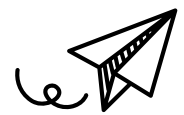


# SOCIAL MEDIA for Activism

Social media is revolutionizing the way people communicate — especially young people. Features such as feeds, profiles, and groups on social platforms provide global access to organizations that can promote and increase visibility by sharing and networking. Social media can powerfully amplify voices, spread information in real time, and increase collaboration across diverse groups of people in varied geographies.

Social media can be used to uplift voices and stories, create awareness, and build and strengthen relationships, create space for organizations, activists, and citizens to demand justice. The Black Lives Matter, #MeToo, Connect4Climate, Liberate Tate, Fossil Free and Global Climate Strikes movements are prime examples of social media being used effectively to spread awareness, create safe spaces for people to share their lived experiences and mobilize action.

Campaigns can powerfully use various social media platforms. From Maryville University’s “A Guide to Activism in the Digital Age”,<sup>1</sup> here are some key aspects where social media can be very effective in campaigns:



## Spreading Awareness

Social media can create a platform for sharing stories, narratives, and multimedia content, providing facts and data in a consumable way, which engages an audience by helping them understand the issue better. Awareness helps to build community around an issue.



## Fundraising

A social media fundraising campaign typically works to reach a diverse audience and focus attention on one focused goal. This brings in small donations from a wider pool, and improves awareness, which can lead to more donations. Announcing a call-to-action can augment fundraising efforts. Social media provides a platform for communities to share stories and connect with donors.



## Sharing Stories

Sharing stories does more than provide information; it also can showcase situations of great need or successes in the movement. Making space for a narrative to be told can let the audience know that there is still work to be done — but also that it is making a difference. In addition to raising awareness, these stories may encourage continued support of the ongoing efforts of the campaign.



## Promoting Events

Promoting protests and rallies, fundraisers, educational or informative events through social media can build community engagement around a topic and also provide an opportunity to capture the attention of and invite all followers — as well as the potential to reach out to each follower’s audience.



(1) <https://online.maryville.edu/blog/a-guide-to-social-media-activism/>

## SOME POPULAR SOCIAL MEDIA CAMPAIGNS on Climate and Health



### #ClimateChangeChallenge



This campaign encourages individuals to take simple steps to reduce their carbon footprint, such as reducing meat consumption, using public transportation, or using reusable bags and containers.



### #ClimateStrike



Started by teenage activist Greta Thunberg, this campaign

used social media to organize global protests and strikes calling for action on climate change.



### #ClimateHealth

This hashtag was popularized by the World Health Organization and other health organizations, and is used to draw attention to the connection between climate change and public health.



### #ClimateActionNow

CLIMATE ACTION NOW



This campaign is aimed at promoting individual and collective action to address climate change and encourages people to use their social media platforms to spread awareness and inspire others to take action.

### #GreenNewDeal

This hashtag is associated with a proposed package of US federal legislation aimed at addressing the urgent threat of climate change. The social media campaign uses this hashtag to spread awareness and encourage support for the proposed legislation.





## **COUNTERING MISINFORMATION** in the Digital Age

Social media platforms have become an important source of information for many people, but they are also a major source of misinformation. Misinformation can cause significant harm to individuals and communities, particularly in the realm of health. For example, false information about a disease can lead to fear and panic, or prevent individuals from seeking necessary medical treatment. Inaccurate health information can also perpetuate dangerous myths and undermine public trust in evidence-based medicine. Misinformation about climate change can have far-reaching and devastating consequences for public health. Climate change is already causing a wide range of health problems, including increased air pollution, the spread of infectious diseases, and the frequency of natural disasters. When individuals receive false information about the causes and effects of climate change, they may be less likely to take action to reduce their carbon footprint, support policies aimed at mitigating the impact of climate change or prepare for the health impacts of a changing climate. Therefore, it is crucial for health professionals to actively counter misinformation. Health professionals have a responsibility to provide accurate and reliable information to the public and to help individuals make informed decisions about their health. As trusted sources of information, it is important for health professionals to counter misinformation about climate change and educate the public about the real and pressing health threats posed by a changing climate. By using their expertise and platforms to dispel myths and correct inaccuracies, health professionals can help to promote better health outcomes and prevent the spread of dangerous misinformation, help promote a better understanding of climate change and encourage individuals to take meaningful action to protect their own health and the health of future generations.