#BLM goes Global: How Social Media made activism go international

Renee Gonzalez
Arts, Culture, and Media
Faculty Advisor: Dr. Ellen E Moore
University of Washington, Tacoma
Context

• “Black Lives Matter” - First posted in 2013 on Facebook
• Movement steadily grows throughout the years in the USA
• May 25th, 2020 - George Floyd is killed by Minneapolis Police
• May 26th - Protests erupt across the USA
• Late May - June - Over 100 countries around the world join protest
Why did it go global in 2020?

- Rise in outrage over police brutality and social injustices
- COVID-19 pandemic causes most of world online
- Global, interconnected social media
- Social Media rapidly circulates actual context and footage
- Social Media used to organize, donate, and raise awareness
Theoretical Framework

• New Media
  • Shared Social Media such as Twitter, Tumblr, and Instagram
  • Social Media’s interconnection used to spark change/global movement
  • #BlackLivesMatter inspiring new movements (#StopAsianHate, #FreePalestine, etc)

• Cultural Imperialism
  • The USA’s influence on a global stage
Case Studies

- BLM in Mexico and Brazil
  - Indigenous and Afro-Latine rights
- BLM in France
  - “Color-blind” society, similar cases to George Floyd
- BLM in South Korea
  - American Imperialism, coming to terms with own racism
- BLM in South Africa
  - Remnants of Apartheid, Systemic Racism
Problems and Solutions

• Performative Allyship
• Corporate Interference
• Media Suppression by Governments and/or Social Media sites
• Fake News and Disinformation

• Grassroot organization
• Social Pressure by the public
• Public Support / Funding
• Social Media implementation of Fact-Checking and Regulation
• Keep Fighting