SOCIAL MOVEMENTS

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What is a Social Movement?

An organized campaign to achieve a goal, normally bringing about social change.
Hashtags

• A symbol used to organize posts into topics
  • Social Media
  • News
  • Marketing
  • Social Movements

• The use of hashtags began on Twitter in 2007
  • Since then their use has increased by a massive amount
Social Movements: 2015

August 2014
#BlackLivesMatter
#Ferguson

April
#RefugeesWelcome

June
#LoveWins

September
#IStandWithAhmed

December
#PrayForParis
Social Movements: 2016

April 2016
#NoDAPL

June
#PrayForOrlando

August
#IfAfricaWasASchool

November
#NotMyPresident

December
#SaveAleppo

#IfAfricaWasASchool
#NotMyPresident
#SaveAleppo
#NoDAPL
#PrayForOrlando
Match the Social Movement

Nuclear Non-Proliferation
Inequality Movement
Feminist Movement
Environmental Movement
Civil Rights Movement
Nuclear Non-Proliferation Movement

Inequality Movement

Feminist Movement

Environmental Movement

Civil Rights Movement
Social Movements in the 21st Century

• ALS Ice Bucket Challenge
  - July of 2014 was attached to ALS, gained traction through *The Today Show*
  - Celebrities challenged each other and their fans via Facebook, Twitter, Instagram
  - Website views have increased 83%

• Sept. 15, 2014 - received **$113.3 million**

• Amount raised in the same span in 2013 - **$2.6 million**
#IceBucketChallenge on Twitter

![Bar Chart]

- USA
- Rest of the world
- UK
- Thailand
- Mexico
- Canada
- Spain
- Argentina
- Italy
- Venezuela
- France
What else happened during the #IceBucketChallenge?

Where did the money go?
EXPENSES
For year ending January 31, 2014

- Administration: $1.9 million (19%)
- Research: $7.2 million (27%)
- Patient and community services: $5.1 million (19%)
- Public and professional education: $8.5 million (32%)
- Fundraising: $3.6 million (7%)
WHERE WE DONATE VS. DISEASES THAT KILL US

**MONEY RAISED**
- Heart Disease: Jump Rope for Heart
- Diabetes: Step Out: Walk to Stop Diabetes
- Motor Neuron Disease (including ALS): ALS Ice Bucket Challenge

**DEATHS (US)**
- Suicide: Out of Darkness Overnight Walk
- Breast Cancer: Komen Race for the Cure
- HIV / AIDS: Ride to End AIDS
- Prostate Cancer: Movember
- Chronic Obstructive Pulmonary Disease: Fight for Air Climb

$257.85M
596,577
In 2010, what social movement impacted multiple nation-states in the Middle East?
The Arab Spring
The Arab Spring
The Youth & The Arab Spring

• Youth make up a large percentage of Egypt’s population
• Many of the youth are educated but not employed
• 2009: youth began to voice protests via social media (Twitter and Facebook)
• Coordinated protests throughout Cairo and other Egyptian cities via online postings
Arab Spring Revolution: Egypt

- Egypt
  - President Hosni Mubarak ruled for over 30 years
- Known to have:
  - Rigged elections
  - Controlled military
  - Outlawed 2 party system
  - Overthrown and imprisoned
  - Released from prison and not persecuted
Face of the Movement: Wael Ghonim

- Google's head of marketing in the Middle East and North Africa
  - Began a Facebook page in response to the death of Khaled Said
  - Imprisoned for two weeks after protest
Discussion

• What impact does social media have in fueling and promoting social movements?
• What was the short term impact of these movements? What were the long term impacts?
• Is social media a tool or a solution?