

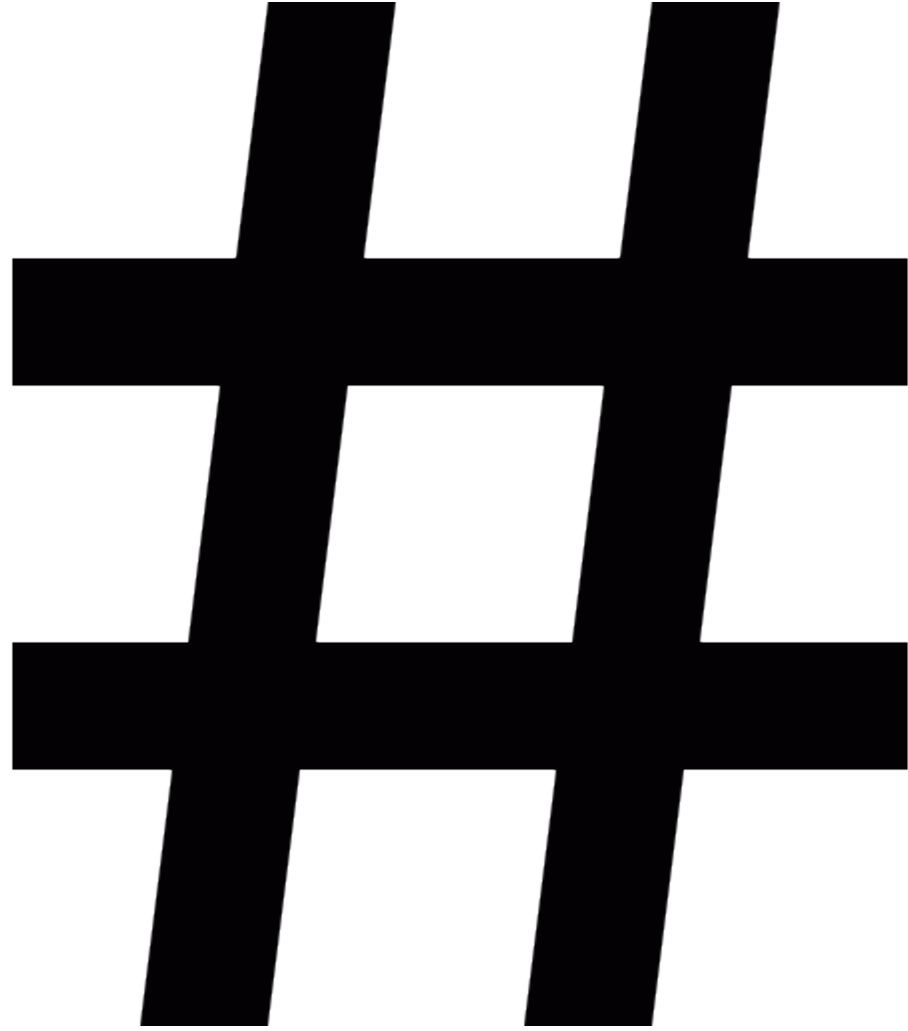
A decorative graphic featuring a central yellow circle, a red circle to its left, a teal circle to its right, a blue circle further left, and a grey circle further right. A grey dotted line connects these circles in a wavy path across the top and bottom of the page.

# **SOCIAL MOVEMENTS**

Taryn Reid

# **What is a Social Movement?**

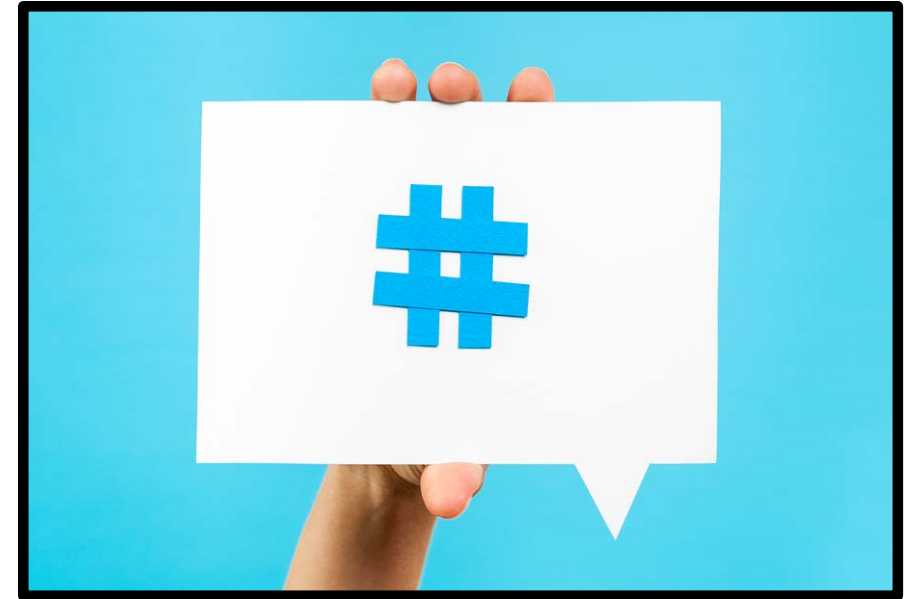
An organized campaign to achieve a goal,  
normally bringing about social change.



# Hashtags

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- 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: 2017-2018



#A Day Without Immigrants  
February



March  
#TakeAKnee



#MeToo  
October

January 2017  
#WomensMarch



Feb 2018  
#NeverAgain





# Match the Social Movement

Nuclear Non-  
Proliferation

Inequality  
Movement

Feminist  
Movement

Environmental  
Movement

Civil Rights  
Movement



Nuclear Non-Proliferation

Inequality Movement

Feminist Movement

Environmental Movement

Civil Rights Movement



# #NeverAgain

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- On February 14, a shooting took place at Stoneman Douglas High School in Parkland, Florida.
- 17 students and staff members were fatally shot by a former student, identified as Nikolas Cruz.
- Survivors of the shooting formed a student-led gun control organization to advocate for gun-control regulations.





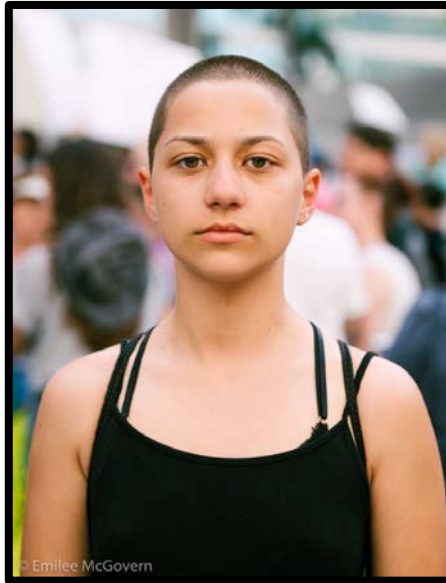
# Leaders of #NeverAgain

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**Sam Zeif**

After exchanging text messages with his brother during the shooting, he has gathered national attention. He has spoken with Trump and advocated for gun control.



**Emma Gonzalez**

She gave a passionate speech that has led her to debate and question Dana Loesh, a spokeswoman for the NRA.



**Cameron Kasky**

He coordinated the group text that led to the social movement hashtag #NeverAgain. He has also created the GoFundMe page that has led to nearly \$4 million being raised.

# March for Our Lives

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- On March 24, 2018, walkouts took place throughout the world for March for Our Lives.



## **PARKLAND, FLORIDA**

An estimated 20,000 people walked out and participated in protests.

## **WASHINGTON, D.C**

Students led a national campaign and protest that surrounded the Capitol Building.

## **SEATTLE, TEXAS**

Students barricaded the streets and participated in chants and songs.

# Results of #NeverAgain

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- On March 9, Florida politicians passed a bill that imposed a waiting period and raised the minimum age to buy a weapon.
- On March 14, nearly a million students across the country left class for the National School Walkout to protest the school-shooting epidemic.
- Many companies have cut ties with the NRA and Dick's Sporting Goods has announced it would stop carrying assault weapons.



**In 2010, what social movement  
impacted multiple nation-states  
in the Middle East?**



# The Arab Spring

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# The Arab Spring

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# The Youth & The Arab Spring

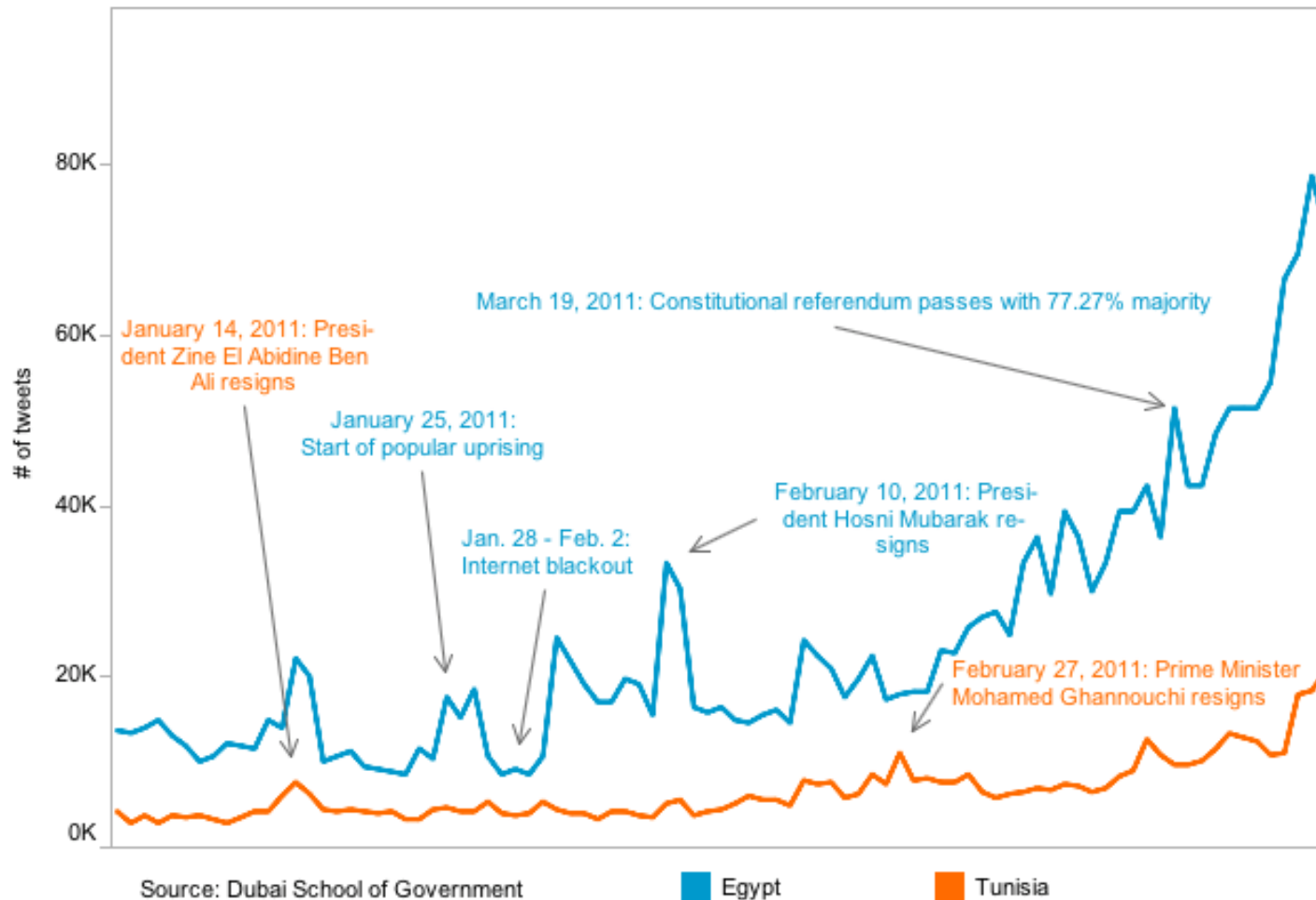
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- Youth make up a large percentage of Egypt's population
- Many of the youth are educated but not employed
- 2009: youth began to voice protests via social media (Twitter and Facebook)
- Coordinated protests throughout Cairo and other Egyptian cities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



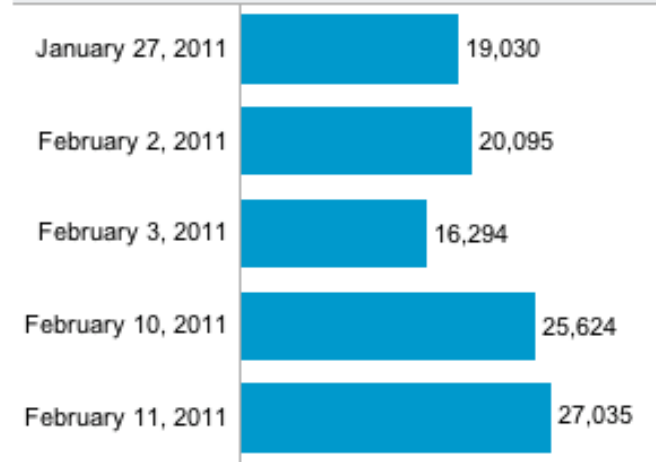
# Social Networking in the Arab World

Twitter usage during Egyptian and Tunisian uprisings



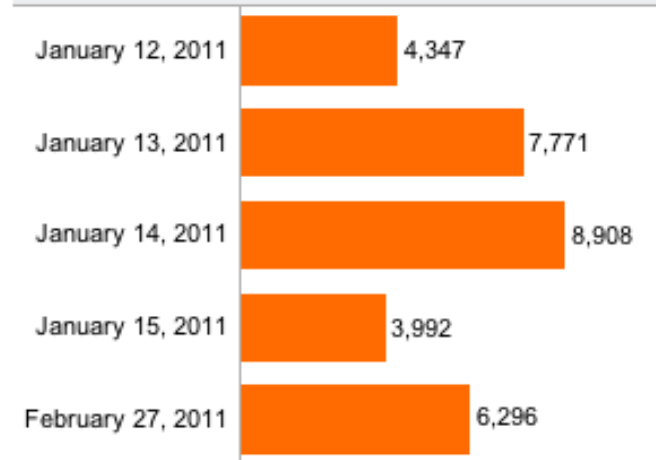
Mentions of #jan25 from Egypt

(popular hashtag named for date uprising began)



Mentions of #sidibouzig from Tunisia

(popular hashtag named for city where uprising began)



# Arab Spring Revolution: Egypt

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- 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

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- 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

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- 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?

