Social Media for Social Change: Social Movements in the Era of Hashtag Activism

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From abolition to civil rights, social movements have long been the drivers of social justice, innovation and social change. The ways in which social movements manifest themselves continues to evolve with each new generation of social justice leaders, who are often youth and young adults that share a passion and desire to improve the world we live in.

The newest iteration of social movements have been heavily influenced and shaped by rapidly increasing global connectivity that is fostered by advancements in technology. In this seminar, we will explore how one major technological advancement, social media, is being used by young leaders of this generation to build social movements and promote social change through campaigns like #NotOneMore, #BlackLivesMatter, #MeToo and others.