

Apr 1st, 2:00 PM - 2:20 PM

Social Media Advocacy

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SOCIAL MEDIA ADVOCACY

JENNIFER LANGTON, ASHTYN BUSH, SAM STACY, KAITLIN HOWARD, KELLY
SCHAFFTER

SOCIAL MEDIA USAGE BY NON-PROFITS

Facebook	163	86.70%
Twitter	150	79.79%
YouTube	135	71.81%
Other (google+, LinkedIn, etc.)	79	42.02%
Any	175	93.09%

Out of 188

MOVEMENTS



THE ALS ICE BUCKET CHALLENGE



THE ALS ICE BUCKET CHALLENGE

2.4 million videos

4.4 million tweets

115 million dollars

Steel, E. (2014, August 17). "Ice Bucket Challenge" Has Raised Millions for ALS Association. Retrieved from <http://www.nytimes.com/2014/08/18/business/ice-bucket-challenge-has-raised-millions-for-als-association.html>

Koohy, H. (2014, December 14). A lesson from the ice bucket challenge: Using social networks to publicize science.

BRING BACK OUR GIRLS



BRING BACK OUR GIRLS

Nigerian Government

Northern and Southern disagreements

Who does it help?

Who does it hurt?

Zenn, J. (2014). Boko Haram and the Kidnapping of the Chibok Schoolgirls. *Combating Terrorism Center at West Point*, 7(5). Retrieved March 31, 2015

Sergie, M., & Johnson, T. (2014). Boko Haram. Backgrounders. Council on Foreign Relations.

Peters, M. (2014). Western education is sinful: Boko Haram and the abduction of Chibok schoolgirls. *Policy Futures in Education*, 12(2). Retrieved March 31, 2015, from <http://pfe.sagepub.com/content/12/2/186.full.pdf> html

FIRST WORLD PROBLEMS



*I hate it when my house is so big,
I need two wireless routers.*

FIRST WORLD PROBLEMS



When I leave my clothes in the washer so long they start to smell.

FIRST WORLD PROBLEMS

Water is Life

Why kill the hash tag?

830,000 views in 4 days

Edwards, J. (2012, October 5). Poor Haitians Reading #FirstWorldProblems Tweets Might Be The Best Ad Of The Year. Retrieved March 10, 2015, from <http://www.businessinsider.com/ddbs-firstworldproblems-haiti-water-ad-2012-10#ixzz28osw1a4S>

First World Problems. (n.d.). Retrieved March 10, 2015, from [http://www.urbandictionary.com/define.php?term=First World Problems](http://www.urbandictionary.com/define.php?term=First+World+Problems)

Social Network Sites: Definition, History, and Scholarship. (n.d.). Retrieved March 31, 2015, from <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2007.00393.x/full>

KONY 2012



KONY 2012

Invisible Children

“Make Kony Famous”

What went well


What went wrong

Briones, R., Madden, S., & Janoske, M. (2013). Kony 2012: Invisible children and the challenges of social media campaigning and digital activism. *Journal of Current Issues in Media & Telecommunications*, 5(3), 205-234.

Drumbl, M. A. (2012). Child soldiers and clicktivism: Justice, myths, and prevention. *Journal of Human Rights Practice*, 4(3), 481-485

Karlin, B., & Matthew, R. A. (2012). Kony 2012 and the mediatization of child soldiers. *Peace Review*, 24(3), 255-261.
doi:10.1080/10402659.2012.704222

RED FLAGS

1. Misrepresentation of content
 2. “White Savior” complex
 3. Unreachable population
 4. “Trendy” causes
 5. No defined goal or purpose
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POSITIVE PRINCIPLES

1. Show solidarity and support
2. Educate
3. Raise money
4. Make global change
5. Little personal gain