



The Digital Landscape & Online Activism

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Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action. To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.

Social Media for Change

- Launched website with social media marketing tips
- 3 Part Research Approach
 - Readings
 - Interview with Social Justice Communications Reps
 - In the field experiences from work and internships



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Intellectual & Theoretical Framework

-Showed the necessary creativity of social justice movements when using media today & in the past. Something I worked hard to convey and encourage in my website. However these movements had a plan.

- #SpoiledMilk Campaign in 2014 Used Open Letters & Created Series Memes
- Organizers at Standing Rock controlled the media narrative by controlling where journalists sit and if they had access to an outlet
- Personal narratives are a great way to bring creativity into activist social content, and these posts do well analytics wise
- In order to have a widely successful movement like the Arab Spring you need a specific social media plan

Sources: #SpoiledMilk, "Framing a Movement," "The Problem with the #MeToo Campaign," and "Lessons from the Front Line"



Intellectual & Theatrical Framework

- Research tracked the evolution of net neutrality
- Net Neutrality is the idea that websites can pay more to be faster, and activists won't be able to complete
- Open internet ensures everyone in a social movement can have a voice or “cyberfeminism”
- Activist conversations moved to social media instead which is also problematic because these are capitalistic spaces

Sources: “Net Neutrality & the Fight for Social Justice,” “From Margins to Mainstream,” “Is Social Media Killing Online Activism”



Women's Leadership In Media, Tech & Social Justice

- Project is at the intersection of 3 areas; media, tech, and social justice
 - My leadership was tested in all three areas. Building a website in particular was challenging but was a cool challenge but I had to combine social justice with what I learned in corporate media
- 2 of the social groups I worked with deal with gendered issue of sexual violence
- Women I interviewed from the social justice organizations were all great example of feminist leaderships themselves
 - Showed the power of having a good team and a willingness to collaborate
 - Diverse age range of my 4 interview subjects, college age to a grandmother which was intergenerational coalition

Source: From Margins to Mainstream



Lessons Learned from The Interviewees

- 2 Rutgers Affiliated Orgs & 2 External Orgs
 - Time management was a problem across the board
 - Generational divide in understanding of social media
 - Some social justice groups still heavily focused on getting mainstream media coverage
 - Social media is a tool to get people to go onto org's website
 - Finding ways to keep websites fresh was a struggle among all 4 groups, this was something I was not able to address



Lessons Learned About My Leadership

- Good at organizing and coordinating with contacts
- Helped me to get better with deviating from the plan and adjusting as I go
- Know myself too well and built a project I knew I could do on my own
- Need to be communicative with my team and have a plan when I am picking my team to include them more
 - Essentially cut out both my faculty adviser & community mentor because I just never talked to them



Project Impact

- I am currently in the distribution phase of the website and am sending it out to my interviewees and other local social justice groups
- Project will make the lives of communications and media managers for social justice organizations easier by helping them save time in creating content and possibly improving the reach of their social media
- Hopefully lead to these groups helping more people by expanding their reach to new demographics and raise more money

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