San Diego, October, 2004

Code Pink rally at Balboa Park
WHY ADDING YOUR VOICE IS IMPORTANT

Anita Sarkeesian of Feminist Frequency.

WHY ACTIVISM?

Because inequality and oppression thrive on our indifference.

I’m not an activist but... what counts?
• Your words: Written, spoken, typed, painted, sang...
• Your presence: Online, on-the-ground, yourself
• Your intentions: Standing up for beliefs or causes, taking action as an individual, with a group, or as part of a larger movement.
ONLINE ACTIVISM*
(*NOT TO BE CONFUSED WITH SLACKTIVISM)

Everyone is at a different place with their activism. Try to think about ways of pushing your own work further.

- Signing petitions vs. sharing petitions vs. starting petitions
- Complaining vs. critiquing vs. suggesting alternatives
- Recognizing or feeling sexism vs. naming it vs. calling out those responsible for gender injustices when we see them.
- Online action vs. on-the-ground action vs. both
- Posting to vent vs. posting to be right vs. posting to be effective

SOCIAL MEDIA ACTIVISM

Using social media to organize around gender-based issues:

- Social media sharing: viral articles, images, and videos
- Hashtags: #YesAllWomen, #AskYourCampus, #NotBuyingIt
- Targeting specific companies
- Sharing resources and events
- Building dialogue among larger network

Think about your accounts – who is the audience? What is the platform? What are you willing to post?
When hazing = sexual assault. Actually, let's just stop calling this hazing. Also, this is a chance to interrupt the dominant narrative of sexual assault as a women's issue -- understood as men's violence against women -- and make space for real conversations about men's violence against other men, and women's violence against men.

7 football players arrested in New Jersey hazing, sexual assault case

Seven high school football players have been arrested in a hazing scandal in central New Jersey, and three of them have been charged with sex crimes for assaults on...
WHAT CAN YOU DO DURING THIS ELECTION?

• Use social media to call out sexism in the media
• Share and reposition stories you see in the news – give them new headlines!
• Hijack hashtags, flip the script
• Donate $5.00 online to Emily’s List
• Change your profile photos to support a candidate or cause
• Start your own blog, or write a guest piece for an existing site
• Commit to a #100DaysOfJustice campaign and feature gender justice
• Add a call to action to your email signature
• Spread the word for your favorite candidates and causes
• And so much more…