

How social media can support activism rather than replace it



Activism or 'Slacktivism'?

- Is it too easy?
- How does it translate into activism?
- What place does it have in campaigning?



Key Stats

- There are **3.48 billion** social media users globally.
- **78%** of British internet users have a Facebook account, compared to **47%** who have Instagram and **46%** on Twitter.
- People spend on average **1H 50M** per day on social media.



Social Media Platforms



- ✓ Sharing news
- ✓ Having conversations
- ✓ Engaging with businesses

- Follow other campaigners and Fairtrade businesses
- Connect with local MPs and politicians



- ✓ Sharing news
- ✓ Organizing events
- ✓ Staying in touch with other campaigners

- Invite people to like your page
- Connect with local businesses
- Create events



- ✓ Sharing images and videos
- ✓ Popular with younger supporters
- ✓ IGTV and Stories feature

- Use hashtags to find likeminded accounts
- Connect with Fairtrade partners
- Share content in Insta Stories

Also: YouTube, LinkedIn (Snapchat, TikTok)

Jargon Busting!

- **Insta** Short for Instagram
- **Finsta** 'Fake Instagram'
- **IGTV** Instagram TV
- **Instagram Live** Live video on Insta stories
- **TikTok** New video app
- **Trending** Many posts in short amount of time
- **Hashtag** Word or phrase preceded by a #
- **Reach** No. people who see your content
- **Snap** Short for Snapchat



Pros of Social Media Activism

- **Inclusive**
- **Global**
- **Unites likeminded people**
- **Knowledge sharing**
- **Ease of organizing and mobilizing**
- **Bringing topics to the attention of people in positions of power**

Cons of Social Media Activism

- **Too easy**
- **Not sufficiently engaging**
- **Not sufficiently powerful**
- **Numbing**
- **Detrimental to mental health**
- **Does not create a sustained movement**

Get Involved



- Facebook: @FairtradeFoundation
- Twitter: @FairtradeUK
- Instagram: @FairtradeUK
- ✓ Share our content
- ✓ Tag us in your posts
- ✓ Use the hashtag #Fairtrade25

<https://bit.ly/FairtradeAt25>

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.”



Questions

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For support in the SW, check out:
heartofswgrowthhub.co.uk

