

Slide 1: Title Slide

Title: Role of Social Media in Activism

Subtitle: A Case Study on Black Lives Matter

Visual: Background of protests + social media icons overlay (Twitter, Instagram, Facebook)

Quote: "If you think social media is not powerful, remember the world watched George Floyd's murder through a phone camera."

Slide 2: How BLM Leveraged Social Media

- * Origins: #BlackLivesMatter started in 2013 after the acquittal of Trayvon Martin's killer.
- * Hashtag Activism:
 - Over 26 million tweets with #BlackLivesMatter in July 2020 alone.
- * Decentralized Movement: Social media helped organize protests in over 60 countries.
- * Instant Mobilization: Live videos, infographics, and calls to action led to global participation.

Visual: Timeline of major BLM moments with social media spikes.

Slide 3: Data and Impact

- * Instagram: 23+ million posts with #BlackoutTuesday on June 2, 2020.
- * Twitter: 80M+ mentions of BLM from May to July 2020.
- * Change.org: George Floyd petition reached over 19 million signatures - the most in site history.
- * TikTok & Youth Activism: BLM-related content received billions of views, amplifying Gen Z's role.

Visual: Bar chart or pie chart comparing hashtag reach by platform.

Slide 4: Challenges and Criticisms

- * Performative Activism: Critics argue that some posts were for social clout (#BlackoutTuesday misuse).
- * Misinformation: Rapid sharing sometimes led to spread of unverified content.
- * Censorship & Algorithm Bias: Alleged suppression of BLM content on platforms like Facebook.

Visual: Split screen - one side showing impactful protest posts, the other showing a blocked/censored post.