

- A. Intro (Jen)
  - a. The accessibility of social media to teens
  - b. Involvement of social media in organizations
  - c. Importance of responsible social media use to social workers and Christians explained through the social media movements the ALS Ice Bucket Challenge, the #bringbackourgirls movement, #firstworldproblems, and Kony2012.
- B. ALS Ice Bucket Challenge (Ashtyn)
  - a. Video clip
  - b. The ALS Ice bucket challenge began as one man making a video about ALS and ended as one of the biggest viral awareness campaigns to breach the internet.
  - c. Former Boston College baseball player, Peter Frates made a video of himself nominating his friends to do the same.
  - d. The success
    - i. Youtube cites about 2.4 million videos related to the Ice Bucket Challenge.
    - ii. 2.4 million videos on Facebook were linked to it, and within just 16 days, 4.4 million tweets used the catchphrase.
    - iii. Celebrities made this an enormous success as well.
    - iv. In a span of 30 days, ALS had more Google searches than Gaza, Ferguson, and Iraq combined.
    - v. Within the summer of 2014, the foundation has raised over 115 million dollars
  - e. People are thirsty to see and participate in campaigns for HOPE, which the ice bucket challenge greatly succeeded in doing.
- C. #bringbackourgirls (Kelly)
  - a. Intro
    - i. May of 2014, Boko Haram, a terrorist group, broke into a Nigerian school house located in Chibok, Nigeria and kidnapped over 200 school girls to sell into sex slavery.
    - ii. Local American Activists began the campaign with the #BringBackOurGirls and #SaveOurGirls with the goal of putting outside pressure on the Nigerian government to act.
  - b. About the government
    - i. The First Lady Patience Jonathan was said to have been accusing advocates of the families whose children were taken because of the possibility of it all being a hoax by northern politicians.
    - ii. The corruption changes the reality of their military capacity.
  - c. What the campaign accomplished
    - i. It forced the Nigerian government to acknowledge that the abduction had taken place.
  - d. Who the campaign hurt
    - i. the Nigerian Government: The hashtag exposed the government's and weaknesses and put it on display for the world.
  - e. Points to consider

- i. Coming from the outside, helping is not always a bad thing, but because we are not among the people and do not live with we do not have the perspective of what it is really like.
- ii. Consider who the campaign is focusing on. Focusing on the girls seems harmless, but a hashtag and awareness won't help the girls.
- iii. Seek who is in power and look to who can do something about the problem.
- iv. Think critically about who is affected and how they are affected in your campaign.

D. #firstworldproblems (Sam)

- a. Water is Life (WiL) is an organization that provides clean drinking water, sanitation, and hygiene education programs to schools and villages in need around the world.
- b. #FirstWorldProblems, according to Urban Dictionary -which is what most young adults use to define their world in their terms- on August 10, 2005, is defined as “problems from living in a wealthy, industrialized nation that third worlders would probably roll their eyes at.”
- c. #FirstWorldProblems was regenerated on social media websites such as Twitter in 2005 and spiked in hashtag posts in the summer of 2011.
- d. DDB New York shared that there were about 5 of these tweets per second
- e. DDB New York partnered with WiL to create what they call ‘The Hashtag Killer’ to tackle the hashtag in service of those who are suffering from other, less hilarious, kinds of problems.
- f. This hashtag has created an online atmosphere with neither the sensitivity nor awareness to deal with social problems on the other side of the gags being made.
- g. In October of 2012 the video First World Problems Anthem was released.
- h. From its release on October 3, 2012 to October 7, 2012 it received nearly 830,000 views.

E. Kony 2012 (Kaitlynn)

- a. Intro:
  - i. Organization Invisible Children led by Jason Russell began campaign to “make Kony famous” after Russell traveled to Uganda and witnessed the terror of the LRA
  - ii. Campaign took off on March 5, 2012 with the youtube video that went viral titled “Kony 2012” which received more than 100 million views in six days
  - iii. distributed “action kits” with posters, t-shirts, and bracelets, organized the “Cover the Night” event
- b. How the video was a success
  - i. spread the word about Kony
  - ii. evoked emotion, captivated, engaged, and inspired the population
  - iii. came from a good motive, to make Kony “famous” so action could be taken against him
  - iv. allowed people to consider the foreign “other”
- c. What went wrong
  - i. misrepresentation

1. footage in Kony video was 10 years old
2. LRA had by and large moved out of Uganda by the time the video was released and was more involved in CAR, South Sudan, and the DCR
3. Image is Africanized (only 40% of child soldiers worldwide are in Africa, most are ages 15-17, not children (myths))
- ii. oversimplified a conflict that had been going on for decades- who are Kony and the LRA really, did not recognize African efforts
  1. did not provided direct opportunity to become more educated about the situation they were becoming involved in
- iii. Misguided and unclear goals
  1. questionable further militarization of Central Africa, leading to more violence
  2. Few long term goals
- iv. Disempowering Africans
  1. through emphasizing the white westerner as the savior figure
  2. did not consider victims well
  3. focus on the people affected not the one committing the atrocities
- d. Take away points
  - i. About the movement
    1. movements should not exploit the emotions of the viewers or disempower those the movement is targeted toward
  - ii. For the participant
    1. research the history of the movement, the organization supporting, and the long and short term goals of the movement

#### F. Conclusion (Jen)

- a. Negative red flags to watch for:
  - i. Misrepresentation of the content
  - ii. "White Savior"
  - iii. will it even be seen?
  - iv. "Trendy" causes like Africa
  - v. purpose
- b. Positive principles to practice:
  - i. Supporting a people/cause through social media (Emotional, financial)
  - ii. Educating through viral videos, posts, hashtags, etc.
  - iii. Raise money
  - iv. Make global change
  - v. little personal gain