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Social Media for Social Change: We Fight On

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Social Media for Social Change: We Fight On

Heather Soldonia

University of Southern California



How can Social Media be used
for Social Change?

STORYTELLING

Outline

- Background on Communication Theory
- Motivation
 - Three Considerations
- Project Proposal
- Summary



Background

Narrative Paradigm Theory (1987) Walter Fisher, Ph.D.



We make sense of our experiences in life by transforming them into stories

Social Media for STORYTELLING





Could an online community make a difference in an offline community?

Three Considerations

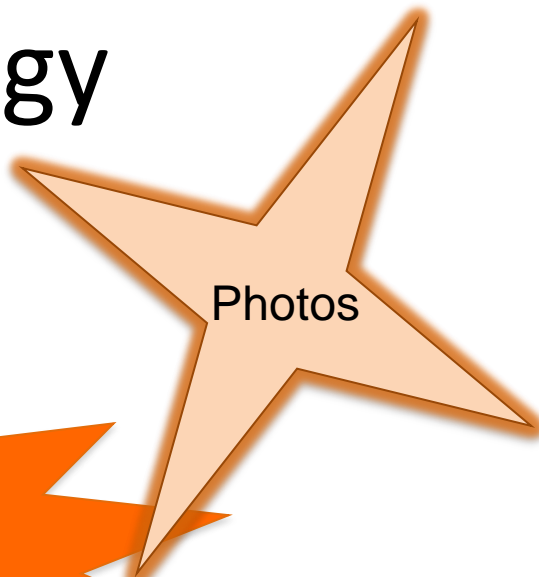
Social Media Strategy

Match the Media

- Identify the Objectives
 - Build awareness?
 - Training/Educate?
 - Fundraising?
 - Build Collaboration?
 - Legislative Action?
- Match Platforms to Objectives
 - Blogs: Good for generating engagement
 - Microblogging: Good for generating awareness
 - Social Networks: Good for establishing relationships



Tell A Story



Photos



Video

Survivors' Needs

Tangible Needs	Intangible Needs
Medical Care	Acceptance
Dental Care	Reverse Bodily Disassociation
Legal Representation	Engagement in Positive Community
Transportation	Healthy Adult Relationships
Job Skills Training	Sense of Empowerment
Education	Affirmation/Respect
Counseling	Identify as someone other than “victim”

Best Practices



Khun Savun



Mrs. Khun Savun, 40, is a mother of two little children and works purchasing different types of paints to resell them for a profit, typically earning about \$4 each day. Her husband works making chairs and tables, making about \$5 each day. Mrs. Khun Savun hopes to use this loan to build a painting stand so that she will have a good place to sell her products.

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Make a loan

\$1,200.00
\$1,050.00
\$150.00

29

About the Entrepreneur

Name: K
Location: S
Primary Activity: A
Loan Requested: \$
Repayment Term: 1
Loan Use: T
Date Posted: F





My Proposal

Video Storybank of Supporters and Survivors

Win - Win - Win



Understaffed
Underfunded
Minimal Tech Ability
Low Online Presence



Skills Development
Therapy Opportunities
Support/Acceptance
Lower Susceptibility



Reduces Stigmatization
Raises Public Awareness
Starts a Conversation
Raises Traffickers' Risk





Summary

- Narrative Paradigm Theory
- Key Insights
- We Fight On
- References

Presentation References

Aaker, J., Adler, C., Ariely, D., Heath, C., & Smith, A. (2010). *The dragonfly effect: Quick, effective and powerful ways to use social media to drive social change*. San Francisco, CA: Jossey-Bass.

Brantley, N. (2011, July). GEMS training modules. *Innovative aftercare: Models of treatment that work*. Lecture conducted from Not For Sale Academy, San Francisco, Ca.

CSEC Community Intervention Project, CCIP Training Institute. (2010, March). *Training Manual on Commercial Sexual Exploitation of Children*.