

## Activity: Hashtag Help Out!



**Suggested Levels:** C S A

**Objective:** Use social media to gather support and inspire action.

**Leader Prep:** Look into the types of social media that girls can utilize to project their hashtag. This is another great place to practice cybersecurity and digital safety.

**Supplies:**

- Internet connectivity
- Computer, tablet or smart phone
- Accounts on social media platforms

**Ways to Include Supporters:**

- Put your hashtag on any media you create, including movies, flyers, and wearables
  - Ask supporters who have lots of social media followers to use your hashtag
1. If you use social media already, you may notice that creating a hashtag is a great way to build a lot of support very quickly. Hashtags are commonly used on Facebook, Instagram and Twitter to increase visibility. There are upsides and downsides to hashtag activism.
  2. Create a list of hashtags recently featured in social media and on the news. You might look at hashtags like #womensmarch, #metoo, or #icebucketchallenge. For each hashtag, research if and how the movement supported by the hashtag gained support, raised money or inspired the changing or creation of a new policy or law at the government level.
  3. Based on your research, do you think that a hashtag is a good way to gain support for your movement? If you do, continue with this activity. If you don't, that's a great sign that hashtag activism isn't right for your cause. That's okay! Pick another activity.
  4. Planning to move on? Start by creating a hashtag that will be easy to understand and identify. Successful hashtags are sometimes connected to a personal story, a video clip or a photograph. They also connect back to a web-based platform (a website, facebook group, or something else) that can generate further support.
  5. Write out a couple of choices for your hashtag and do some more research! Does your hashtag already exist? If it does, you'll need to choose something unique.
  6. Combine other activities like your film, flyer, elevator pitch, or website with your hashtag to maximize the impression you'll leave on other hashtag activists. Remember, hashtag activism can gain momentum in social media very quickly and sometimes create positive or negative press.



Cadette Media Journey  
Senior GIRLtopia Journey  
Ambassador Your Voice, Your World Journey