



**DIGITAL
ACTIVISM**

Story & Design: Poornima Meegammana

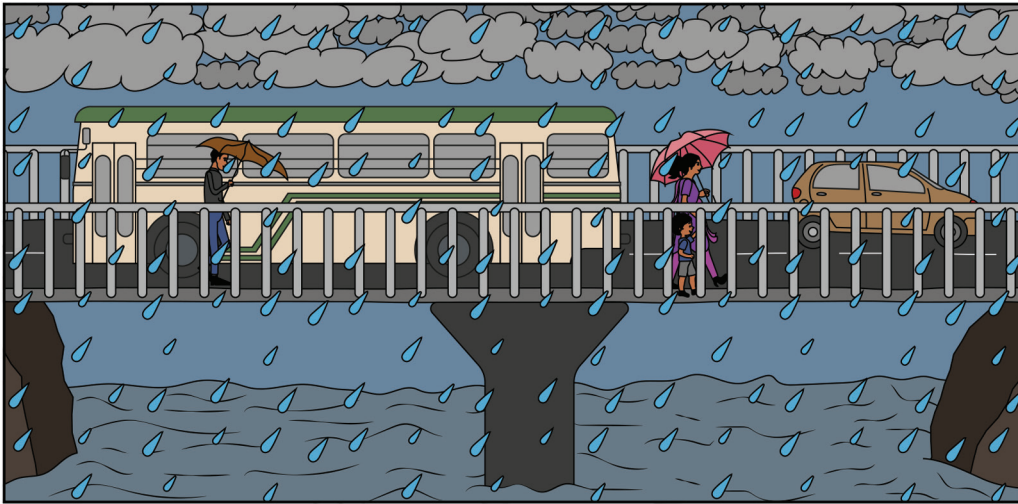
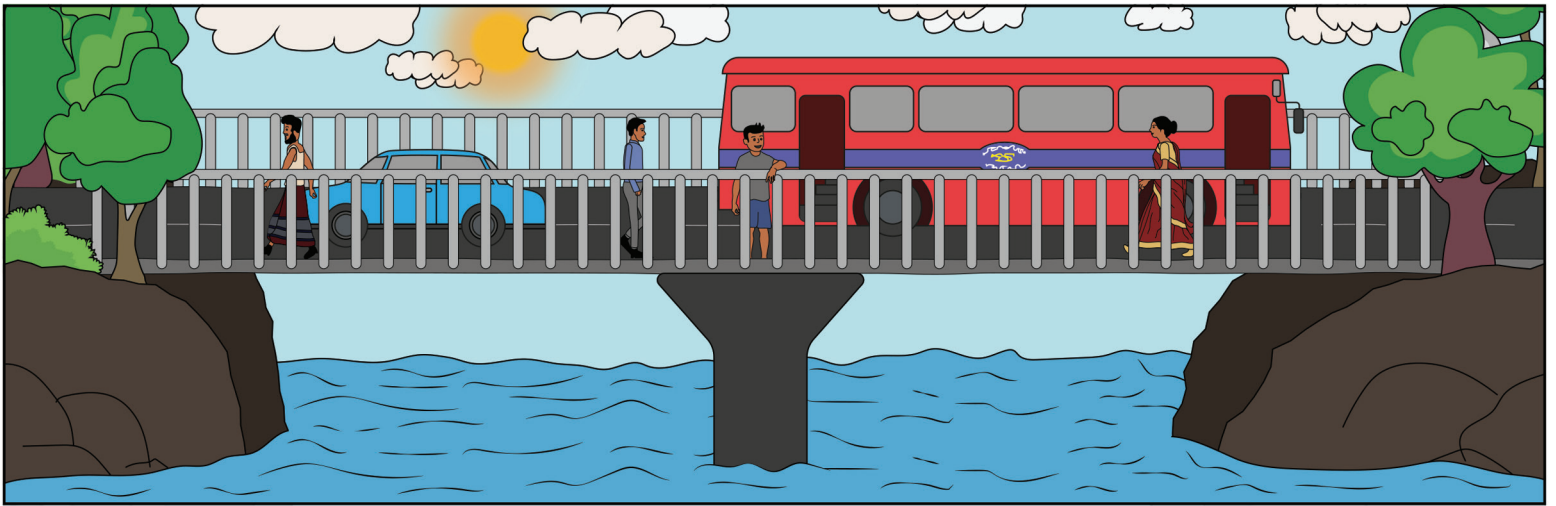
Artist: Sugapratha Somaskantha Iyer

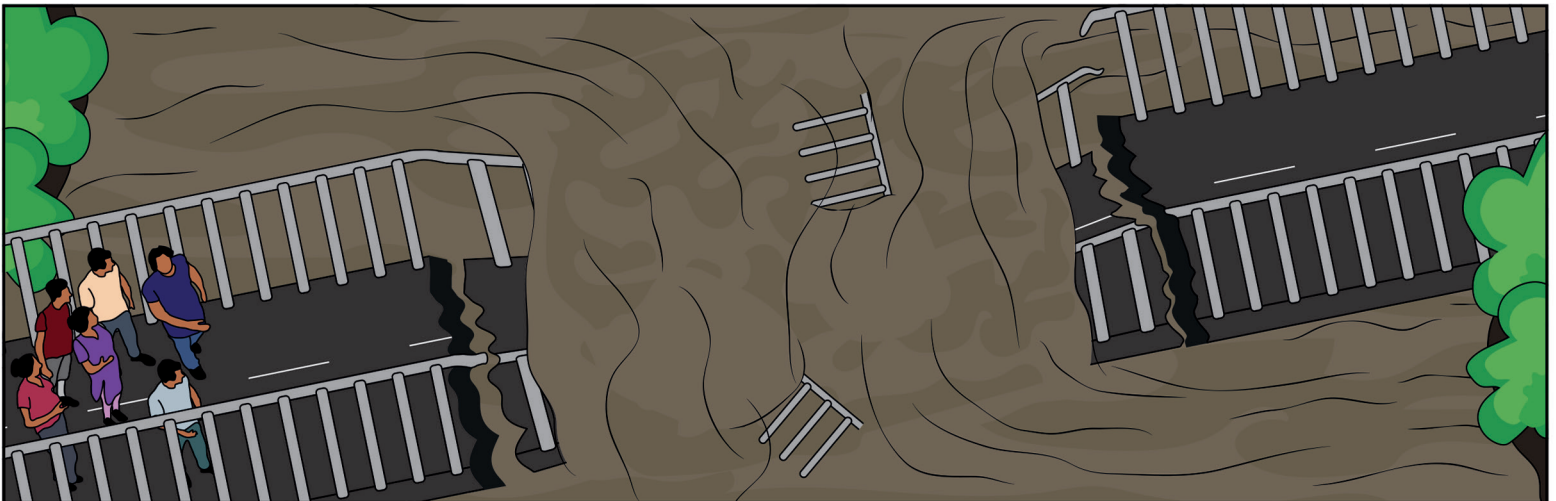
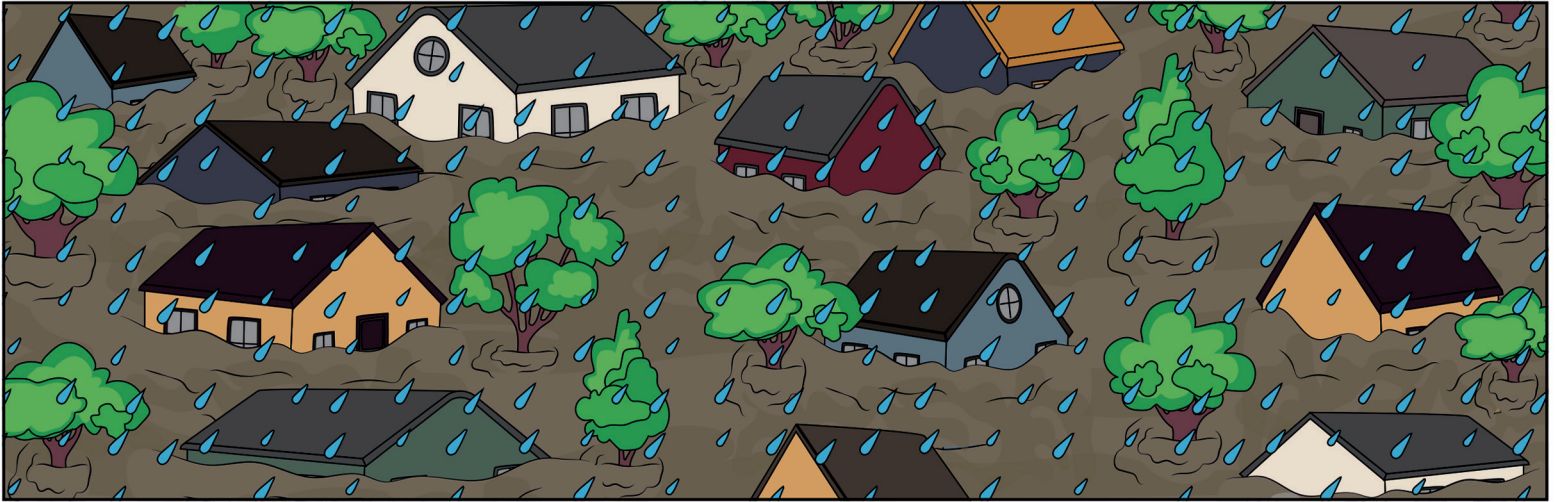
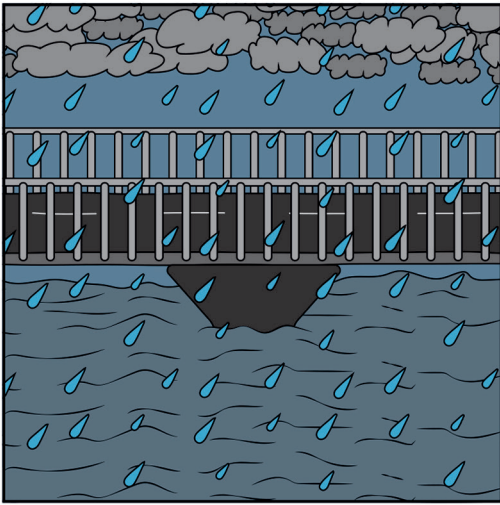
Digital Activism

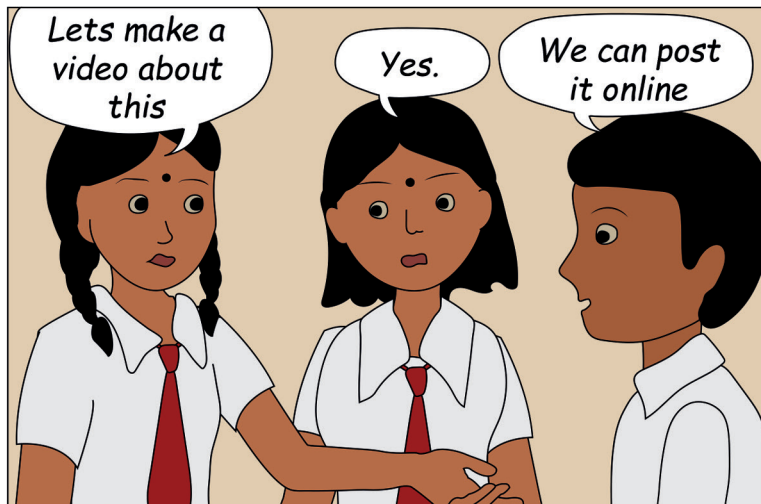
Introduction:

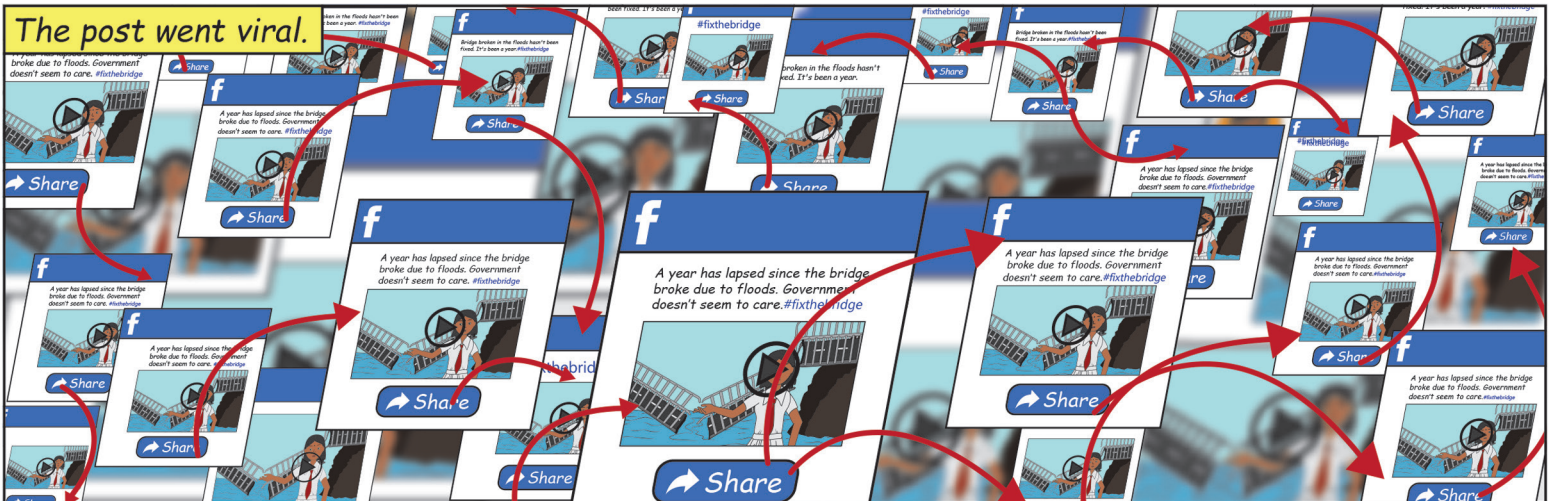
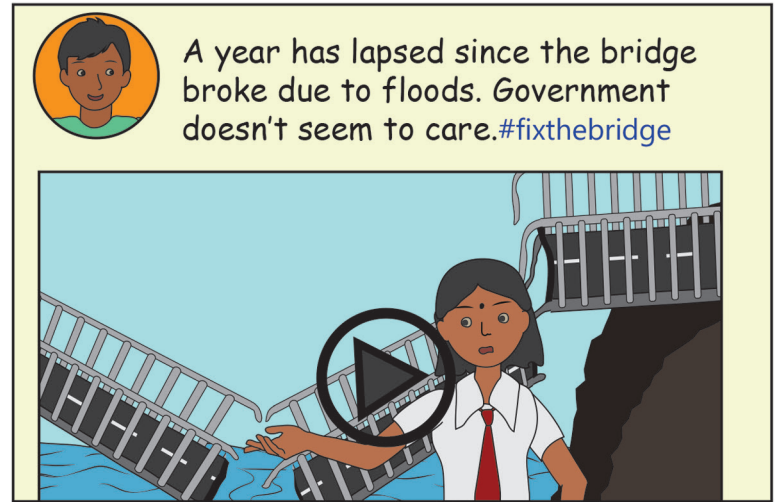
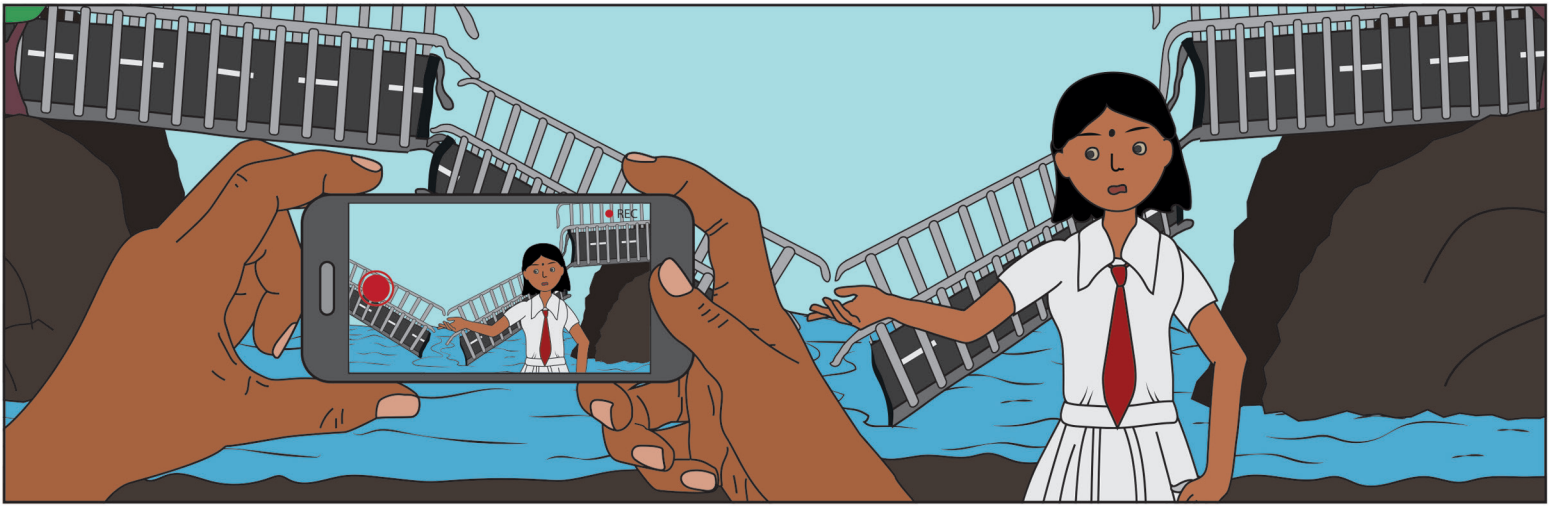
Activism means taking up an issue in a peaceful manner, publicly with the aim of bringing about social or political change. The change that is expected can be at a community, national or even sometimes at the international level.

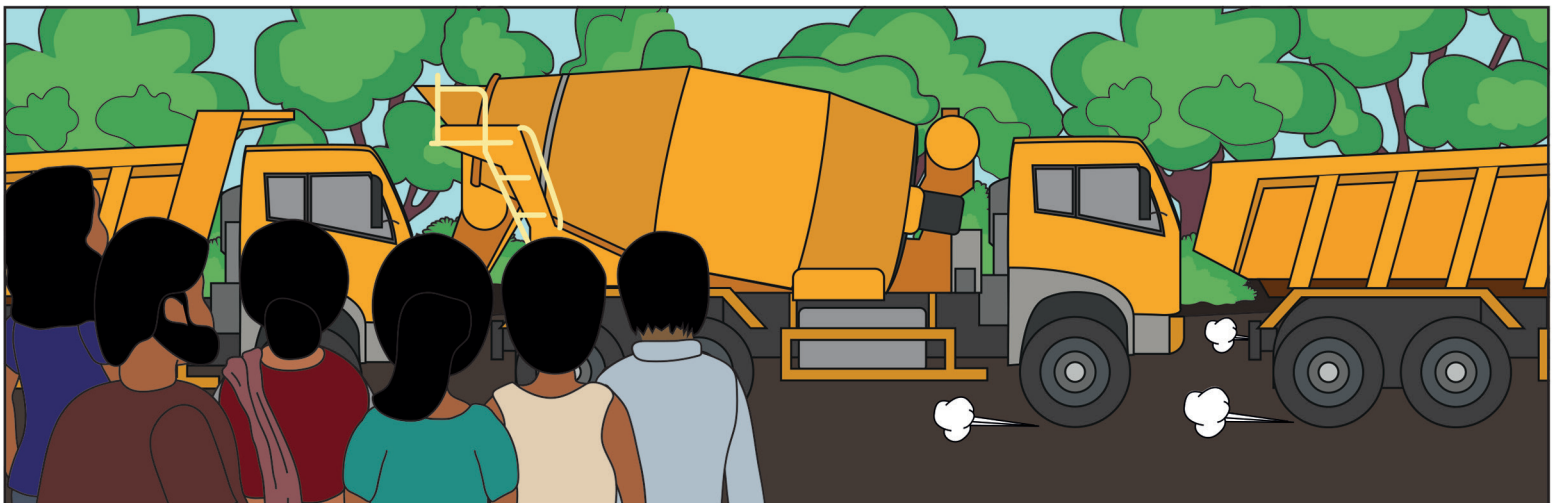
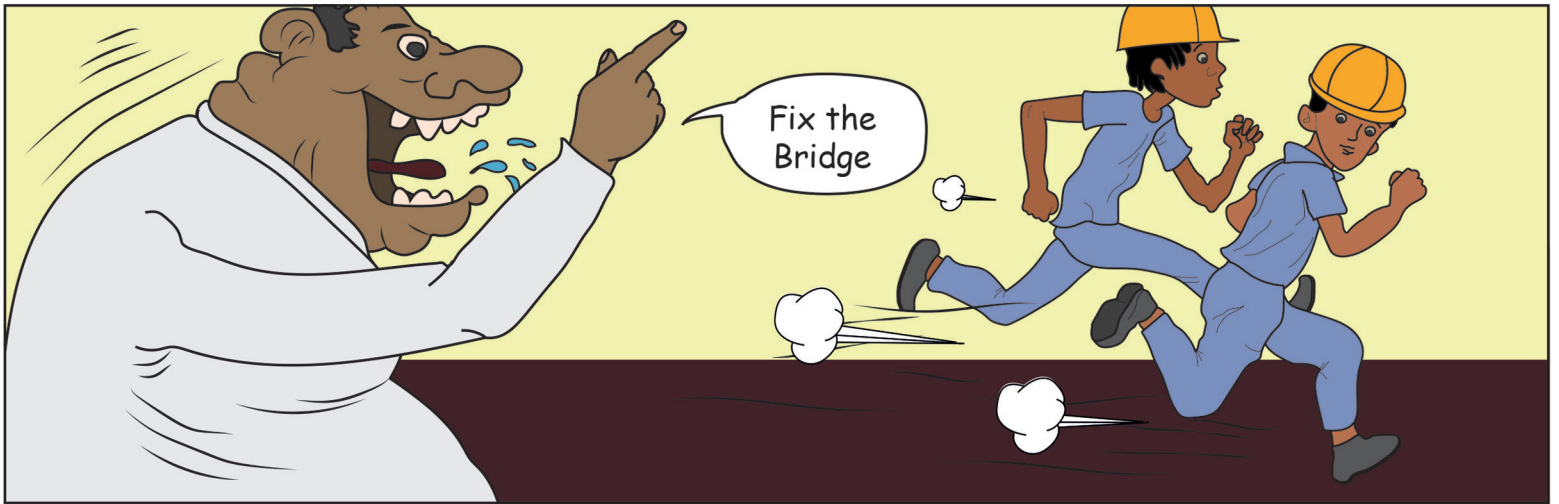
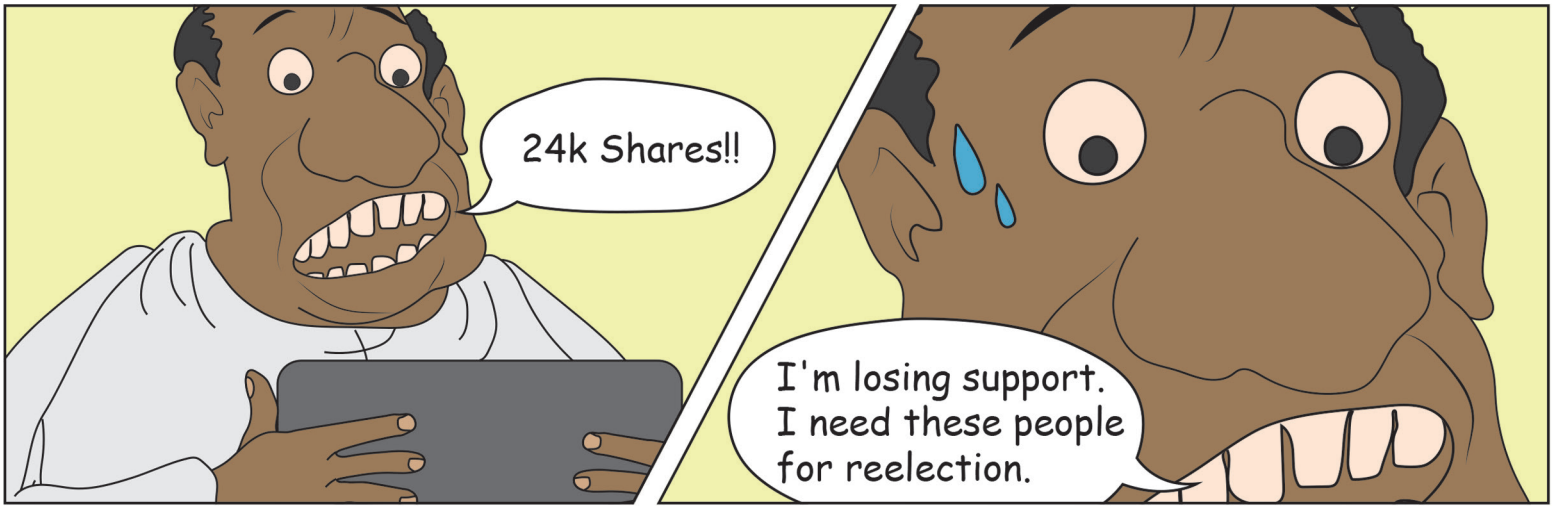
Digital activism (also known as cyberactivism) is a form of activism that uses the internet and other digital technologies as tools for awareness-raising and more importantly action.

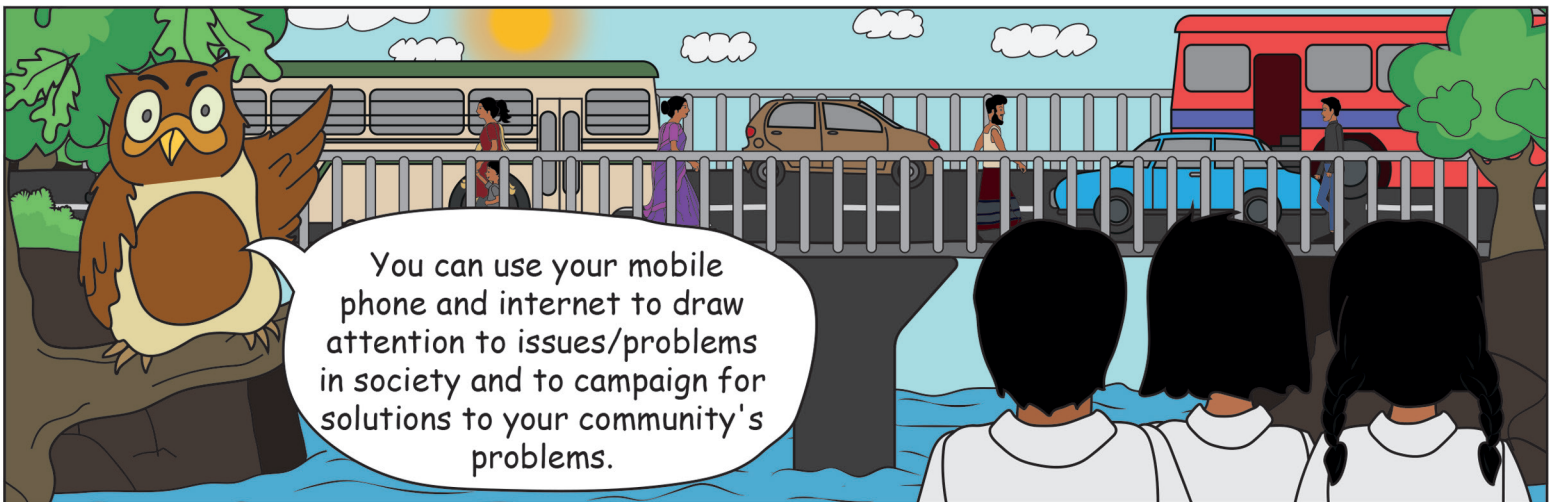












Lessons Learned

Many successful online campaigners have found various creative strategies. Below are some examples:

Online petitions:

This is a great tool if the right response is received. Some online petitions have hundreds of thousands of people signing. When this is done governments and corporate entities can't just ignore it and pretend otherwise.

Hashtags:

A good hashtag helps sort out the information you are sharing, and people can find messages with a specific theme on social media platforms such as Twitter, Instagram, Facebook, Reddit, and YouTube.