

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

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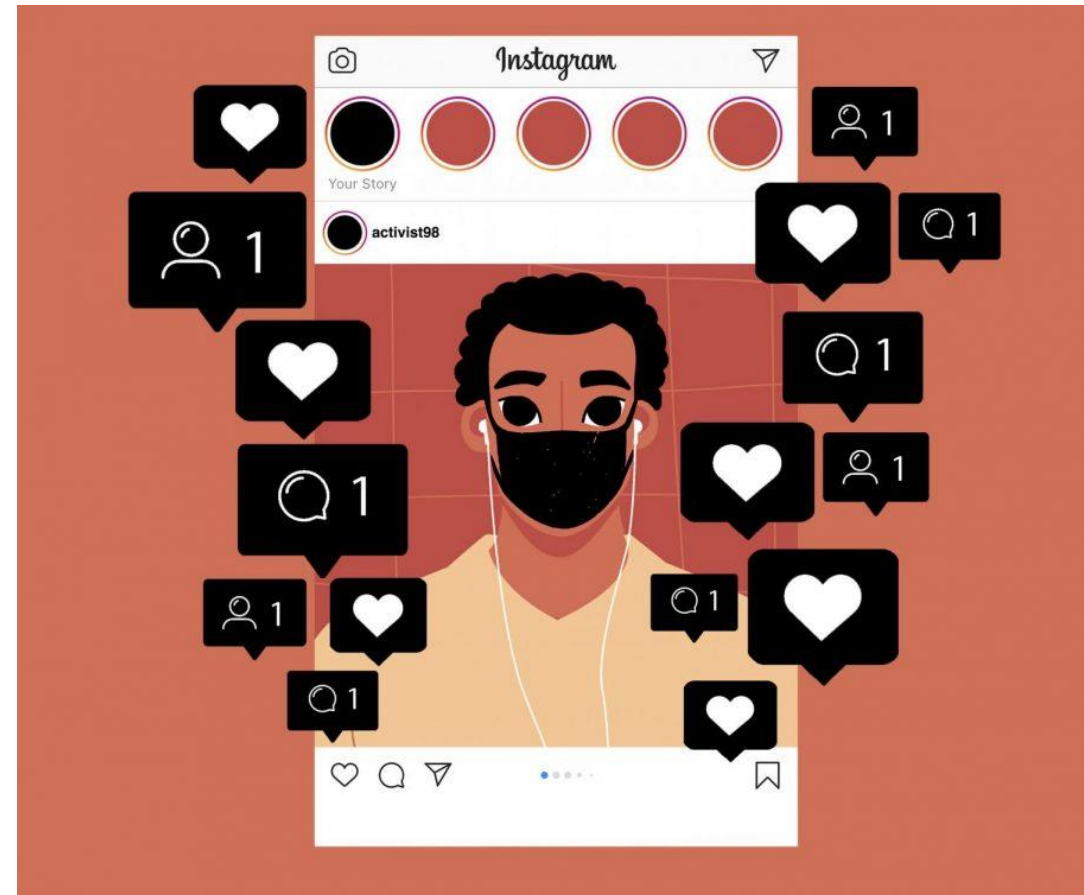
Context

- “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

**#Black
Lives
Matter**

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

