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Workshop 5

Making our ideas long-lasting? The power of online social campaigns

Workshop Chair:

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Abstract

Whereas in traditional media (newspaper, television and radio) it is not easily possible to raise awareness to social issues, such as feminism, diversity and equality, new media, with its lack of official gate-keepers allows more room to diverse social groups to participate in the public sphere and promote social agenda. The power of new media could offer both hope and danger. So how can we use it to promote social change?

The workshop offers participants a glance to famous online campaign starting with Obama's use of online venues to gain recognition and continuing with #Metoo movement. It aims to view how it is possible to create successful memes and make life changing ideas go viral.

Learning Outcomes

1. Participants will learn how to plan an online campaign.
2. Participants will view various examples of social online campaigns.
3. Participants will work in interactive groups and participate in an online campaign.
4. Photos with the Messages will be posted on Twitter and Facebook with one chosen hashtag.

Workshop Plan

Summary: This workshop allows the gaining of tools to advance concepts and ideas through online means; this while participating in interactive group and experiencing using online platform for advancing a social agenda.

Main Steps: the workshop will review successful online campaigns such as #metoo and other various international campaigns and will look into the ways and method of using online venues such as memes, blogs, Facebook and Twitter to promote social ideas about feminism, diversity and equality. The participants will suggest memes and short texts that can go viral. These ideas will be processed together and be twitted and posted after being processed as memes online – this in a manner that enables sharing and spreading them to wider communities.

Presenter Bio

Dr. Shlomit Lir is a postdoc researcher at the Center for Israel Studies at Ben–Gurion University of the Negev, specializing in gender and technology and knowledge. In her professional life she worked for many years in the Israeli Hitech industry. Her academic research embraces technological knowledge with concepts of inclusion and diversity, examining the ability of women to participate in online and offline public spaces.

Dr. Lir is an accomplished writer who writes on issues concerning social justice, inclusion, diversity and women rights. Among the books she edited are the anthology "In Visible Ink" (Hebrew, 2015) and a book on Israeli *Mizrahi* feminist identity, *To My Sister, Mizrahi, Feminist Politics* (Hebrew, 2007). She is the initiator and CEO of Women Activists Online, a hub initiative designed to promote women leadership through online platforms.