

Put It Into Action

Every week there is a new form of hashtag activism bringing our attention to an issue. For this assignment, you will find and report on examples of hashtag activism, and explore how impactful/useful social media activism is in enacting real change.

Success criteria

This assignment has two parts:

Part 1: Find a past hashtag (greater than one year) ago, and provide 3 to 5 examples of tweets, facebook's post or instagram images that are characteristic of posts related to that hashtag. In connection with these, find news stories that comment on the trend, and find any evidence that the campaign was successful. Look for examples of the hashtag leading to or connected with fundraising efforts, policy changes or other momentum.

Part 2: Find a current hashtag (one within the last year) that you feel has the most potential for change. Provide 3-5 examples of tweets, facebook's post or instagram images that are characteristic of posts related to that hashtag, and include your prediction/rationale for why this hashtag is most likely to create change.