STRONG PASSWORDS

To protect your accounts from hacking attacks or unauthorized access, use strong, unique passwords for each social media platform. Consider using a password manager to keep your passwords secure.

What can be concluded?

Social media has changed the way we communicate, the way we connect with other people, the way we work, and basically, the way we live. People around the world use social media to share information and make connections. Social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. Also, social media individuals can use to broaden their knowledge in a particular field and build their professional network by connecting with other professionals in their industry.

Today, with the increasing popularity of social media, social media activism is gaining popularity.

Social media activism is a way for people to talk and organize around issues that matter to them. Activism on social networks creates opportunities for shaping movements, as well as for their promotion. Social media activism can take many different forms, including hashtag activism, online petitions, digital storytelling, virtual protests, etc.

1. Vision and goals for solving social challenges;
2. Involvement of other people and teamwork.
3. Time management.
4. Planning and preparations.
5. Resource allocation capabilities.
6. Managing finances.
7. Communication skills.

But despite the numerous positive sides, social media activism also has negative sides. Young people should become aware of the dangers of social media and acquire knowledge on how to behave appropriately to protect themselves.



Section 4

This section will deal with:

- 1 How to make a campaign on social media;
- 2 What are the basic components of social media campaigns;
- 3 The importance and significance of social media campaigns;

"Social media is not a media. The key is to listen, engage, and build relationships."

David Alston, author

"Think about what people are doing on Facebook today. They're keeping up with their friends and family, but they're also building an image and identity for themselves, which in a sense is their brand. They're connecting with the audience that they want to connect to. It's almost a disadvantage if you're not on it now."

Mark Zuckerberg, Co-founder and CEO of Facebook

Social media is an effective way to share information with young people. This point covers the capabilities and features of the available platforms for effective campaign management. Information sharing is the foundation of a social media campaign. The campaign should convince followers to engage with the content. Synchronized and planned social media advertising is necessary, but it is especially important to create engaging content that will be shared. Social media is the way many people express their opinions and share ideas with their friends, family, and colleagues. Social media make it possible to communicate, discuss, share, as well as listen to the voice of young people. It is not just a one-way communication tool, it is a communication channel, a source of information about interests, needs, and behavior.

Social media campaign

Probably the most well-known technologies that are changing the meaning of life in the 21st century are social media as major components of commercial, entertainment, and educational activities. Associations among other media information content that is created by people whom technology publishes that information content and other information for communication and interaction. These information contents can be different. The complete text information content, video, and audio materials, and images. The publication of all this informational content through the global network appears. You can use, share, forward, and leave comments. You can reach up to ten million people worldwide on social media. You have this advantage, social media is used to be included in marketing plans, to use the most potential. Social media users are the following:

- ✓ Communication social media (blogs, forums, Twitter as microblogging, Facebook, LinkedIn as social networks).
- ✓ Social media for collaboration (delicious, google reader as social bookmarks, Digg, Reddit as social newspapers).
- ✓ Multimedia social media (Flickr as a social photo-sharing site, YouTube for video materials).

Social media have an advantage in communication because through them they can share a variety of content and at the same time collaborate. It is believed that "online" communication through social media can create public opinion for contributions to the initiation of certain activities among young people on a variety of issues. Associations offer great opportunities for gathering and sharing news, reporting with audiences, and advocating for change.

Today, the most popular social networks are:

Table 1. The most popular social networks



Facebook is the most popular social media in the world, with 2.96 billion monthly active users as of 2023. Facebook has 2 billion daily active users as of 2023



Twitter has around 450 million monthly active users as of 2023. It is estimated that this number will reach 652.23 million by 2028. Twitter currently has 237.8 million monetizable daily active users.



LinkedIn is one of the world's top social platforms, but just how many people use LinkedIn today? Based on its global advertising audience reach numbers, LinkedIn has at least 900.2 million members around the world in January 2023.



Google's products and services have more than 1 billion users worldwide, and the number keeps increasing. With 250.5 million users, Google Sites has the biggest customer base.



Pinterest had 450 million monthly active users in February 2023,^(a) placing it 15th in our ranking of the world's most 'active' social media platforms.








A recent survey of Instagram users' statistics shows that the number of Instagram users is expected to hit 1.35 billion worldwide in 2023.



As of 2023, YouTube has over 2.68 billion monthly active users. 52% of internet users worldwide access YouTube at least once a month.

The advantages of using social media platforms for campaigns are:[9]

-  Interactive features. Features like Polls, Ask Me Anything, Tag your friends, etc. allow the conversation to become a dialogue instead of one-way communication.
-  Influencers, are highly active on social media and an important component of campaigning.
-  Audience targeting, platforms like Facebook allow sending messages to a select group of people. This means creating tailored messages for different groups. This streamlines the messaging, allowing the audience to be reached more cost-effectively.
-  Measurement, platforms like Facebook and YouTube allow to access powerful statistics. These include the number of people reached, how much content they viewed, and their actions (like, share, etc.).
-  Tracking and retargeting, retargeting is sending more content to people who have already seen or heard of the campaign. This allows us to send additional posts to reinforce the message and also send reminders.

When launching an online campaign there are questions that need to answer before choosing the social media where it will be posted:[10]

1."To Whom?" (the target) 2."When?" (the time) and 3."Where?" (the place), 4."How?" (the tools we need to use), 5.The fifth, is the "What?" (the content).

[9]CAMPAIGN PLANNING GUIDE FOR SOCIAL MEDIA, Focus Toolkit, Gavi, <https://girlfocustoolkit.org/wp-content/uploads/2021/08/GFT-Social-Media-Planning-Guide.pdf>

[10] <https://www.synthesio.com/blog/social-campaign/>, [accessed Apr 18, 2023].

And we will be dealing with how to do successful online campaigns and analyzing case studies in the following sections. However, we need to understand that these six questions are intertwined. There is no "Where?" without the "What?" and the "To Whom", or vice versa. Therefore, we will need to have all these questions on our minds during the whole creative process.

The question "To Whom?" identify the place where the campaign will be spread, what we need to do first is to think of the target. Who is this campaign for? Is it for people from 15 to 24 years old? Or is it for people over 50? We need to take into account that age is something important to consider, as depending on age, users tend to prefer using one social network instead of another. Therefore, in order to get the message delivered to the right person, the first step we need to take is to answer the following two questions:

- 1) What age is our target?
- 2) In which of the following social platforms is our target more active?

Here you can find a list of the most popular social networks filtered by their largest age group. This data is from 2022 and has been collected by the marketing platform Social Sprout.

Largest age group in social networks:

- Tik Tok: 10-19
- YouTube: 15-35
- Twitter: 18-29
- Instagram: 18-34
- Facebook: 25-34
- LinkedIn 25-34
- Twitch: 25-34
- Pinterest: 50-64



The question: "When?" Once we have our social media space chosen, we will need to think about when to post our campaign. Is our campaign linked to an offline activity? When will that activity take place?

If our campaign is linked to an offline activity, we will need to launch our online campaign a few days, weeks, or months earlier, so as to reach as many people as possible. How early we launch our social campaign depends on how much time will the people interested need to prepare themselves for the offline activity. If we want to create an international campaign, we need to bear in mind if our target people will need to book a flight or a place to rest, but if we are launching a local campaign we can do it closer to the offline activity. In both cases, we need to understand that the closer to the offline campaign, the better. The reason behind this is that our target will not forget about the date that the offline campaign occurs.

We can apply the same logic to promote a campaign that is not linked to offline activity. It doesn't matter if the campaign is related to a cause that can be related to a certain month of the year (i.e. a campaign to concern about gender issues on campus can be related to March 8th) or not. However, in these cases, we must consider that, if there are other ongoing similar

campaigns occurring within the same days we launch ours, we will probably have less attention than if we launch it when there is no other active campaign similar to ours.

The question: "Where?" If we have answers for the first two questions, we might be ready for the final question of this section. It is time to choose a platform for spreading the message. Nevertheless, before doing so, it is important to consider two final aspects: our goal with the campaign and its format. And yes, maybe you can note they are intertwined somehow with the other questions posed.

There are social networks, such as Twitter, Facebook, or LinkedIn that were created to promote written content. However, with the arrival of new platforms such as Instagram or TikTok that prioritize image and video formats, the visual part of the content has become more relevant. Even in those social networks that promoted written content, it is possible to see that the posts that are not only text but contain a short video or image, are generally seen by more people than those that are only text-based.

Moreover, Dutch research has shown that platforms such as WhatsApp, Twitter, or Facebook are preferred to express negative emotions while Instagram and TikTok can be understood as more cheerful platforms. This occurs because people use them to show others how they dance or how they are having a good time.

Therefore, if our campaign goal is to concern people about a specific issue, we may use Instagram or TikTok. On the other hand, if our goal is to gather people to try to solve a social problem, we may use WhatsApp (or a similar message platform), Twitter, or Facebook, as they help us to connect rapidly and more directly with our audience.

The question: "How?" The visual presentation of the campaign is extremely important as new platforms are especially interested in content that prioritizes the visual part above the text. In the end, what we see is our first impression. We need to pay special attention to the design of what we are posting because it is an entrance door to our campaign. If the audience doesn't like what they are seeing, they probably won't pay much attention to what we are telling them.

To do a good visual presentation we need to be aware of the different tools that are available to us, from free image and video banks to webs and apps of edition. Here are some tools that you may find useful for the creation of your campaign:



- **ChatGPT:** is an AI that can be used for brainstorming about names or social issues to launch campaigns about.

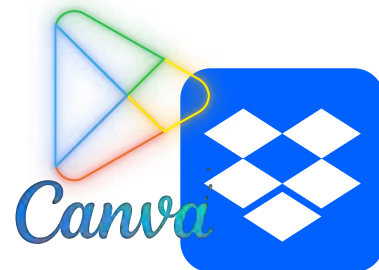
- **Mindmeister:** is a website that can be used to generate collaborative brainstorming.

- **Trello, Asana, and Notion:** are task managers based on the Kanban system, i.e., tasks are organized in fully configurable boards and allow the implementation of different labels to know - at a glance - who is responsible for a given task, its priority, its importance or the category of the task, among other things. The notion, as well, has multiple uses, as it allows even the creation of websites, portfolios, integration with other platforms, etc.

• **Google Drive and Dropbox:** are cloud services that allow you to upload files for free. Dropbox allows up to 2GB of files while Google Drive allows up to 15GB of files.

• **Pexels and Pixabay:** are two free image and video banks that you can use non-commercially for your creativities.

• **Canva:** is a free design tool that allows you to create different formats of visuals, both image and video. It is really interesting as it gives you the specific sizes of each of the post types of the most known social networks. In addition, there are many preconfigured templates that you can use and you can even search by topic.



• **Meta Business Suite and Tweetdeck:** are two of the most useful tools for scheduling posts. If you need to create a social media strategy and you want to schedule your publications after having created them, these are your tools. Meta Business Suite lets you schedule posts for Instagram and Facebook simultaneously, while Tweetdeck is for scheduling Twitter posts. Bear in mind that in order to use the Meta Business Suite you need to have your Instagram account as a "Professional Account" and, if you want to post also on Facebook, the Instagram account needs to be linked to a Facebook Page.

• **Capcut:** if Canva is the perfect tool for designing images or gifs, Capcut is the perfect tool for editing video, either from your computer or your phone. You can even have your raw files on a cloud like Dropbox or Google Drive and import them directly from there to start working on your video. It also gives you the sizes for the different platforms. And it even lets you log in directly with Google or TikTok. In fact, there are even I



TikTok accounts that share templates for you to use on their videos.

• **Filmora, iMovie, and Da Vinci Resolve:** are video editing software. iMovie is only available to iOS users, while Filmora and DaVinci are available to different operating systems.





• **OBS and Streamlabs:** are open broadcast software that allows you to create live streaming on social networks such as Facebook Live, Twitch, or YouTube. They may be difficult to use in the beginning, but there are a lot of YouTube tutorials on how to use them. There are even tons of incredible and unique things to do if you know a little bit of coding!

• **Anchor:** is a platform that allows you to publish and distribute your podcast. The only thing you need to do is to record yourself speaking and add as many voice effects as you want. You write the data of the podcast episodes, add a cover, and Anchor publishes it to different music streaming platforms.

• **Blogger and WordPress:** are blogging services that you can use to create a website about your organization, campaign, etc.

• **GofundMe and Paypal:** are platforms that can be used to raise funds for different causes.

• **Change.org:** is a platform that is used to gather signs for a cause.



The seven C's of sm campaign

When we think about launching a campaign, we need to understand that a campaign is the act of letting other people know a problem that is of our concern. The aim of this message is to gather as many people as possible to join a cause to come up with a solution. A campaign means to join forces to make a change. In the past, people had to use traditional ways of spreading the message to the more people they can. With the creation of social media the task became easier to do, as they allow us to connect with many people at the same time at no cost. Some studies suggest that what made social media successful is the fact that they are made of seven pillars, the seven C's of social media.

When we think about launching a campaign, we need to understand that a campaign is the act of letting other people know a problem that is of our concern. The aim of this message is to gather as many people as possible to join a cause to come up with a solution. A campaign means to join forces to make a change. In the past, people had to use traditional ways of spreading the message to the more people they can. With the creation of social media the task became easier to do, as they allow us to connect with many people at the same time at no cost. Some studies suggest that what made social media successful is the fact that they are made of seven pillars, the seven C's of social media.

They are:

- ✓ Content
- ✓ Community
- ✓ Conversation
- ✓ Capital
- ✓ Culture
- ✓ Collaboration
- ✓ Conversion

In the following subsections we will go deeper into each of them. Moreover, there will be some examples that illustrate the importance of some of these C's.

1 Content

If we read some websites about social media marketing or personal branding, we will hear experts go on and on about content. It's what people share online. While some of the project information may not be the most interesting in the world, it is still useful to some audiences. But if the project team stops finding the project blog or the wiki useful, then they will stop visiting the site. People should be helpful with what they share and remember that it isn't for their benefit - it's for someone else. It's a fine balance between being engaging and creating an environment where people feel they can share a part of themselves beyond a thumbnail photo and turning your online project space into a flurry of irrelevant messages that the team tunes out.

What is your campaign about?

What is the problem that you want to tackle?

A special emphasis is put on the “you” instead of the “we” because it is important that your campaign matters to you because you are the person in charge of spreading the message. If you have a special link to that campaign, either because it is something that you have been struggling with in the past, or because you have been impacted by something you have seen in the news or in a film, or in a book, you will put an extra effort on the campaign. Because you will see the matter as yours. This way, you will put all of your effort into it. And you also will be more able to transmit your thoughts to others. You will have a story to tell, and that is really important. Now we need to focus on the content.

When creating content, create content for everybody. This means that the content must be accessible and easy to read. Therefore, we need to avoid using technicians and use mundane words. We also need to write short sentences. We need to tell as much as we can but with a few words. Let’s call it minimalist writing. The less, the better. But we need to make it comprehensive. So, the less the better as long as it is easy to understand.

To make things comprehensive without using a lot of words, we can support our text with visual media. However, there are other content strategies to make our ideas spreadable. Author Henry Jenkins classifies them in his book *Spreadable Media* as shared fantasies, humor, parody and references, unfinished content, mystery, timely controversy, and rumors.

Below is a case study, which is briefly analyzed in the text that follows (Read CC: Spanish Ministry of Equality).

Case study: Spanish Ministry of Equality “Then, who?” campaign.

An example of a campaign that uses several of these strategies (parody, references, unfinished content, timely controversy, and rumors) can be found in a Spanish spot that the Ministry of Equality created to concern sexism. The spot was titled: “Then, who?” and wanted to transmit collective responsibility for sexism occurring daily in the country. The Ministry used the following slogan: if you (the audience) were not responsible for that happening...then who?

The case study analysis includes the following:

This ad is a good example of spreadable content. It became spreadable by pointing out sexist situations in which people who are quite influential in our country were the protagonists. So, although the ad didn’t talk directly about them and didn’t show their names or faces, everyone knew who the ad was about.

This ad was also tricky. Because if you got offended by the ad, it probably meant that you empathize with the protagonist of one of those situations, so your emotions may have been triggered by the guilt of something that you had done in the past. Therefore, if you shared the video to say how outrageous it was, you were pointing the finger at yourself at the same time. You were finishing the other side of the story.

And so you were confirming that the campaign was right because you're part of the problem. And at the same time, the fact that as many people complained about the campaign on social networks, the campaign became more and more famous (rumors, yay!). It was a brilliant strategy!

This campaign has all of the features that a social campaign needs to have nowadays for it to be spread:

- It is short.
- It is visual.
- It is filled with references to situations that happened in Spain in previous years and most people know.
- It can be polemic. Therefore, some people will be offended and talk about it, making it easier to make it viral.
- It is easy to understand, and, at the same time if you analyze it, there is an in-depth reading.
- It is easy to spread on social networks.

2 Community

When some groups of people come together with a common objective, they end up with a sense of community, almost by default, like this community at Gantthead. they get a sense of community because people can interact with each other. The web enables everyone to do that – through forums, star ratings, collecting badges, and leaving comments – more than any other form of media. The internet allows groups of like-minded people to come together.

When we read a novel or a story, we keep reading either because we feel identified with the protagonists or to know the reason why something happened. When we join a cause, we do it because we know why something happened and want to help tackle that problem. But campaigns and books are, in the end, stories. A campaign is the story of a person that has been under a difficult situation (or that has been affected by some issue) and who asks others for help to change that situation. There is a character, there is a plot, there is an evolution, there is a problem, and there is a force that moves everything forward.

The main difference when we are launching a campaign is that there is no resolution. We leave the resolution in the hands of the others. While the reader only enjoys the book, our target needs to feel involved in the resolution of the problem. Our target needs to feel that they are able to do their bit and that they can be a part of the community. That their effort is worth it. The target is the force that moves everything forward. Therefore, in order to tell the story behind our campaign, we need a protagonist, we need a conflict and we need a plot.

To illustrate this point, a case study is provided and analyzed in the text that follows:

Case study: #NiUnaMásAsturias Twitter movement

The reason why I am referring to this movement here is that it is a good example of the empowerment created by belonging to a community and of the power of speaking as a community. The #NiUnaMásAsturias Twitter movement occurred spontaneously, it was not something previously planned or organized. In fact, the hashtag was proposed after some days of hundreds and hundreds of publications on Twitter and Instagram.

What happened was the following:

After the demonstrations took place on March 8th for Women's Day, some people decided to support the cause on Twitter. The thing is that one of the persons that supported the cause with a tweet had harassed someone in the past. And the victim replied to her aggressor by saying "It is funny that precisely YOU are supporting this cause because you are one of the reasons that this issue is still going on".

That tweet led to other girls deciding to speak out about sexual harassment and abuse cases that had occurred to them years ago, because, since they had not dared to denounce them in the past, they wanted to do something to prevent others from being harassed too. Let's say that they were like "If the authorities are not able to do things properly, let's do it ourselves, let's protect each other". So a kind of #MeToo movement started in Asturias on the weekend after Women's Day.

After this happened, some other collectives joined the movement. And some of the women were impulsed to denounce their traumatic experiences in the region's specialized crisis unit and to ask for psychological and legal assistance, which, in fact, is free for victims of gender violence and sexual aggression. The movement reached the president of the region, who told his social network that the crisis unit was available to everyone and encouraged people to denounce it.

This movement became rapidly viral not only because of some aspects that we have talked about earlier but also because of something that will be introduced in the following section: digital storytelling. In the end, the victims were telling stories, they were telling THEIR own stories.

Moreover, other features that made this hashtag go viral, were the following:

It is a timely controversy because of three reasons: 1) the Spanish government is currently trying to concern everyone about the importance of sexual education, while some of the right-wing forces are against the introduction of sexual education in schools.

2) In the past, some sexual education course guidelines and structures were established in the region and they were even awarded by the European Union, but there were a lot of people that understood that secondary school was not the place to educate youngsters about sex. And most important 3) Women's Day was recent, and unfortunately there are still some anti-feminist voices that make some noise, there are still ongoing debates on some aspects of gender equality in our country and gender equality is a topic that people generally talk about nowadays.

- **It is unfinished content**, so people are invited to participate, to tell their stories, to be a part of the whole story, and to join voices and forces to raise concern about sexual abuse, sexual harassment, and gender violence. And most women felt empathy because they didn't want others to experience what they have been through. They wanted to prevent others from that trauma. They wanted to be helpful.

- It leaves space for spreading **rumors**. And people love gossiping because rumors help others to start a conversation with other humans. Rumors lead to interaction. And if rumors take place in the digital sphere, this translates into having social interaction taking place in social networks. And having interactions means having the algorithm on your side, which translates into a high possibility of going viral.

- **Messages were short and easy to spread**. Most of the stories were posted on Twitter, wherewith clicking one button, they were shared with other users. There were some long tweet threads, but Twitter's format allows users to read long texts easily. Other stories were posted on Instagram, which does not have a tool for reposting, making them less easy to spread.

- **There were ambiguities with some of the names**. Sometimes people were not specific enough with who was the aggressor, which left others with intrigue about whether the named person was someone they knew or not. This ambiguity also affected the spreading of rumors, and therefore, improved the tweets positioning on the platform, showing the tweets to others in the "For You" section.

3 Conversation

Conversation is the key that drives everything in a social media platform. It is how users of a particular social media platform participate in the communication process with each other in a social media setting. Social media has become an important platform to cultivate the meaningful relationship between firms and their customers.

This is all about having a conversation with the community. This part of the seven C's is very similar to the community, but the important difference is the actual engagement part of communicating with your communities and deciding what conversation we want to have with our community. Another of the reasons why some social media are more successful than others is that they allow us to have conversations with other humans. As humans, we like interacting with other people, we need social interaction. We like to talk with others and we like to share our opinions constantly. Moreover, we like to discover that other people may have the same thoughts and ideas. We like to feel that our discourse is the accepted one, at least, the accepted by those who surround us. And social networks are really useful to find ourselves surrounded by people with a line of thought that is similar to ours.

. Therefore, if we are concerned with climate change and we want to share our opinions about what we could do to preserve our planet, we may use social networks to join others to organize a beach cleanup.

For instance, Australia is well-known for its Great Barrier Reef. In the 1960s many businesses wanted to use the underground oil and natural gas extracted from it to gain money, and this meant to endanger the conservation of the Reef. Because of it, there was a growth of environmentalism, as people did not want one of their "natural gifts" to be destroyed because of selfish men who wanted money. Australians are very linked to nature and, since that age back in the 60s, several protests and movements took place as they were really concerned about the conservation of the land.

An event that took place in the Olympic Games of Sidney in 2000 is a good example of using a cultural creation to have a conversation about a controversial topic.

What conversation do we want to have with the others?

When we think about social campaigns, whether they are online or offline, we need to think about what conversation we want to have with others. Do we want to inform them about how to deal with an issue? Do we want to prevent them from that issue? Do we want to complain about an issue? Depending on the aim of our campaign, we can differentiate between five types of campaigns:[11]

- ✓ **Informative:** its main goal is to inform about a certain issue or to get people to think about a topic (i.e. an advertisement on TV with data about suicide).
- ✓ **Complaint:** its main goal is to protest about a topic (i.e. the George Floyd anti-racist movement in the US).
- ✓ **Preventive:** its main goal is to prevent a situation (i.e. COVID campaigns to prevent the virus from spreading).
- ✓ **Social Mob:** its main goal is to gather people to solve a situation (i.e. volunteer programs).
- ✓ **Resource Mob:** its main goal is to gather economic resources to solve a situation (i.e. crowdfunding to end hunger in supermarkets).

Conversation as part of the 7 C's is explained through the case study which is explained in the text that follows.

Case study: Australia's Anticolonial and climate justice campaign

One of the actions that come to my mind when I think about this issue, about climate change and how it endangers nature gifts, such as the Australian Barrier Reef, is a protest song, and a protest performance that took place in the Olympic Games of Sidney in 2000. The song is Beds are Burning by the Australian rock band Midnight Oil.

[11]https://www.researchgate.net/publication/339579303_Deconstructing_the_Seven-Cs_of_Social_Media_A_Summative_Perspective, [accessed 18 April, 2023]

This song has two different protests behind its lyrics: on the one hand, it protests how the Aboriginal populations were forcibly removed from their lands by conquerors. On the other hand, it protests how some aspects of colonization, such as the introduction of species and the exploitation of the soil and its resources, had an impact on the land.

Midnight Oil performed this song at the Olympics dressed in black clothes with the words "Sorry" written in white. It was their way of protesting that the former Prime Minister refused to say sorry to the Aboriginal descendants. It also served to remind everyone that Australia was built upon a genocide and that as a result, it was necessary to take care of the planet. It was our concern because the endangerment of the earth was the consequence of our selfish ancestors.

Midnight Oil wrote a song whose chorus says: "How do we live when the earth is turning, how do we dance when our beds are burning?". Moreover, in 2009, the song was remastered by a group of celebrities worldwide, and it was used for the "Time for Climate Justice Campaign". The song kept a part of the original lyrics, but the words about the aboriginal were rewritten to focus the protest on climate change.

This protest had an impact on media and television because of the following reasons:

- It is a catchy politically-charged song.
- It is polemical because colonization is still a polemical topic in certain countries.
- The performance at the Olympics was a defiant act because Midnight Oil was asked not to create controversy before the performance. It was also an act of disapproval of the PM's previous disrespect toward the Aboriginals.
- It is short.
- It is visual.
- It is easy to understand, you can interpret the song lyrics literally, but you can also read between the lines.
- It tells a story we can connect with, it makes us feel empathy about the protagonists: the Aboriginals who were forcibly removed from their homes.
- the video of the performance was spread worldwide thanks to television and YouTube.

Why? Due to the colonial past, the Aboriginals were forcibly removed from their homes. Australia is a country that is really concerned about the past, there is even a National Sorry Day (on May 26th) in which Australians say sorry for the mistreatment of the Aboriginals. The Prime Minister of 2000 refused to say sorry to the Aboriginals.

Where and When? Australia in 2000, in a performance at the Olympic Games within the days that the Olympic Games of Sidney were held. The performance would appear on TV, so it would reach more people than only those that were physically in Sidney.

What? The band Midnight Oil did a performance at an international event.

How? They were dressed in black with the word "Sorry" written in white while they sang "Beds are Burning", a really politically-charged song.

To whom? The more people, the better. Although Midnight Oil wanted to protest about a specific act (the PM refusing to say "Sorry"), their words became stronger as "Beds are Burning" became an anti-colonialist anthem

4 Capital

This term refers to asking for help from others on social media to join a campaign and share it with other people that may be interested in it, which will create a bigger community.

The term 'social capital' was first defined by the late James Coleman, one of the first social scientists in the 1970s[12]. According to him "social capital initially derives from social theory and from the broad idea that social relationships are resources that help people act effectively". Social capital can be considered as a by-product of social relationships that exist among members of society and aids the members in achieving mutual goals through cooperation and support to each other. In other words, it is the outcome of social relations and a mandatory precursor of social capital.

The concept of social capital has to do with using social connections to solve problems. An example of social capital would be asking your neighbor to check your mailbox while you are on vacation. Another example of social capital would be asking a friend to rate your app on Google Play Store or to rate your book on Goodreads.

There are three types of social capital:

Linking social capital: relationships between people of different hierarchical levels.

Bridging social capital: people from two different teams that work together to achieve a specific goal.

Bonding social capital: all the team works together.

When we are launching an online campaign, we need to build social capital. We need to understand the others as the gears of an engine that can make this campaign launch successful. We need to ask the others to join our campaign, and to share it with other people that may be interested in it. The fact of having different people doing the same at the same time is really important as the algorithm of some social networks makes that content more relevant when it discovers that it has many interactions.

This is one of the reasons why the #NiUnaMásAsturias campaign that we mentioned earlier worked. If we have to categorize this campaign by its social capital type, it would be bridging social capital, because most of the participants didn't know each other. Well, some of them did, but some others didn't. However, in the end, many people that did not know the others joined the hashtag on Twitter to fight for the cause of preventing other girls from suffering what they did.

5 Culture

Culture can be simply defined as the collective values, customs, norms, arts, social institutions, and intellectual achievements of a particular society. The world is big, so there are different cultures and different people who believe in different things and have different opinions. The internet and social media offer to everyone with a few clicks to be included in different projects and campaigns, which will make them think out of the box and change their habits.

Since the Internet came into our lives, it is possible for everyone to be aware of the changes that take place in the different cultures around the world. Sociologist Van Dijck refers to this phenomenon in his book as the culture of connectivity, as because of social media, culture has become a mix of what happens online, and what occurs in real life.

Social networks are great tools to be informed about what happens in the opposite part of the world with only one click. Moreover, they can help us to reach a person that can tell us first-hand about a specific event. However, we also need to bear in mind that the power of social networks can also fall into the wrong hands. Therefore, we must do a little bit of fact-checking before believing everything we read online, as some people can trick or bias the information they post online depending on their interests.

6 Collaboration

Collaboration is the foundation on which all social media tools are built on the fact that people want to work together. If people don't share, there isn't much to see online. Many websites draw on the collective knowledge of experts who are sharing their skills. And it no longer matters where you are based. Technology makes it possible to work across time zones, languages, and with people you have never met.

Another of the pillars of social media is collaboration. Social networks, as the name indicates, need to create networks with other people. I think that the case of #NiUnaMásAsturias is a good example to reflect how, thanks to social media, a collection of small grains of sand can build a mountain. With the functionalities of sharing, commenting, quoting, reposting, etc., social networks allow users to contribute either with opinions or by making visible to others some ideas that they connect with.

7

Conversion

The final 'C' of social media is conversion i.e. return on investment (ROI). Companies are spending a huge amount of money on social media; therefore, they look for a return on their investment.

Return on Investment (ROI) is the "Holy Grail" of social media. Marketers, on one hand, feel the pressure to use social media as a part of their marketing communication mix while on the other are asked to justify the cost using traditional media metrics. There are a few metrics like page viewed, total likes, total downloads, or unique site visitors which give an idea but not a complete picture of the return of firm investments in social media-related platforms.[13]

Verity A. Jones[14] developed the following rubric to help evaluate social media practices. She calls it the "seven C's of social media, and it goes in the next order: "How well do social media Collect people, Connect them, or Convert them? Do social media Conspire people—that is, join them together to act toward a common end? How well do social media Cultivate lives of faith? Communities of faith want to Change society: is that one of the purposes of social media? And finally, do social media, like the great learning centers of the Christian tradition, help us Curate ideas and information?"

The final pillar of social media is conversion. In marketing, to have a conversion means that we have a return on what we have invested in a certain campaign. This means if we have invested some money in an Instagram campaign for a clothes brand, and that product we have promoted is being sold during those days of the campaign. The money that we get because of the campaign is a conversion.

[13] Sonica Rautela, Dr. Tarun Kumar Singhal, Deconstructing the Seven Cs of Social Media: A Summative Perspective. Symbiosis International (Deemed University) Pune, India, 03, 2019

[14] Verity A. Jones, The Seven Cs of Social Media, April, 2015

THE SEVEN C'S OF ONLINE CAMPAIGNS

1. Content

The campaign must be easy to read and accessible for everybody. Avoid technicalisms, use mundane words. Write short sentences. Tell as much as you can, but with a few words.

2. Community

People like to feel they belong to a community, so make sure that those who are interested of joining the campaign can feel like they can be a part of it and that their effort is worthy.

3. Culture

Social networks are great tools to be informed about what happens in the opposite part of the world with only one click. People from different cultures can join our campaigns thanks to internet, so be inclusive and respectful to everyone!

4. Conversation

What conversation do we want to have with the others with our campaign? Do we want to inform, complain, prevent or to create a social/resource mob?

5. Capital(Social)

Building social capital means asking for help to others on social media to join our campaign, and to share it to other people that may be interested in it. Remember that sharing is not the same as spamming.

6. Collaboration

Sharing, commenting, quoting, reposting, etc. in social networks allow users to collaborate with the spread of our campaign.

7. Conversion

Having a conversion means that we need to have a result from our actions in social media. This results can return to us into: collaboration, donations, subscriptions, likes, the buying of a product, etc.

The 5 components of a successful social campaign

The biggest challenge of social media is detecting fakes. In previous sections, we talked about the different strategies that worked to make content viral. One of them was rumors, and yes, rumors and controversy are two of the most engaging strategies. However, we need to be careful when using them. Because we need to verify that the information we are using to create our campaign is not fake. We need to do some content curation before doing content creation. We need to make sure we are not sharing information if we do not know where that information comes from. Moreover, if we know where the information comes from, we need to check if it comes from a reliable source. For instance, if we are talking about a political issue, we need to understand that there are communication mediums that are aligned to one side or the other; there are more conservative newspapers and more progressive newspapers. Therefore, if we are reading an article written by a conservative newspaper (or a conservative Twitter account) we need to be aware that it may be politically charged against the other wing, and the same can occur the other way around. Because, as we will see later on with the case of Jagmeet Singh, the content of TV, newspapers and social media can play a really important part in political elections, mostly during campaign times. The case of Trump is also worth reading.

There are many different components that can contribute to a successful social media campaign, but here are five key elements that are often essential:[15]

- ✓ **Clearly defined goals:** A successful social media campaign begins with a clear understanding of what you hope to achieve. Do you want to increase brand awareness? Generate more leads? Drive website traffic? Without a clear goal in mind, it's difficult to develop an effective strategy.
- ✓ **Targeted audience:** Knowing your target audience is critical for crafting a message that resonates with them. Your content, tone, and delivery should all be tailored to the specific needs and interests of your intended audience.
- ✓ **Compelling content:** Social media users are constantly bombarded with information, so your content needs to stand out. Use eye-catching visuals, engaging headlines, and relevant messaging to capture attention and keep users interested.
- ✓ **Consistent branding:** A consistent brand identity across all social media platforms is essential for building brand recognition and credibility. Use consistent branding elements, such as logos, colors, and fonts, to ensure that users can easily recognize your brand.
- ✓ **Measurable results:** To truly know if your social media campaign was successful, you need to be able to measure your results. Use analytics tools to track engagement, reach, conversions, and other metrics that align with your campaign goals. This will help you refine your strategy and improve future campaigns.

[15]<https://tinuiti.com/blog/paid-social/the-5-elements-of-an-effective-social-media-strategy/>, [Accessed 18 April, 2023]

1 Clearly defined goals

Clearly defined goals are one of the five components of a successful social media campaign. These goals refer to the specific, measurable, achievable, relevant, and time-bound objectives that a brand or business hopes to achieve through its social media campaign. To create clearly defined goals, you need to start by identifying what you want to achieve through your social media campaign. Your goals should be specific, such as increasing your brand's social media following by a certain number or driving a specific amount of traffic to your website through social media channels.

Your goals should be measurable, meaning you should be able to track and quantify progress toward achieving them. This can be achieved by using metrics such as engagement rates, website traffic, and social media reach.

Setting achievable goals is important. They should be realistic and within the realm of what you can reasonably accomplish. You should also make sure that your goals are relevant to your overall business objectives and align with your brand's values and mission.

Last but not least, your goals should be time-bound, meaning you should set a specific deadline for achieving them. This helps to ensure that your social media campaign stays on track and you can track progress toward achieving your goals over time.

Having clearly defined goals is critical for the success of a social media campaign, as they help to ensure that you are targeting the right audience, using the right messaging, and measuring progress toward achieving your objectives.

2 Targeted audience

A target audience is a group of people who are most likely to be interested in and engage with a brand's products or services. It is a critical component of a successful social media campaign because it helps brands to create relevant and compelling content that resonates with their audience and drives engagement. To identify the target audience, brands must conduct market research and gather information about their potential customers. This information includes demographic data, such as age, gender, location, and income, as well as psychographic data, such as values, attitudes, and interests. Additionally, brands must consider the behaviors and preferences of their target audience, including the social media platforms they use and the types of content they prefer. Once a brand has identified their target audience, they can tailor their social media content to appeal to their interests, needs, and preferences. This can include creating content that is visually appealing, providing informative and educational content, and engaging with followers through social media conversations.

The target audience is a critical component of a successful social media campaign because it helps brands reach the people who are most likely to be interested in and engage with their content. By understanding their audience's needs and preferences, brands can create compelling content that builds relationships and drives engagement, ultimately leading to increased brand awareness, loyalty, and sales.

3 Compelling content

Compelling content is one of the five components of a successful social media campaign. It refers to the type of content that captures the attention of your target audience, encourages engagement, and drives action. Compelling content can take many forms, including images, videos, blog posts, infographics, and social media posts. However, to be truly compelling, the content must be well-written, visually appealing, and provide value to the target audience.

To create compelling content for a social media campaign, it is important to understand the interests, needs, and pain points of your target audience. This can be achieved through market research, surveys, or other data sources. Once you understand your audience, you can tailor your content to their preferences and interests. This may involve creating educational content that addresses their pain points or challenges, inspiring content that aligns with their values and interests, or entertaining content that captures their attention and encourages sharing.

In addition to being well-written and visually appealing, compelling content should also be shareable. This means that it should be easy for your audience to share the content with their own social networks, which can help to increase the reach and impact of your social media campaign. Forcing content is a critical component of a successful social media campaign. It helps to capture the attention of your target audience, encourage engagement, and drive action toward achieving your campaign goals.

4 Consistent Branding

Consistent branding is one of the five components of a successful social media campaign. It refers to the practice of creating and maintaining a cohesive brand identity across all social media channels and marketing materials. Consistent branding includes using the same brand colors, fonts, imagery, and messaging across all social media channels. It also involves ensuring that the brand's values and personality are communicated consistently across all platforms and materials. Consistent branding is useful to create a strong and recognizable brand identity, which can help to build trust and loyalty with your target audience. It can also help to differentiate your brand from competitors and make it more memorable.

To achieve consistent branding in a social media campaign, it is important to create a brand style guide that outlines the brand's visual and messaging guidelines. This style guide can be used as a reference for the social media team to ensure that all content is consistent with the brand's identity. It also involves monitoring social media channels regularly to ensure that all content is aligned with the brand's messaging and values. This includes monitoring user-generated content to ensure that it is consistent with the brand's identity.

For a successful social media campaign, consistent branding is a critical component. It helps to create a strong and recognizable brand identity, build trust and loyalty with the target audience, and differentiate the brand from competitors.

5 Measurable results

Measurable results are one of the five components of a successful social media campaign. It refers to the practice of setting clear, measurable goals and tracking the success of the campaign based on those goals. Measurable results help to ensure that the social media campaign is achieving its intended objectives and delivering a positive return on investment (ROI). It also provides valuable data that can be used to optimize the campaign and improve its effectiveness over time.

To set measurable goals for a social media campaign, it is important to first identify the overall objectives of the campaign. These objectives could include increasing brand awareness, generating leads, driving website traffic, or increasing sales. Once the objectives are identified, specific, measurable goals can be set. For example, if the objective is to increase website traffic, the goal could be to increase website visits by 20% over the course of the campaign. To track the success of the campaign, it is important to use analytics tools to monitor key metrics such as reach, engagement, website traffic, and conversion rates. These metrics can be used to determine whether the campaign is on track to meet its goals and to identify areas for optimization. Measurable results are critical for ensuring the success of a social media campaign. By setting clear goals and tracking progress towards those goals, the campaign can be optimized over time to deliver the best possible results for the brand or business.

To conclude with this section, we can recover the 5 components of a successful social campaign. We have mentioned all of them earlier in the Handbook.

- ✓ **Easy to connect with:** campaigns need to have an emotional impact on others to make them feel like they want to help you to achieve your goal.
- ✓ **Visuals:** posts with good aesthetics tend to generate more engagement in social networks nowadays, mostly if images are easy to understand and use the "show not tell" technique. This technique means, if you can draw something instead of describing it, just do it.
- ✓ **Open to debate:** when people can give their opinion on a topic easily, posts gain interactions, and this makes them more visible to others. This occurs because as humans, we like to communicate with others and we like to feel rewarded by others that share our same line of thought.
- ✓ **Short:** research suggests that in recent years our attention span has decreased, therefore, the shorter our copywriting is, the better.
- ✓ **Spreadability:** some tools of social networks, such as the hashtags on Twitter or the "Add Yours" function of Instagram, facilitates users to participate on the trending topics of the different platforms.

Some examples of social media campaigns are the following:

- **Jagmeet Singh Tik Tok political campaign:** he used Tik Tok to gain youth voters for his left-wing political campaign by participating in different Tik Tok trends. In one of them, he uses the "yes/nope" meme to show others what are the ideas he supports and the ones he doesn't. The fact that he had to deactivate his Tik Tok account due to security has had an effect on the election strategy.
- **#FreeYouth anti-government movement in Thailand:** in the beginning, it was a free-thinking Facebook group for youth to discuss and exchange ideas about the future of the country. The first action was the creation of a poll regarding the abolition of military conscription; it reached more than 20,000 people.
- **The Australian Youth Climate Coalition (AYCC) "Power Shift" flash mob:** the AYCC used fun and non-violent ways of promoting awareness of climate change. The "Power Shift" movement was a flash mob that a group of young people performed in front of the Sydney Opera House Theatre to protest climate change. Before and after the movement, several people were interviewed on national TV, and the students used it to express their ideas directly and publicly to the governors and other important institutions. In this case, the students were gathered via both online and offline strategies, the coalition used social networks to transmit their ideas to other youngsters, but they also went to schools to exchange ideas.
- **#NiUnaMásAsturias Twitter movement:** While the creation of the Handbook this movement, similar to Harvey Weinstein's #MeToo, was taking place in the region of Asturias in the northern part of Spain.

What can we conclude?

It is indisputable that social media has become one of the powerful engines for the success of businesses in today's digitalized and super-connected world. It is therefore mandatory for firms to inculcate social media into their marketing communication strategies. But what is important to note is that whether the social media platform is super hit or obsolete, mature or contemporary, general or specific to certain interest groups, the fundamentals of social media sit on the shoulders of seven C's i.e. Content, community, conversation, capital (social), culture, collaboration, and conversion respectively. Most of these C's directly or indirectly contribute to the success quotient of the campaign. Thus, to use social media platforms effectively and efficiently firms should analyze each of these C's in detail and design their social media strategies accordingly. A successful social media strategy should include: finding and engaging your communities and/or building a new community; making sure you have the right mix of content curation and creation; connecting well with your community; having relevant and meaningful conversations; and converting on your goals.



Section 5

In this section it will be elaborated on:

- 1 The meaning of digital culture;
- 2 The need for digital culture for young people;
- 3 The relation between digital culture and youth activism;

Culture is a way of coping with the world by defining it in detail."

Malcolm Bradbury

"A nation's culture resides in the hearts and in the soul of its people."

Mahatma Gandhi

"We may have different religions, different languages, different colors skin, but we all belong to one human race"

Kofi Annan

Digital culture refers to the collective attitudes, behaviors, beliefs, and practices that have emerged in response to the widespread use of digital technologies. It covers a wide range of phenomena, including social media, online gaming, virtual reality, mobile devices, and other digital tools and platforms. Digital culture has had a massive impact on many aspects of society, from how we communicate and socialize to how we consume media and access information. It has also led to the development of new forms of art, entertainment, and self-expression, as well as new modes of commercing and working.

Digital culture

One of the features of digital culture is its participatory nature. Contrary to traditional forms of media consumption, which were largely passive, the digital culture encourages people to engage actively with content, often by contributing their own ideas, opinions, and experiences. This has led to the emergence of online communities, which can be based on shared interests or identities. Digital culture has also given rise to new forms of identity and self-expression. For instance, social media platforms have enabled individuals to create online profiles that show their interests, beliefs, and values. This has come with the emergence of new subcultures and communities, as well as new forms of political activism and social movements. At the same time, digital culture has raised concerns about privacy, security, and the spread of misinformation. The ease with which digital content can be shared and replicated has made it difficult to control the spread of false or harmful information. These improvements allowed people to concern about the impact of digital technologies on mental health and well-being, particularly among young people who are more likely to be immersed in digital culture.

Why is there a digital society with digital technologies?

Digital technologies are an essential component of digital culture due to the fact that they enable the creation, distribution, and consumption of digital content. Without digital technologies, the system of digital media, online communities, and other digital phenomena that define digital culture would not exist. Digital technologies encompass a wide range of tools and platforms, including computers, mobile devices, the internet, social media platforms, virtual reality systems, and other digital tools and applications. These technologies have transformed the way we interact with each other, access information, and participate in society. One of the most important dimensions of digital technologies is their ability to facilitate communication and collaboration. Digital communication tools, such as email, instant messaging, and video conferencing, have made it easier to connect with people around the world in real time.

Digital technologies have also made it easier to access and consume media. Online platforms such as YouTube, Netflix, and Spotify have transformed the way we consume and interact with music, films, and television shows. The rise of social media platforms such as Facebook, Twitter, and Instagram has also created new opportunities for people to share and consume information in real time. Besides enabling communication and media consumption, digital technologies have also transformed the way we work. The rise of remote work and the gig economy, for example, would not have been possible. Digital technologies have also enabled the creation of new forms of e-commerce and digital marketing, allowing businesses to reach and engage with consumers in new and innovative ways.

However, the widespread adoption of digital technologies has also raised important questions and concerns about privacy, security, and the impact of digital technologies on mental health and well-being. The ease with which digital content can be shared and replicated has made it difficult to control the spread of false or harmful information. It has also led to concerns about the impact of digital technologies on our ability to concentrate, think critically, and engage in meaningful social interactions.

What advantages do modern technologies offer?

Modern technologies offer numerous advantages that have transformed the way we live, work, and interact with each other. Some of the key advantages of modern technologies are:[16]

- ✓ **Increased Efficiency:** Modern technologies have automated many of the manual tasks that were once time-consuming and labor-intensive. Automation has significantly increased efficiency in industries such as manufacturing, transportation, and logistics.
- ✓ **Improved Communication:** Modern technologies have enabled people to communicate with each other instantly and from anywhere in the world. This has led to increased collaboration and more efficient teamwork across different geographic locations.
- ✓ **Enhanced Access to Information:** Modern technologies have made it easier than ever to access information. The internet, for example, provides instant access to a vast array of information on any topic imaginable.
- ✓ **Improved Healthcare:** Modern technologies have transformed healthcare, making it more efficient and effective. Medical technologies such as MRI machines, CT scanners, and robotic surgery systems have significantly improved patient outcomes.
- ✓ **Increased Safety:** Modern technologies have improved safety in many industries, such as transportation and construction. Advanced safety features in cars, for example, have reduced the number of traffic accidents.
- ✓ **Increased Productivity:** Modern technologies have significantly increased productivity in many industries. Digital tools and software, for example, have made it easier to manage workflows, track progress, and collaborate on projects.
- ✓ **Enhanced Quality of Life:** Modern technologies have enhanced the quality of life for many people. Assistive technologies, for example, have enabled people with disabilities to live more independently and engage in activities that were once impossible.
- ✓ **Reduced Environmental Impact:** Modern technologies have enabled the development of more sustainable and eco-friendly products and processes. Solar panels, for example, have significantly reduced the reliance on fossil fuels and helped mitigate the impact of climate change.






[16]https://kpmg.com/au/en/home/topics/digital-transformation.html?utm_medium=cpc&utm_source=google&utm_campaign=1038285924mc&gclid=CjwKCAjw_YShBhAiEiwAMomsEOh7rTesMZDerfQTt1z16YS4OU1XMm66YHEpOm-NQVzKjXtFD5BoCfDwQAvD_BwE, [Accessed 20 April, 2023]

Modern technologies have increased efficiency, improved communication, enhanced access to information, improved healthcare, increased safety, increased productivity, enhanced quality of life, and reduced environmental impact. However, it is important to consider the potential downsides of modern technologies and address any negative impacts they may have on individuals and society as a whole.

What does digital literacy mean?

Digital literacy refers to the ability to use, understand, and navigate digital technologies effectively. It encompasses a range of skills, including the ability to use software and hardware, access and evaluate information online, communicate through digital media, and use digital tools for various purposes.

In today's digital age, digital literacy is becoming increasingly important as more aspects of daily life, including education, work, and social interactions, are conducted through digital channels. Here are some key aspects of digital literacy:[17]

-  **Technical Skills:** Digital literacy involves having a basic understanding of the hardware and software necessary to use digital technologies effectively. This includes skills such as using a computer, navigating the internet, and using common software applications.
-  **Information Literacy:** With an abundance of information available online, digital literacy also involves the ability to find, evaluate, and use information effectively. This includes skills such as conducting online research, evaluating the credibility of online sources, and properly citing sources.
-  **Communication Skills:** Digital technologies have revolutionized the way we communicate with each other. Digital literacy involves being able to communicate effectively through digital media such as email, social media, and video conferencing.
-  **Problem-Solving Skills:** Digital literacy also involves the ability to use digital technologies to solve problems and complete tasks efficiently. This includes skills such as troubleshooting common technical issues and using digital tools to streamline workflows.
-  **Security and Privacy:** As more aspects of our lives are conducted online, digital literacy also involves understanding how to protect our personal information and assets from online threats. This includes knowledge of how to safely use passwords, avoid phishing scams, and protect against malware and viruses. Digital literacy is essential for participating fully in modern society.

Developing digital literacy skills can lead to increased access to education, employment opportunities, and social connections. It is important to promote digital literacy through education and training programs to ensure that everyone has the skills needed to thrive in the digital age. Today, digital literacy is a skill that is considered as important as reading and writing. But digital literacy is less and less understood in the right context. There is a need to clearly define the concept of digital literacy because the ability to use gaming and entertainment devices cannot be said to be a definition of digital literacy. It should be emphasized that digital literacy is not only about using social media or creating and monitoring photo and video content. Digital literacy is more than embracing new technologies. It is about the ability to create, select and connect information from multiple sources, in multiple formats, as well as their use to improve effectiveness in various areas, such as work, learning etc.

Digital literacy today is needed to achieve personal and professional ambitions. It is mandatory in almost every field of activity, because it allows complex tasks to be completed in an efficient way, while achieving good results. Individuals who invest in the advancement of digital literacy enable an increase in their productivity and socio-economic activity. In this context, there is a need to focus on the development and upgrading of digital skills and abilities. The focus should be on the way and the goals of how to use the devices and knowledge correctly and practically, in order to contribute to their personal and collective success. Digital literacy is defined as the ability to understand and use information in multiple formats with an emphasis on critical thinking rather than information and communication technology skills. People today have new types of knowledge related to digital-social practices. It is common for people to use messaging systems on social networks such as Facebook, Twitter, and YouTube in which they communicate in a digital environment with other users. However, the new digital form of communication also requires a certain level of digital literacy so that users can stay safe. It can be said that a digitally literate person is one who can identify, access, manage, integrate, evaluate, analyze, and synthesize digital resources.

Digital literacy is not just about technology. Individuals should be able to use digital technology to support their active citizenship and social inclusion, collaboration with others, and creativity in order to achieve personal, professional, social, and/or commercial goals. Core areas of digital skills are:[18]

[18] https://metamorphosis.org.mk/izdanija_arhiva/vizuelizacija-digitalna-pismenost/, [Accessed 20 April, 2023]

- 1 Digital devices, finding and managing information;
- 2 Communication and cooperation;
- 3 Creating simple digital documents;
- 4 Safety;

With all those new opportunities come new demands and responsibilities. Individuals should take a critical approach to the validity, reliability, and impact of information and data obtained using digital devices.

According to the model of Dr. Doug Belshaw, the eight elements of digital literacy are:[19]

1. Cognitive.
2. Confident.
3. Cultural.
4. Constructive.
5. Critical.
6. Communication.
7. Citizenship.
8. Creative.

There are several types of digital literacy skills such as: formal Internet operational skills, analytical and information retrieval skills, content creation skills, and media literacy skills.

Social innovation is any process that develops and deploys effective solutions to systematic social problems, either them or managing them to advance social progress. Social innovation requires novel thinking- new ideas, processes, strategies, or organizational models that meet societal needs in a better way than the existing solution.

[19] https://www.cyberghostvpn.com/en_US/privacyhub/what-is-digital-literacy-and-why-its-crucial-to-us-now/#:~:text=Digital%20literacy's%20elements%20are,Doug%20Belshaw's%20model%20and%20thesis., [Accessed 20 April, 2023]

Social innovation is a fast-growing phenomenon. More and more people are trying to understand how social innovation can help society.[20] The social innovation field is, however, characterized by conceptual ambiguity and a diversity of definitions. One of the core issues is that social innovation initiatives abound but many of them fail to become sustainable in their effort to improve social conditions. Several obstacles and barriers to this upscaling are listed in the literature.

To create a definition that is useful, three building blocks are needed: first, it needs to be about implemented solutions with value for society; secondly, the implementation needs to be understood as a process; and thirdly, it must be clear that most implementations fail.

Social innovation as understood by the European Commission/European Union is meant to 'empower people, and drive change' in the sense that it leads to social change that produces sustainable social inclusion.[21] A widely cited definition of social innovation is: 'Social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals.

This useful definition stresses the need for innovations to be implemented to support the inclusion of socially weaker groups. In our view, a successful innovation should be an implemented innovation, and imply the social inclusion of deprived target groups as well. Therefore, we suggest this working definition of social innovation: the invention, development, and implementation of new ideas to solve social problems faced by individuals, groups, or communities. This definition sees the 'implementation' of innovation as an indicator of success in solving social problems.

The World Economic Forum's Global Agenda Council on Social Innovation, an advisory body comprised of leading practitioners, thought leaders, and academics, defines social innovation as "the application of innovative, practical, sustainable, market-based approaches to benefit society in general, and low-income or underserved populations in particular". Social innovation means being more strategic, more ambitious, and more collaborative in how access and opportunity can be provided for billions of low-income people to participate in the global economy. Corporate involvement in societal issues is not new, of course. What distinguishes social innovation from these traditional approaches is the pursuit of societal challenges in ways that create tangible business benefits.

[20] <https://ssir.org>, [Accessed, 20 April, 2023]

[21] Peter Oeij, Wouter van der Torre, Fietje Vaas, Steven Dhondt, Understanding social innovation as an innovation process: Applying the innovation journey model, April 2019

She Taxi (India)

The core of the social innovation

She Taxi is a cab service for women travellers operated by women entrepreneurs. The social innovation project has three important characteristics that form the base of the solution, namely: (a) the safety and security of women; (b) entrepreneurship by women; and (c) employment for women. The core idea was to come up with safe transport options for women and families that can further help gender equity. The solution was to create a taxi service, especially for women by women entrepreneurs. Crime rates against women are high and travelling alone is unsafe for women, especially at night times. This hinders their labour market and educational participation, as also female entrepreneurship.

Strategy

Gender Park, an autonomous institution, developed the idea with the Minister of the Department of Social Justice (in Kerala). Gender Park (GP) as an institution was promoted by this department to resolve gender inequity in development. After governmental approval it issued a public notice in the newspaper dailies as a call for an expression of interest in the roles of vehicle partner and technical partner and for female cab drivers.

Drivers and barriers

She Taxi was launched and flagged off by the Minister for Social Justice and features a multistakeholder, public-private partnership that facilitates the whole process. The government, the private sector and the women entrepreneurs are all important stakeholders of this process and were involved from the beginning. The project was instigated following the murder of Soumya (2013), a woman who was travelling by train in Kerala and was raped and murdered. Media coverage and publicity generated by a prominent film actress acting as a brand ambassador for She Taxi were driving forces. The proactive presence of the state and its ability to facilitate a meaningful business partnership with business/private stakeholders (public-private partnerships) propelled this social innovation. There was no government funding, apart from funding the launch. Banks provided loans to interested women entrepreneurs.

Outcome/Result

She Taxi has expanded to several cities and districts in Kerala state and beyond and has been replicated in other states as She Bus and G Taxi (for transgenders). She Taxi increased the visibility of women in public spaces and the (safe) mobility of women in cities. And it increased the economic participation of women.

Source: Peter Oeij, Wouter van der Torre, Fietje Vaas, Steven Dhondt, Understanding social innovation as an innovation process: Applying the innovation journey model, April, 2019

This story of change emphasises the interaction between the innovators and the environment they are working in. It emphasises, too, that new ideas have to secure support if they are to survive. The support they need may include the passion and commitment of other people, the money of patrons or the state, and contracts or consumers. Social change depends, in other words, on alliances between what could be called the 'bees' and the 'trees'. The bees are the small organizations, individuals, and groups who have new ideas and are mobile, quick, and able to cross-pollinate. The trees are the big organizations – governments, companies, or big NGOs – which are poor at creativity but generally good at implementation, and which have the resilience, roots, and scale to make things happen. Both need each other, and most social change comes from alliances between the two, just as most change within organizations depends on alliances between leaders and groups well down the formal hierarchy.

The stages of social innovation are:

Generating ideas by understanding needs and identifying potential solutions

The starting point for innovation is an awareness of a need that is not being met and some idea of how it could be met. Sometimes needs are glaringly obvious – like hunger, homelessness, or disease. But sometimes needs are less obvious, or not recognized like the need for protection from domestic violence, or racism, and it takes campaigners and movements to name and define these. Needs come to the fore in many ways – through angry individuals and groups, campaigns, and political movements as well as through careful observation.

Developing, and piloting ideas

The second phase of any innovation process involves taking a promising idea and testing it out in practice. Few plans survive their first encounter with reality wholly intact. But it is through action that they evolve and improve. Social innovations may be helped by formal market research or desk analysis but progress is often achieved more quickly by turning the idea into a prototype or pilot and then galvanizing enthusiasm. Social innovations are often implemented early. Because those involved are usually highly motivated they are too impatient to wait for governments or professions to act. The experience of trying to make their ideas work then speeds up their evolution, and the power of example then turns out to be as persuasive as written argument or advocacy. Michael Young usually moved very quickly to set up an embryonic organization rather than waiting for detailed business plans and analyses. Language Line, for example, began as two people with telephones and a tiny contract with the neighboring police station.

Assessing then scaling up and diffusing the good ones

The third stage of the social innovation process comes when an idea is proving itself in practice and can then be grown, potentially through organic growth, replication, adaptation, or franchising. Usually, innovations spread in a curve', with an early phase of slow growth amongst a small group of committed supporters, then a phase of rapid take-off, and then a slowing down as saturation and maturity are achieved.

Taking a good idea to scale requires skillful strategy and coherent vision, combined with the ability to marshal resources and support and identify the key points of leverage, the weak chinks in opponents' walls. 'Bees' need to find supportive 'trees' with the machinery to make things happen on a big scale. That, in turn, may demand formal methods to persuade potential backers, including investment appraisals, impact assessments, and newer devices to judge success like 'social returns on investment' or 'blended value'.

Learning and evolving

Innovations continue to change through a fourth stage: learning and adaptation turn the ideas into forms that may be very different from the expectations of the pioneers. Experience may show unintended consequences, or unexpected applications. In professions, in competitive markets, and in the public sector, there is an increasingly sophisticated understanding of how learning takes place. New models such as the collaboratives in health (used by the NHS to improve innovation and practice in fields like cancer and primary care) and closed research groups (used by a number of major cities to analyze their transport strategies) have helped to embed innovation and improvement into fairly conservative professions. These highlight the degree to which all processes of innovation can be understood as types of learning, rather than as 'eureka' moments of lone geniuses. Instead, ideas start off as possibilities that are only incompletely understood by their inventors.[22]

They evolve by becoming more explicit and more formalized, as best practice is worked out, and as organizations develop experience about how to make them work. This phase involves consolidation around a few core principles which can be easily communicated. Then as the idea is implemented in new contexts it evolves further, and in new combinations, with the learning once again more tacit, held within organizations, until another set of simpler syntheses emerges.

What can we conclude?

Digital culture is a new world that is non-spatial and timeless, has general boundaries, individuals set up the rules, and living standards are „redetermined“. People in digital culture use digital environments for many purposes like interaction, receiving news, acquisition of knowledge, having fun, playing games, and health care. Habits of individuals in digital culture about producing and consuming it have been the subjects of debates and research.

In summary, digitalization continues to make changes in the cultures of organizations with the sociological and economic processes of our age. It is very difficult to make an assumption about how far the transformation of digital culture on employees will go. Social innovation is a phenomenon that seeks to respond to the social and environmental challenges facing the world, which cannot be addressed from a single area and by a single sector. In an ideal scenario, the private sector, investors, the government, international development agencies, and the different ecosystems of social entrepreneurship, must work hand in hand to find and implement the necessary solutions to the social and environmental problems that affect society. Impact investment is a “natural” mechanism to achieve this articulation or collaborative work between different sectors.

To carry out social innovations it's necessary their funding, positioning the impact investment as one of the alternatives to achieve it. The importance of this investment lies in the fact that it reconciles the generation of economic dividends with the generation of social impact, resulting in the growing interest of investors to allocate their resources to initiatives that generate a double or triple value to society.



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