

Exploring the Impact of Social Media on Social  
Impact Campaign Marketing.

Tamara Baker

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Primary Supervisor: Dr Jessica Vredenburg

# Keywords

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Black Lives Matter, Call-to-Action, Campaign Marketing, Case Analysis, Contemporary Environment, Me Too, Social Impact, Social Media, Social Movement, Stop Asian Hate, Storytelling, Times Up

# Abstract

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With the rapid advancement of technology in the 21st century, the online world and social media have created a contemporary environment and enriching channels and platforms for which human connection, communication, and marketing can all take place. Recently, the concept of social impact campaign marketing (SICM) has resurfaced to capture the macro-level impact social media has on SICM as a phenomenon. Existent research on social impact campaign marketing lies within the realm of traditional marketing, and centres on the antiquated concept of SICM being a strategy, primarily adopted by for-profit businesses. Thus, this research paper is devoted to acknowledging this gap in literature through exploring the contemporary marketing environment, with specific examination of social media's role and impact on SICM, exceeding the scope of traditional SICM approaches and adopting a broadened perspective to appease non-for-profit (NFP) organisations and activist campaigners through our research also. Specifically, this dissertation seeks to determine the variety of ways in which social media acts as a platform to efficiently facilitate contemporary SICM.

A brief literature review and in-depth thematic case analysis has been adopted to critically address, scrutinise, review, and contrast research on traditional SICM, social media as the most prominent contemporary marketing channel, and four case studies that this research defines as 'widely-known' SICM. Sequentially, thematic analysis was carried out to analyse key themes and commonalities among these four marketing campaigns. Key findings from this study provide enriching detail and explore the current stream of literature that exists for SICM, and identify common themes found across widely-known social movement's on social media. The three key themes that will be explored at length are; The fundamental basis of storytelling, The contemporary environment and social media in the 21st century, and Call-to-action (CTA).

The findings presented in this research contribute to the field of contemporary SICM in the realm of social media and address SICM from the perspective of NFP campaign activists and organisations, an area which has been prone to neglect in previous literature. Findings extend the traditional marketing concept that SICM is purely a form of business strategy. Additionally, findings unify literature on the four widely-known SICM case studies which are customarily studied independently.

With regard to practical implications, SICM organisations, activists and NFP's can benefit from this study's identification of common themes in widely-known social impact campaigns and movements, to evolve their current practices and strategies when constructing their SICM.

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# List of Abbreviations

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#BLM: Black lives matter

#MeToo: Me too

#SAH: Stop Asian hate

#TimesUp: Times up

BLM: Black lives matter

CSR: Corporate social responsibility

CTA: Call-to-Action

FB: Facebook

IG: Instagram

MT: Me too

NFP: Non-for-profit

SAH: Stop Asian hate

SMM: Social media marketing

SIC: Social impact campaign

SICM: Social impact campaign marketing

TU: Times up

# Attestation of Authorship

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“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.”

Signature *TAMARA BAKER*

Signed **20/01/2023**

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# Chapter 1: Introduction

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## ***1.0 Preface***

The purpose of this chapter is to introduce the research topic, background and rationale, and to identify the purpose of this research and the primary objectives and questions to be investigated. Motivations for this research will be discussed and key concepts and variables defined. The background for this research will also be explained, as will the research method. The aim of this chapter is to contextualise the proposed research.

Chapter 1 briefly outlines the background (section 1.1) and rationale (section 1.2) of the research, and the research purpose, objectives and questions (section 1.3). Section 1.4 describes the research method and provides definitions of terms used. Finally, section 1.5 includes an outline of the remaining chapters and organisation of the dissertation.

## ***1.1 Research Background***

*“Social Change comes through people”*

*- Paul Watson (2020)*

There is no denying the statement that social change comes through people. However, in the 21st century, social media is the vehicle that can help drive and facilitate all kinds of social change. Social media enables and allows for social movements and social impact campaign marketing to truly take flight. With 5.03 billion people using the internet, and among that 4.7 billion using social

media (Statista, 2022), social media platforms provide a voice to those who did not previously have one and creates open communication channels for people all across the world.

From social media addiction and continual desire to upgrade technology devices, it is clear social media has transformed not only the world in which we live, but the way in which we live.

Accentuated by the impact of covid-19, social media addiction is at an all-time high with direct research and reports from social media companies themselves and national news media stating that social media platforms such as Facebook and Instagram are toxic to the mental health of teenagers and young adults (Sert, 2022; Gomez-Galan, 2020; Brailovskaia, 2021; Karakose, 2022; Zhao, 2021; Luo, 2021).

Such academic research has begun bringing to light the negative impacts of social media and the issues and harm social media is causing on a universal scale. Further, research coverage on social media tends to paint these platforms as the bad guy- the fuel that has further ignited and set ablaze these problems- but is this accurate, is this true? Social media has in fact altered the way we as humans live our lives (Bala, 2014; Qualman, 2013; Miller, 2016; Graham, 2019), and has been proven detrimental and toxic to one's mental and physical health (Bursztynsky, 2021; Austin, 2021; Vaidhyathan, 2021). Yet, while this research holds a degree of truth, research also neglects to highlight and ask one profoundly important question- when used responsibly and for the right reasons can and does social media not hold the power to change and shape the world for the better? This dissertation hones in on this question. This research study seeks to expand the boundaries for the impacts of social media, particularly through exploration of the positive impacts of social media in the realm of social impact campaign marketing.

In today's environment, many groups and in particular minorities groups, are still fighting for their basic human rights. Thus, there has never been a better time to understand the impact of social media and how social media can assist these groups, and their social causes. In the words of Princeton professor Shira Ovide (2020), "social media allows us to see a reality that has been

entirely visible to some people and invisible to others”. Ultimately, this research will explore how social media can be used as a tool for social change through examining four widely-known social movements and their social impact marketing campaigns. These are; Me Too, Black Lives Matter, Times Up & Stop Asian Hate. The purpose of this examination is to analyse and draw together key themes and commonalities that present themselves in these widely-known social impact campaigns, on social media. Through identification of these common themes, our research can augment knowledge on how to utilise social media to achieve positive social impact. An aim of this research is to supplement marketing knowledge on how impactful social media can be so that social marketers, organisations, and individuals alike, can apply and embody these concepts within their own field of work, to create meaningful and purposeful social change.

## ***1.2 Research Rationale***

Prior to the 21st century and the boom of social media (Aichner, 2021), individuals looked to TV, radio, and newspapers, as the primary sources for which they could receive local and global news, marketing, and information (Althaus, 2010; Dimmick, 2009; Ha, 2012). Due to the nature of these communication channels, much of the information provided is from governments, top agencies, organisations, and the ‘elite’, all of whom maintain a high level of power and control in our society (Stier, 2014; Ladd, 2009; Curran, 2002). Thus, many issues and social concerns arise with traditional media with regard to biases, seclusion, filtering of truths, gatekeeping, silencing, unfair representation, and limited perspectives. A recent example of this in New Zealand was the admission and acknowledgment by media giant ‘Stuff NZ’ for their anti-Māori biases and portrayal of the Māori community in their stories (O’Callaghan, 2020; Drury, 2020). Thus, the rationale behind this research is to explore social impact campaign marketing through the lens of social media and bring to light how social media can be effectively utilised as a powerful tool for social impact campaigns/campaigners, by providing individuals with an environment in which opinions can be voiced, stories and truths can be told, and diverse perspectives can be heard. The body of this

research will examine existing literature on four social movements; Me Too (MT), Black Lives Matter (BLM), Times Up (TU) and Stop Asian Hate (SAH). This research will focalise and deepen the holistic understanding of what social media elements impact and influence widely-known social movements and their SICM through two main goals. The first is to understand what key themes/commonalities appear in our four identified and widely known social movements and their social impact marketing campaigns, delivered through social media platforms. The second is to explore the approaches, techniques and tools organisations and marketers alike can apply and embody on social media, when conducting social impact campaign marketing.

### **Problem Statement**

The first problem this research will address is the current knowledge gap that exists with regard to the current literature and role of social media in contributing to widely-known social impact marketing campaigns and the level of awareness these campaigns achieve. Current literature suggests that social impact marketing campaigns address societal problems such as public health, social, cultural, educational issues, and environmental challenges, and as such these problems seek the development and honing of social marketing approaches to be resolved. Further the usage, popularity, and importance of social impact marketing campaigns has grown over recent decades and promotes deeper exploration of the gap between social medias contribution to widely-known social impact marketing campaigns and understanding the level of awareness these campaigns achieve (Galan-Ladero, 2019). Specifically, existing research and journal articles lean and focus on the negative impact of social media; from fear of missing out (FOMO) (Alutaybi, 2020), cyberbullying (Alim, 2016), and depression (Lin, 2016), to gaming disorders and addictive behaviour (Sun, 2021), and only begin to skim the surface as to the impact of social media on social impact campaign marketing (Spaniard and Avari, 2023). Thus, this research aims to examine social media through a positivist lens to dig deeper, uncover, and augment knowledge on how exactly social media can be utilised in social impact campaign marketing to grow awareness of social issues. This approach will provide individuals, parties, or groups with future guidance, direction,

and a contemporary framework of how to navigate and utilise social media to raise awareness of their own social impact marketing campaigns. Another problem this study will explore is the lack of unification and research available that draws together and contrasts widely-known social impact marketing campaigns. There is a shortcoming in research that consolidates and seeks to recognise the similarities that contribute to widely-known social impact campaigns. Thus, there is a gap in the literature regarding how social media can impact social impact campaign marketing and build awareness of social issues due to how new the innovation of social media is, and how contemporary all four social movements are.

Addressing this gap is of significant importance as this new phenomenon is of high relevance in contemporary social impact campaign marketing. As discussed previously, social media has impacted our experience of SICM as it serves as a platform to facilitate the growth and building of individuals' awareness of social issues and SICM; social media is a platform that over 61.3% of the population globally are active on (Statista, 2022). This rapid growth in the number of users (people) who are active online and on social media has accompanied the unprecedented rate of technological growth in the 21st century which has begun altering and creating a long-term impact and shift in the environment and way in which social impact marketing is conducted (Appel, 2020; Scholtz, 2016; Jamil, 2022; Edosomwan, 2011). This change in the environment and landscape of social impact campaign marketing has meant that conventional theory and understanding of best practices and approaches to SICM to create widely-known campaigns via traditional marketing channels is no longer adequate for SICM in today's contemporary environment and online world, that is governed by social media and technology (Holmes, 2020; Greive, 2022). Therefore, shifting the focus from traditional SICM to social media SICM can facilitate the changes in our contemporary marketing environment. Particularly, analysing user awareness and response to the phenomena of SICM on social media can provide a foundation for future research on appropriate strategies to create growth, awareness, and engagement in SICM on social media.

### ***1.3 Research Purpose, Objectives and Questions***

The aim of this study is to address gaps in literature through the investigation of the impact social media has on contemporary social impact marketing campaigns and movements; this will assist in further studies by helping to identify the array of strategies (approaches, techniques, tools) that are best suited in the development of social impact marketing campaigns. More specifically, a primary objective of this study is to explore the key themes and commonalities apparent in widely-known social impact marketing campaigns. Key themes and commonalities in widely-known social media SICM are of high relevance as more people enter the online world of social media. As a result, this research paper will scrutinise and contrast through secondary data, the four widely recognised social impact campaigns introduced above (MT, BLM, TU & SAH) The aim of this research paper is to measure, bridge together, and draw insight from these four campaigns as to how social media can be most effectively utilised in running and growing widely-known social impact marketing campaigns. Thus, an essential overarching objective for this research is: To explore and deepen the holistic understanding of the role (impact and influence) social media has on widely-known social impact marketing campaigns.

Practically, this research objective further informs the following two research questions that will be addressed in this research paper:

Research Question 1. What key themes/commonalities appear in widely-known social movements and their social impact campaign marketing, delivered through social media?

Research Question 2. What approach, techniques, and tools can social movement groups, organisations, and marketers alike apply and embody on social media, to conduct widely-known social impact campaign marketing?

## ***1.4 Research Method***

To explore the impact of social media on SICM a literature review will first be conducted to summarise and synthesise research on this topic (Booth, 2021; Hart, 2018; Lai, 2011; Rozas, 2010). Following this, and as discussed in detail in the methodology chapter, this research will adopt is an in-depth thematic case analysis that incorporates qualitative case study methodology to analyse our four case studies: MT, BLM, TU, SAH. The importance of this research methodology is that qualitative case studies and an in-depth thematic case analysis review allows for deep exploration and rich consideration of the impact social media has on each of these widely-known social impact campaigns individually, so that the latter part of this dissertation can then analyse and identify the collective/common themes and similarities that present themselves.

## ***1.5 Dissertation Outline***

This dissertation consists of five chapters. Chapter one served as the introduction. For the remainder of this dissertation, the chapters are as follows: literature review and in-depth case analysis (chapter 2), research method, methodology & design (chapter three), research findings and results (chapter four), and conclusions, implications and future research (chapter five). Each of the five chapters will begin with a preface- giving an overview of what is to be included in that specific chapter.

Chapter two is a brief review of literature and in-depth case analysis of the MT, BLM, TU & SAH movements. The literature review will establish and succinctly reflect on past and present literature in relation to social media, social movements, the transformation of marketing channels and campaigns in the 21st century, and the four social impact marketing campaigns of focus. Conducting this review of literature will summarise the research that has been done on the overarching dissertation topic and allow for the identification of gaps in the literature (The University of Edinburgh, 2021). The in-depth case analysis will then go through the process of investigating our four case studies in detail and depth, identifying patterns in meaning from the four case studies to

derive the themes that will be introduced in chapter four - findings / results (Clarke, 2014; Maguire, 2017).

Chapter three is the research method, methodology, and design. Chapter three will outline and discuss the research method, methodology, and design to be adopted, and provide a complete and clear description as to the specific steps this research will follow to accurately answer the research questions, and the rationale behind it (SAGE, 2007).

Chapter four will introduce the findings and results. This chapter will present the findings without interpretation, inference or evaluation. Chapter four findings are inextricably linked to the design, literature review section and analysis section, and will describe what was found and observed, in a factual manner, and unemotionally.

Chapter five is the final chapter of this dissertation- discussion, conclusions, and implications. This chapter will include a full discussion, all relevant conclusions, with a section for the limitations and recommendations also. This chapter draws together the body of this dissertation paper and discusses; what is the theory, where to from here, what practical implications are there, and how the study may be extended.

# Chapter 2: Literature Review & In-Depth Case Analysis

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## ***2.0 Preface***

This chapter is broken into two parts, part one is the overview of the literature and part two is the in-depth case analysis. The aim of this literature review (part one) is to first outline and summarise the main concepts of social media and social impact campaign marketing, identifying gaps in the literature and providing argument(s) to support the study focus. Following this, the aim of the in-depth case analysis (part two) is to introduce important literature and deeply explore and contrast the four case studies of focus to lay the foundation for the key themes that will later be introduced as part of a thematic analysis in the results chapter 4.

The literature review begins with historical and generalised background (section 2.1) of marketing. This review will then delve into the background of social movements (section 2.2), the background of social media (section 2.3), and the background of social impact campaign marketing (section 2.4). The latter of this chapter will be an in-depth case analysis on our four case studies: MT, BLM, TU & SAH. Sections 2.5, 2.6, 2.7, & 2.8 introduce each case study in-depth and individually. Further, within each of the case studies section, relevant subsections exist detailing literature on the campaign/movements story, the role of social media, & the call-to-action (CTA). Conclusively, section 2.9 will highlight the summary and implications from the literature for this study.

## ***Part one: Overview of Relevant Literature***

### ***2.1 Historical Background***

Rewind the clock 100 years and the term ‘Internet’ was yet to hold any meaning (Naughton, 2016; Campbell-Kelly, 2013). Only a mere few decades ago and the entire concept of ‘social media’ did not exist (Kapoor, 2018; Aichner, 2021). The current technological rate of advancement is

unprecedented (Mokyr, 2010). We live in an age of digitalisation, where social media marketing is at the forefront of everything, over consumption and the idea to always want *more* is greeted with open arms, and undeniably the line between reality and the online world is becoming more blurred by the minute. Traditionally, most companies marketed their products and services through methods such as adverts in magazines and newspapers, billboards, posters, commercials on radio or TV, or brochures (Todor, 2016). In more recent times, a shift to contemporary digital and social media marketing has seen a huge surge through the adoption of Instagram, Facebook, and YouTube, for example, as online environments in which companies and users now have the opportunity to interact be it over traditional product marketing or social impact marketing campaigns (Huey, 2014; Paquette, 2013; Appel, 2020; James, 2017). New Zealand is both a developed country, and a part of western society, meaning 94% of the entire population are active users of the internet, and around 82% are active users on social media (Ryan, 2015; McCrickard, 2017; World Population Review, 2021; ScienceDaily, 2021; Hinton, 2021).

Traditionally, the term ‘marketing’ has been conceptualised in marketing literature and across research articles as “the performance of business activities that direct the flow of goods and services from producer to consumer or user” (Ferrell, 1987; Gronroos, 2006). Similarly, researchers and businesses alike can distinguish the term marketing to be “what an organisation must do to create and exchange value with customers” (Pp. 6, Silk, 2006). It is important to acknowledge that these definitions are grounded in the roots of *traditional* marketing, a well-established, matured, and prominent field of literature.

The purpose of this research is to augment knowledge in the field of *social impact campaign marketing* and to examine the role *social media* plays in establishing and advancing widely-known social movements and their SICM. Thus, it is essential we clearly define what is meant by the prevalent use of the term ‘social impact campaign marketing’. *Social impact campaign marketing* comprises strategies used by organisations and institutions to promote

company mission, shift collective thoughts and behaviour in a community, and promote environmental and social stewardship (Phin, 2022). Notably, technology and social media are dominating the 21st century, thus utilising *social media* as a tool when establishing widely-known *social impact marketing campaigns* has never been more important (Perrin, 2015; Sung, 2021). This study contributes to marketing literature by unifying knowledge of social impact campaign marketing and social media marketing with traditional and contemporary marketing. Further, it is recognised that social media can influence numerous aspects of marketing, such as marketing strategy, approaches, and outcomes (Li et al., 2022).

Social impact campaign marketing on social media is cross functional and interdisciplinary (Felix, 2017). Recent marketing campaigns designed around current social movements, such as MT, and BLM, both of which will be explored in this research, establish that social media and SICM play a pivotal role in challenging social norms and shifting collective thought and behaviour in society, to create impactful, and purposeful change (Lee, 2018; Mayorga, 2017; Brown, 2018). Pertinent articles have established that social impact campaigns observed on social media are in need of special attention, as social media provides contemporary channels, and interaction points that extend beyond traditional marketing and business models (Zeeshan, 2017).

The importance of researching the two unitedly, is to evolve the current state of research and understanding as to the impacts and influence of *social media* on *widely-known* social impact marketing campaigns. Thus, through exploratory research we seek to fill the gap on how social media contributes to the establishment and advancement of widely-known social impact campaigns. Uncovering this, we can then seek to inform and open discussion as to the variety of ways in which organisations can embody these widely-known social impact campaign marketing approaches, tools, and techniques, to create social change and momentum, for social good and their own causes of importance.

## ***2.2 Background on Social Movements***

Social movements can be described as collective enterprises set out to establish a new order of life (Blumer, 1995). Social movements derive from a state of unrest and their motive power is fuelled by two factors; 1) dissatisfaction with the current state and form of life, and 2) a yearning for and hope towards a new scheme or system of living. Social movements are the collective actions through which oppressed collectives air grievances and place pressure on relevant authorities to attend to the claims and/or demands being made by the group (Snow, 2013). Social movements play a significant role in the history of humans on a global scale, and many social movements have been effective in sparking real change and transformation in our world. A few examples of historic and universally recognised social movements and their respective leading figures are; the women's suffrage movement- Emmeline Pankhurst (Bartley, 2002; Bradley, 2000), the civil rights movement- Martin Luther King & Malcolm X (King, 1968; Kirk, 2004; Ward, 1996), LGBT rights movement- Brenda Howard (Hutchins, 2019; Israel, 2018; Symonds, 2016), and resistance against apartheid- Nelson Mandela & Desmond Tutu (Allen, 2006; Crompton, 2007; Crompton, 2007). These movements and leaders are widely recognised on a global scale and in historic and contemporary literature.

However, when we draw together isolated literature on these individual movements and their leaders it is of clear significance that all of these movements reflect similar characteristics and internal attitudes across cultures, countries, religion, societies, and throughout time. Importantly, all these widely known movements are fighting for and centred around basic fundamental and international human rights; each group is seeking resolve for a right that they have been deprived and unwillingly stripped of, or excluded from (UDOHR, 2021; OHCHR, 2022).

Taking a bird's eye perspective on the brief and vast history of social movements, it is of paramount importance to recognise the diversity in the ways in which a social movement begins. While many movements throughout history may be highly organised, strategised, and prepared for, some historic movements have come to exist spontaneously. An example of this is the peasant revolts in mediaeval Germany (Freedman, 1993; Hilton, 2003) or the slave rebellions in Ancient Rome

(Bradely, 1983; Yavetz, 1998). Literature also recognises uprisings to have shaped the history of social movements. Observably, history reflects that oppressive systems (such as empires or slavery) and places where rulers exist (ie. depots and slave masters) have sparked individuals to unify and rise to challenge the unjust system they are within, a system that aims to repress their voice and power (Lyon, 2004; Parish, 1989). Further, in more recent times certain social movements have come to fruition in more understated ways. For example, feudalism and capitalism can both be regarded as oppressive systems that are ruled by landlords and capitalists. In New Zealand today these social movements are observable; from thousands of individuals signing petitions for lower rents (Burrows, 2020; Davidson, 2022; Swarbrick, 2022), to social groups making noise in the media and protesting to the government for higher living wages that reflect inflation and cost of living in today's economy (Clent, 2019; Green, 2022). Ultimately, social movements have existed throughout history and across the globe and will continue to play a prominent role in transforming and shaping history, and the evolution of human life on this earth (Berberoglu, 2015).

### ***2.3 Background of Social Media***

Social media holds influence on billions of people globally and affects all facets of mainstream media (Dubose, 2011). Thus, as technology and social media continue to revolutionise the world, it is of great importance to organisations/businesses, individuals, and academics alike to truly understand the scope of social media; its history, origins and how a community is formed and maintained online (Gruzd, 2013). Based on prominent marketing research articles the term 'social media' is conceptualised as an observable and highly impactful channel of digital communication, comprising of websites and applications that enable users to create and share content, or participate in social networking (Dwivedi, 2023; Oxford, 2015). Further, social media is recognised in marketing literature as a pronounced and paramount marketing factor that guides the success of a business, organisation, products and services (Hawkins and Vel, 2013). Social media can be referred to as the means of interaction among people to which individuals and groups can create, share,

and/or exchange ideas and information in virtual networks and communities (Tufts, 2022). Since the dawn of human interaction, the concept of social networks have been evolving, and today it is clear that social media is a new way to facilitate social networks that has become a global phenomenon and has transformed at all levels how individuals across the world interact and communicate. To billions, social networking and the use of social media has become a necessity and common practice in everyday life- to many even an addiction (Edosomwan, 2011).

The 21st century has been transformational in the emergence of social media sites and the ease social media provides for humans to interact with others who share common interest, be that a passion for movies, music, education or in this research's case, social movements and contemporary social issues. While the concept of social movements is not new, due to the creation of social media the environment in which social movements exist and are observed has changed drastically. Put simply, social media is the contemporary system and communication channel of the 21st century in which social movements can flourish or wither (Bedell, 2010; Hartshorn, 2010). Understanding the origins of social media is important for this research topic as social movements, social impact campaign marketing, and marketing at the broad organisation level can all depend on social media as a contemporary environment for networking and communication that allows for relevant messages to be shared to a diverse audience and number of people from anywhere in the world (Kapoor, 2017). In the 1990's coinciding with the growth in broadband internet, websites began to emerge where users were able to upload and create content; the first social network site called Six Degrees was created in 1997 (Ngak, 2011), however it was not till the 21st century that social media made its wide scale appearance as an abundance of social network sites began to launch (Dewing, 2010).

Today, social media apps such as Facebook, Instagram, YouTube, Twitter, and LinkedIn are all applications driven by user-generated content and offer a particularly attractive environment for SICM to inhabit as they are highly influential in the numerous properties they offer from influencing

user behaviours, addressing political issues and government systems, to challenging societal ideologies among certain groups (Greenwood, 2015). In addition to posts on social media, many of these sites now allow for boundless forms of photos & videos to be uploaded; thus, bolstering the degree and depth of information that can now be shared on social media (Lister, 2017). The massive audience on social media makes it no surprise that social impact campaign marketers have embraced social media as a marketing channel to promote and grow awareness of their social issue/cause. Generally, literature has found social media to be used for three primary purposes; first, for users to communicate digitally and socialise with known others (ie. the user's family or friends), second, to communicate digitally and socially with unknown others who share common interests, and third, to access and contribute to digital content- such as news & other media noise (Appel, 2020). Social media refers to a diverse range of internet based, and mobile services. Social media includes, but is not limited to; wikis, blogs, social network sites, status-update services, media-sharing sites, social bookmarking, and virtual world content (Dewing, 2010).

## ***2.4 Background of Social Impact Campaign Marketing***

The application of marketing and developing campaigns for the promotion of social causes was proposed numerous decades ago (Fox and Kotler, 1980). Social impact campaign marketing is a planned approach to social change; thus, this paper explores marketing concepts and techniques applied on social media to effectively promote social movements underlying objectives, through a strategic lens. Social impact campaign marketing facilitates the advancement of social movements and their social issues, through applying principles of marketing and social impact marketing to the problem of social change (Kotler and Zaltman, 1971). The field of social marketing has seen significant growth in recent times, and it is notable that an increasing number of NFP organisations and government agencies have come to recognise the power of social marketing concepts and social impact campaign marketing tools drawn from the commercial marketing sector, in creating social change and societal transformation (Kotler and Lee, 2008).

Social impact campaign marketing techniques continue to evolve in today's contemporary environment, however the purpose of SICM is ultimately to impact human behaviour for the greater social good (Salazar, 2018). Advances in technology, and contemporary social networks (ie. social media platforms) all influence and enhance SICM for social movements, through techniques such as providing multiple channels of mass communication, new methods of knowledge diffusion, and targeted messages toward specific audiences (Ling, 1992). SICM developed as advocates of change learnt and adopted marketing techniques to advance their social cause. Through the application of marketing practices, SICM offers a framework in which NFP's, and social movements can plan and implement their social changes. This framework combines elements of traditional marketing approaches, modern communication tools, and contemporary educational technologies. Ultimately, SICM seeks to influence its audience, through a variety of media, to embrace a social idea and practice (Ling, 1992).

Further, the breadth of impact social media has on social impact campaign marketing, organisations, social groups and causes, general marketing and its users is inordinate. Thus, to critically evaluate and understand the impact of social media on social impact campaign marketing, the next section will encapsulate an in-depth case study review and analysis on four specific social movements and campaigns; MT, BLM, TU, & SAH.

## **Part two: In Depth Case Analysis**

### ***2.5 Case One: Me Too***

#### ***2.5.1 The Story of the Me Too (MT) Movement:***

The first social impact marketing campaign to be examined is the MT movement. The use of the phrase 'me too' began in 2006, when founder Tarana Burke spoke out, to raise awareness as to the abuse of women, Burke aimed to empower women who have endured sexual violence to know that they were not alone in their experience (Gill, 2020). The MT movement took flight in 2017 when

actress Alyssa Milano embraced the #MeToo hashtag on her social media in wake of the dozens of female celebrities who came forward to accuse Hollywood producer Harvey Weinstein of sexual misconduct (Hillstrom, 2019). The intent of Milano's post was to build awareness, acquire support and build a community for sexual harassment and assault survivors (Gordon, 2022). The MT movement began through Tarana Burke as a way for survivors of sexual assault and harassment to connect and share their story. Today, the MT movement represents the continual change and progression that needs to happen in society to dismantle structural and historic inequities that stem from the use and abuse of control and power in private and public spheres (GFFW, 2022; me too, 2022). Conclusively, the MT movement demonstrates how widespread the issue of sexual violence and assault is and expresses that the ability to live free from harm and violence is a basic human right that hundreds of millions of people globally are still fighting for (Gordon, 2022; UN, 2022; UN Women, 2022).

### ***2.5.2 Me Too & Social Media:***

Reflecting on the role of social media in the MT movement, academic literature acknowledges how sexual abuse, a highly stigmatised topic, has spurred an online revolution through the sharing of posts on social media platforms with the use of the hashtag #MeToo (Gordon, 2022). Academia supports that social media is providing new avenues for survivors to disclose sexual abuse and/or assault (Alaggia, 2020). The MT movement established itself as an online movement, on platforms such as Facebook, Instagram, and primarily on the social media platform Twitter where tweets with the hashtag "MeToo" and retweets of this hashtag went viral (Ferriere, 2017; Williams). Further, data collected from one study on the hashtag '#MeToo' found that social media platforms were enabling individuals from all kinds of different backgrounds and ethnicities, to come together and share online their own personal experiences of experiencing sexual assault. Through comparative analysis of the hashtag '#MeToo' on social media, results found that these movements ignited both negative and positive reactions. Key conclusions drawn from these studies with regard to the impact of social media on the MT campaign are as follows (Manikonda, 2018; Alaggia, 2020):

- 1) The number of social media posts and stories being shared publicly on sexual assaults within families and within the workplace increased
- 2) User interactions with these posts on social media showed users expressing sympathy and encouraging others to continue the MT movement
- 3) Fundamental discrepancies between the behaviour of individuals exist when comparing reactions and responses toward the MT movement on different social media platforms
- 4) Social media represents an environmental shift for disclosing sexual violence

Another study uncovers that although social media has been pivotal in getting thousands of women to speak out on sexual assault and abuse, silence on social media can still be observed for women where social, cultural, and infrastructural reasons exist (Hassan, 2019). Thus, a limitation existent in the current body of literature is the extent of academic knowledge and research in which the scope of social media's impact on widely-known social impact marketing campaigns is universal and applicable to the global and cross-cultural context. The MT movement was one of the first viral movements to take place in the 21st century across social media, and the impact of this movement was and still is far reaching in many (predominantly western and developed) societies (Bhattacharyya, 2018). Academics and researchers alike agree that social media is an important tool in social impact marketing campaigns (Ram, 2019). Literature demonstrates that social media allowed the MT movement to increase its visibility and grow greater awareness on a global scale to the issue of sexual assault and violence (Shukla, 2020; Thomson, 2018), and that the movements hashtag on Twitter and Facebook allowed the movement to spread, connect individuals and groups in society, start important dialogue, and inspire change (Blue, 2021; Manikonda, 2018; Smith, 2021).

### ***2.5.3 Me Too & CTA:***

A major impact of social media in the #MeToo movement is the huge international reach and audience social media offered (Statista, 2021, see appendix A). This enabled the #MeToo movement to have legal implications through arrests of powerful figures in the Hollywood film industry and

across America (Tippett, 2018), and through organisations, and governments on the international level to address their own policies and frameworks for sexual misconduct in the workplace (Brown, 2019). The impact of social media on social impact campaign marketing, in the case of the MT movement, must acknowledge how the presence of social media allowed for this movement and information on sexual violence to spread to countries and institutions globally, including in NZ (Gronert, 2019).

Following the MT movement governments and institutions worldwide have begun to support policies that place a more protective framework around workplace and university behaviours and relationship in order to address situations with power imbalances, and to create safer environments for employees and individuals to speak up if an act of sexual misconduct does arise (Williams, 2022). Additionally, individuals and groups across New Zealand rise in a call to action for more protective policies to be adopted across New Zealand with regard to workplace relationships and sexual code of conduct across institutions (Ellis, 2022). Another observable CTA for the MT movement was peaceful protests and rallies that took place in numerous cities within America (see appendix B, C & D) such as; Hollywood, LA, Boston (Pengelly, 2017; Walsh, 2020), and across the world (see appendix E & F); in Australia- Sydney, Canberra, Melbourne, Brisbane, Hobart (Diaz, 2021), and in New Zealand (George, 2018). This argument constitutes that social media is a tool to be utilised for developing widely-known social impact marketing campaigns & social change through both direct law and policy change/reform, peaceful protests and rallies, and through the trickledown effect in which social media has allowed awareness to spread and difficult conversation to be had, at all levels and across all parts of the world. Thus, we have observed this phenomenon through our examination of MT and how this movement created a shift in societal ideologies and destigmatising discussion surrounding sexual harassment in the workplace, institutions, and beyond.

## ***2.6 Case Two: Black Lives Matter***

### ***2.6.1 The Story of the Black Lives Matter (BLM) Movement:***

Black Lives Matter (BLM) is an international social activist movement, founded in the United States in 2013 by three female social activists- Alicia Garza, Patrisse Cullors, and Opal Tometi (Howard University, 2018). The BLM movement dedicates itself to fighting racism, police brutality and anti-black violence (Britannica, 2022). BLM calls for attention to the unjust killing of black people by police and demands that society value the lives of black people, to the same degree that we value the lives of white people. Reports and statistics all disclose that African-American people in America are more likely to get fatally shot by police and are killed by police at higher rates than any other groups (BBC News, 2021; Bunn, 2022; The Lancet, 2021). In calling for black lives to matter, this movement is calling for the liberation of black people and their right to humanity (Black Lives Matter, 2022). The BLM movement began in 2013 after the world witnessed the acquittal of George Zimmerman in 2012 - A man who shot & killed a young 17-year-old African-American boy named Trayvon Martin unprovoked due to racial profiling, prejudice and discrimination (Howard University, 2018). The movement then grew further in 2014 after the murder of two more African-American men in America by police, Michael Brown, only 18 years old (Halpern, 2015) and Erin Gardner, aged 43 and a father of 6 (Closson, 2021). Today, the BLM symbolises a worldwide movement taking a stand against police brutality and systematic racism that disproportionately affect black communities (Britannica, 2022). Further, the BLM is fighting for a fundamental human right; a right to life free from racial prejudice, discrimination and racism (UN, 2022).

### ***2.6.2 Black Lives Matter & Social Media:***

A Statista study published in 2020 titled ‘Social Movement: Black Lives Matter’ identifies, to no surprise, *social media* as one of the three key contributors to the advancement of the BLM campaign (Statista, 2020). Social media was utilised as a channel to spread content and awareness, protest, and

raise funds to support and invest in black communities across the US (Kulish, 2022; Nolan, 2020). Academia recognises that social media is a powerful environment for social activism and political engagement, in particular the BLM movement was prominent on platforms such as Facebook, Reddit, and in particular Twitter and Instagram (Aupperlee, 2022; Beckman, 2020; Gawthrop, 2020; Olson, 2021). The BLM movement saw the hashtag “#BlackLivesMatter” go viral and widespread on social media; on Twitter in the first three weeks alone following the Brown murder the hashtag was tweeted and retweeted 1.7 million times (Santora, 2020). As of April 2021, the “#BlackLivesMatter ” hashtag has been used in more than 25 million original Twitter tweets and has collectively amassed over 444 billion likes, comments, quotes or retweets; further averaging 17,000 engagements per post (Giorgi, 2022; Wirtschafter, 2021). On Instagram the hashtag #BlackLivesMatter has accumulated over 27 billion tags as of October 2022 (see appendix F). Notably, in June 2020 millions of Instagram users from across the world performatively posted black squares with the hashtags #BlackLivesMatter and #BlackOutTuesday before pausing all the social media posts and content creation for the day (Chang, 2021; Wellman, 2022). This was a unifying act of solidarity and allyship following the murder of George Floyd to show support toward the black community and black lives (Ho, 2020; Willingham, 2020).

Addressing the current state of literature and understanding of social media as a technological and social phenomenon, studies suggest future research examines the implications of social media as an informational source; based on observed data from the BLM movement (Cox, 2017). This research study presents how a large gap in academic knowledge can be determined with relation to the increasing ubiquity of social media’s role and implications in the social media world. Another article and case study for BLM conceptualises the role of social media in helping movements expand (grow) and strengthen themselves internally- a process referred to as ‘scaling up’. This article draws on BLM, analysing public social media accounts, and BLM groups to uncover that social media creates increased opportunity and possibility for social marketing campaigns/campaigners to build connections, mobilise participants and tangible resources, build

coalitions and amplify alternative narratives. Importantly, this study also raises the point and argument that social media can have a negative impact on social impact campaign marketing as the upscaling of movements also increases threat(s) and physical risk for activists and social marketing campaigners/groups (Mundt, 2018). A more recent study published in 2022 examines how social media metrics can be utilised, for measuring customer attitudes and responses to social impact campaign marketing. The significance of this study was that BLM and the #BlackoutTuesday which many of us observed more recently, formed a negative response from customers when promoted by brands and businesses (Wang, 2022), providing some interesting insight into how brands and business should or should not engage with social movements on social media.

### ***2.6.3 Black Lives Matter & CTA:***

Research reveals that the BLM campaign held influence on the 2020 presidential election and was monumental in shaping and implementing policy change in the US (Statista, 2020). The hashtag #BlackLivesMatter moved from social media to the streets in the form of organised demonstrations such as vigils and peaceful protest (Sobo, 2020). These protests were led by three female black activists; Alicia Garza, Patrisse Cullors, and Opal Tometi (Hobson, 2016). The protest and movement focused on placing pressure on American society; both its systems, individuals, and government to consider its enduring history of endemic racism, anti-blackness, and state sanctioned violence against black people (McCoy, 2020). These protests took place across America in over 550 places; in one day alone (June 6th, 2020) half a million people turned out to protest and recent polls suggest approximately 15-25 million people around America participated in demonstrations in the weeks following the death of George Floyd (Buchanan, 2020). The BLM protests in America are recognised to be the largest racial justice protest in America since the Civil Rights Movement (Silverstein, 2021).

A reformative impact of the BLM protests can be observed in Philadelphia, US. This city has one of the largest black populations of any American city, as well as the largest portion of its population

living in poverty of any major US city. Interlaced in the BLM protests, the Philadelphian mayor enacted steps of transformational systemic change through the establishment of a new commission, called ‘Pathways to Reform, Transformation and Reconciliation’ governed by the philosophy to “advance public safety and racial inequity” through its formal commitment to enact a long-lasting reform agenda (City of Philadelphia, 2021; Taylor, 2021). Further, peaceful protests and rallies in alliance with the black community and the BLM movement took place on the global scale, in numerous countries such as the United Kingdoms, China, New Zealand, Australia, and Brazil (CBS, 2020). The BLM movement found effect also in inciting a shift in public opinion. One study uncovered that 54% of white people viewed officer-involved shootings involving black people to be signs of a broader problem (Morin, 2017). Further, this attitudinal shift can be seen to reflect changing ideologies in society and create a policy window for local state and federal changes to the criminal justice system and policing in America; BLM sustained a string of organisational and policy changes to policing, not limited to- body worn cameras, bans on no-knock warrants, and implicit bias trainings (Ray, 2022). A final study using large scale news-media and social media data on BLM suggests the movement was effective in sparking conversation on the issue of racial prejudice, discrimination and violence, and incited a social change in social norms, public awareness of these issues, and in the dissemination of antiracism issues into popular discourse (CIVIQS, 2017; Crutchfield, 2020; Dunivin, 2022).

## ***2.7 Case Three: Times Up***

### ***2.7.1 The Story of the Times Up (TU) Movement:***

The TU movement shares a similar take on female empowerment, as that of the MT movement previously examined. The times up movement ensued and built off the momentum of the widely-known MT movement of 2017 (Wexler, 2019). Times Up is another step-in support of the MT movement. The TU movement differs from the MT movement however, as it is specifically and exclusively focused on the workplace environment and aims to find action-oriented, solution-based

outcomes to sexual harassment that occurs inside this environment (Langone, 2018). Thus, the agenda for the TU campaign, has been to market, promote and fight for the dire need for a safe and equitable work environment, free of sexual assault and harassment (Times Up Now, 2022). TU aims to further amplify the voices of those affected by sexual assault and harassment, with specific regard to the workplace environment and addressing power inequities and crediting survivors' voices through seeking reparations in the form of accountability, changing workplace practices. The TU movement also focuses on the key components needed for restorative justice in the context of addressing sexual assault and harassment, i.e. acknowledgement, responsibility-taking, harm repair, non-repetition, and re-integration (Wexler, 2019).

The TU movement was founded in January 2018 directly following the MT movement by over 400 Hollywood celebrities with the objective of connecting those who have experienced/are experiencing workplace sexual misconduct and those trying to advance their career in legal or public relations assistance (Iowa State University, 2022). The TU campaigns had no one leader, but well-known names such as Reese Witherspoon, Jennifer Lawrence, Jennifer Aniston, Meryl Streep, Melissa McCarthy, Michelle Williams, and Mila Kunis are some of the 400 Hollywood celebrities to actively establish the TU campaign and participate in the movement (Karasik, 2019). The movement today can be recognised as achieving the most successful GoFundMe campaign in the history, raising over \$21 million for its legal defence fund, and assembling over 200 volunteer lawyers (Langone, 2018). The MT movement was founded to fight workplace inequality through the legal system and demand gender equality across all industries (NPR, 2019; Wilson, 2018); both of which fall under the UN declaration of human rights article 1 & 2; everyone is born *equal* in their rights without distinction of any kind, such as race, colour, *sex* (UN, 2022).

### ***2.7.2 Times Up & Social Media:***

Organisational scholarship for research on sexual harassment in the workplace has been dormant for many years. Through the TU movement on social media in the past decade however, it is clear that

renewed scholarly attention on this prominent issue is warranted, but also that attention must be paid to the impact of social media on social impact campaigns, such as the MT movement. Further, a recent study suggests revitalisation to scholarly and practitioner attention on our SICM, in which understanding of the phenomena can be extended (Shawla, 2021). The TU movement on social media gave form to our thoughts and ideas regarding gender, consent, and sexuality. Social media has helped enabled the TU movement to spread awareness, grow the issue of sexual assault and harassment, and empower women in the workplace to feel free to share their experiences (Cowan, 2019).

The TU movement has predominantly utilised three social media platforms; Twitter, Instagram and Facebook to advocate for their social cause (Apostol, 2018). In 2018, during the week of the Golden Globes when female celebrities spoke in their acceptance speeches of Times Up and the need to end sexual harassment in the workplace the TU movement saw a frenzy of tweets, and retweets using the hashtag #TimesUp (Nevin, 2018). The hashtag #TimesUp went viral and evolved to create general awareness of the issue, encouraging social change through fostering support through virtual shares, likes, retweets (Bush, 2020; Sullivan, 2018). Research on the TU movement and social media uncover that online communities have helped establish avenues of hope while championing for women's rights and addressing significant issues that affect millions of women globally such as inequality, sexual harassment, respect and equity in the workplace (Shong, 2020).

Times Up has become a global movement with a diverse and all-inclusive online audience; While the movement seeks support for women and those who have faced sexual harassment in the workplace, the online movement aims to maintain a wide audience scope in order to gather greater awareness and acceptance of the issue with no exclusion or bias based on sex or race (Rittenhouse, 2018). Ultimately, social media facilitated the TU movement to attain far reaching growth and spread, and vocal female Hollywood celebrities advocating for the MT movement on social media also recognise the power and importance their large social media platforms and audiences allow in

amplifying awareness of the social cause and encouraging thousands of other women to speak out about their own experiences (The social change agency, 2022; Thomson, 2018).

### ***2.7.3 Times Up & CTA:***

The TU campaign breaks down the movement into key three underlying issues to be addressed: equity, power, and safety (Times Up, 2022). A key action in the TU movement is implementing tactics aimed at creating social change and transforming ideologies in companies, culture, and with regard to laws and policy (Times Up, 2022). The TU movement have implemented a legal defence fund initiative to directly support individuals who have experienced workplace sexual harassment and relevant retaliation and a legal network for which attorneys can join to support the social cause and victims of workplace harassment (Times Up, 2022). Additionally, from the TU movement the activist group has generated enough funds to establish an ‘impact lab’. This is a field of academics, and professionals pioneering research to uncover pathways for structural, lasting and sustainable cultural change; some of the work they have done include providing business owners and managers with advice and support on proven methods to close pay gaps, increase gender and racial diversity in leadership, and amend company policy and practices to create more equitable and safe workplaces (Delmore, 2021; MSNBC, 2021). The Times Up now organisation are a NFP and are taking legal actions; in New York in 2019 the group helped pass into law the ‘Times Up safety agenda’ which saw the New York state extend its statute of limitations for rape survivors (Vagianos, 2019). Further, TU is also fighting to pass into law multiple legislatures focused on equal rights, pay, and safety for women in the workplace. The ‘paycheck fairness act’ is an example of one act the TU is fighting to pass into law (NWLC, 2019). Conclusively, a significant CTA of the TU movement is to encourage individuals among society to start the conversation of sexual harassment in the workplace in their own circles and environments in order to begin dismantling stigma and breaking silence on the issue; further encouraging others to feel that they are not alone and are supported to speak out on their experiences (Feldblum, 2018; Fernando, 2018).

## ***2.8 Case Four: Stop Asian Hate***

### ***2.8.1 The Story of the Stop Asian Hate (SAH) Movement:***

Stop Asian Hate (SAH) is the final and most recent social impact marketing campaign and case study this research paper will analyse. Statistics support that Anti-Asian hate crime and attacks rose significantly in 2021 over the course of the coronavirus pandemic (Statista, 2021). Reports of Asian and Asian-Americans being verbally abused, spat and coughed on, and in extreme cases attacked and killed have led to SAH being formed (Buchholz, 2021). SAH was co-founded by three individuals; Cynthia Choi, Russell Jeung, and Manjusha Kulkarni in 2021, in response to the rising racial discrimination and violence targeted toward Asian and Asian Americans in the United States (Namkung, 2021). The SAH campaign is run by a coalition, with its purpose being to document and address anti-Asian hate, discrimination and violence (Turton, 2021). The surge in racially motivated hate crimes toward Asian-Americans in 2021 coincides with the COVID-19 pandemic and this health crisis believed to have emerged in Wuhan, China has seen the ‘othering’ and stigmatisation for people of Asian descent (Nghiem, 2021). However, the concept of Asian-American hate is not new; Asian Americans have experienced physical and verbal acts of violence driven by individual and institutional level xenophobia and racism since the time of their arrival in the late 1700’s right until today (Borja, 2020; Gover, 2020). As per the universal declaration of human rights (UDHR) (articles 1, 2, 3, 5), SAH is fighting for basic fundamental rights and freedoms, without any distinction of any kind, such as *race, birth, colour, sex, or any other status* (UN, 2022).

### ***2.8.2 Stop Asian Hate & Social Media:***

The SAH campaign utilised the hashtag #StopAsianHate and #StopAAPIHate on social media platforms such as Twitter, Instagram and Facebook to expedite the awareness of said social issues (Lyu, 2021). Since the pandemic began there has been a steady increase in the number of reports of microaggression slurs, hate speech, and crime against the Asian and Asian-American community in the United States (Cowan, 2021; Robert, 2022; Ruiz, 2021). Nonetheless, recent extremist events

including the assault on a Bay area uber driver (Arnold, 2021; CBS, 2021), the Atlanta-area shootings (Holcombe, 2021), an attack on an elderly woman in both Brooklyn (Ke, 2021) and NYC's Chinatown (Doubek, 2021), and the controversial Anti-Asian and homophobic tweets and posts to social media by Vogue editor Alexi McCammond (Alpert, 2021) have ignited SAH activists to use social media as an online platform to speak up and raise awareness on the issue of Asian hate. The hashtag used on social media '#StopAAPIHate' and '#StopAsianHate' was created by the Stop AAPI Hate initiative in 2021 and went viral on social media platforms including Twitter, Instagram, and Facebook (Stop AAPI Hate, 2022; UN Human Rights, 2022).

Social media has allowed affected communities a space to advocate for their cause, and these hashtags have enabled resources to be shared, support to be offered, and personal experiences and stories to be heard (Yakovlev, 2021). In a recent interview, Editor in Chief of Allure, Michelle Lee, disclosed that many members in the AAPI community are now becoming active on social media for the first time ever to ensure they are not being silenced and that their stories are being heard in mainstream media (Robert, 2021). Finally, Twitter was an essential social media platform for the growth of the #StopAsianHate movement (Marcotte, 2021), one qualitative descriptive study finding that tweets spur individuals to support the SAH movement through; 1) engaging in fundraising activities, 2) sharing support on social media, 3) sharing personal stories & experiences, and 4) wearing or showing actionable items i.e., gold ribbon (Cao, 2022).

### ***2.8.3 Stop Asian Hate & CTA:***

A key action observed after the SAH hashtag and viral social media movement was the establishment of a GoFundMe page that individuals from anywhere in the world can support; this fund has raised over \$100,000 US dollars which go directly to the NFP Asian-American Federation to tackle issues of hate crime (GoFundMe, 2022). The Asian-American Federation has been actively involved in raising the influence and well-being of the pan-Asian American community in the US through providing support for low income Asian communities (who are afraid to report to

police incidents and who face language barriers), amplifying and advocating for mainstream coverage of hate crime events in the mainstream media, providing ambassador programs to support elder Asian-American to go out in the community without fear of their safety, and by organising community action to pressure local government to reflect and change hate crime policies to recognise these crimes as such (Asian American Federation, 2020).

Another form of observable action taken following the SAH movement was peaceful protest and rallies; In 2021 numerous rallies and organised advocacy events took place across America in Houston, New York, Atlanta, DC, LA Georgia, Sacramento, Detroit, San Francisco, and other US cities as thousands stood in solidarity and support of the Asian-American community as COVID-19 extenuated anti-Asian sentiments (Al Zeera, 2022; Baylor College of Medicine, 2022; Redd, 2021; Washington Post, 2021; Yee, 2022). These protests for the SAH movement extended beyond America. For example, in Auckland NZ, a rally was held to support the cause and protest for anti-Asian violence and abuse both in the US and in NZ (RNZ, 2021; Satherley, 2021). Following these rallies systematic change was enacted as President Joe Biden responded by appointing a permanent director to coordinate new anti-American hate policies across federal governments (Pedersen, 2022). The White House made a public announcement in March 2021 of roughly half a dozen new policies and actions they would take in response to the increasing attacks and harassment Asian American and Pacific Islander communities have faced in more recent years. These directives as announced are to; Increase funding for AAPI survivors of domestic violence and sexual assault, fund National Science Foundation research on xenophobia and discrimination, re-establish the White House Initiative on Asian Americans and Pacific Islanders- with an initial emphasis on ending anti-Asian bias and violence, launch federal projects to celebrate contributions of Asian Americans to the country, establish a taskforce to address coronavirus-fuelled xenophobia against Asian Americans, and establish a cross-agency Justice Department initiative to investigate anti-Asian violence- including growing the number of languages available for translation on the agency's hate crime website and training state and local law enforcement officials on how to report

hate crimes (Wise, 2021).

## ***2.9 Chapter Summary and Implications***

The review of key literature above outlines and details the historical background of marketing, background of social media, background of social movements, and background of SICM. This is important to develop an understanding of where our four case studies stand within the context of marketing, social media, and contemporary social movements in the 21st century. Sequentially, the case study analysis of our four social impact marketing movements/campaigns are observed in contrast and establish the influence and impact of social media on these campaigns. This chapter presented the current body of knowledge on our four case studies to better compare, contrast and understand their similarities and how social media impacts social movements in the 21st century.

Due to how recent and fast paced the evolution of technology and social media has been, academia on the topic of social issues and movements has space to further develop and advance understanding on how social media contributes to and intertwines with widely-known contemporary social movements; knowledge which these four case studies will draw on. It is worthwhile to distinguish the attributes and themes that exist among our four case studies, to better understand how widely-known social movements are established and how social media can facilitate, promote, and benefit these movements. By looking at four case studies of widely-known social movements, this research can construct a strong understanding of the key themes and commonalities present in widely-known social movements that can lead to greater accomplishment of social movements objectives and goals.

Among the four case studies examined, it is evident that the studies of BLM and MT have received more rigorous attention and investment, with regard to academia and research studies. Existing studies also introduce contemporary ideas and concepts and raise an abundance of other pressing questions and avenues for future research to explore. Analysing the impact of social media on social

impact campaign marketing is a growing field of interest, which notably aligns with the fact that social media as a marketing tool more generally, is receiving increasing marketing and academic research attention, in today's contemporary world. Part two of chapter two (in-depth case analysis) introduces the four social movements of interest, suggesting the presence of commonalities present between cases and suggesting underlying themes across these contemporary movements that will be analysed thematically in chapter four. Finally, through in-depth case analysis this study examined the CTA of the four social movements in order to build assumptions and draw parallels of how widely-known social movements consequently take online, and social media powered movements offline and into the real world to create meaningful, measurable and lasting change in society.

# Chapter 3: Research Method, Methodology, Design

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## ***3.0 Preface***

The purpose of chapter 3 is to outline the research design, methods, and methodology of this dissertation. This chapter describes the design adopted by this research to achieve the aims and objectives stated in section 1.3 of Chapter 1, and to best answer this study's research question(s).

Section 3.1 details the research paradigm and data type; section 3.2. outlines the research methodology, specifically what in-depth case and thematic analysis is, approaches to in-depth case analysis, the importance of in-depth case analysis, and why in-depth case and thematic analysis are the chosen approach; section 3.3 discusses the research design- procedure and how this research will carry out the in-depth case and thematic analysis. Notably, the methodology discussed in this chapter is a case study analysis that interweaves aspects of thematic analysis to draw out and identify themes common among our four case studies of interest.

## ***3.1 Research Paradigm & Data Type***

### *Research paradigm:*

When conducting a study as a researcher, there is a broad array of research paradigms available to embody. Research paradigms are the worldviews of members of a research community and reflect the commonly shared set of assumptions, beliefs, perceptual orientations, values, and methods for collecting and interpreting data (Given, 2008; Perera, 2018). There are five broad research paradigms, these are realism/post positivism, critical theory, interpretivism/constructivism, postmodernism and poststructuralism, and mixed/multiple methods (Sheppard, 2022). The paradigm this research will exemplify is one of the two most established research paradigms (Johannesson, 2014): *Interpretivism*. The interpretivist approach can be conceptualised as having a relativist

ontology, subjectivist epistemology, and ideographic epistemology (Potrac, 2014). The key tenet to interpretivism is that reality is socially constructed (Bogdan & Biklen, 1998) and its emphasis on a naturalistic approach to data collection (ie. secondary data, case study, observation) (BRM, 2022). Our research seeks to understand the impact of social media on SICM, with interest in what is specific and unique in each SICM case study, in order to generate knowledge and draw conclusions on the relative meanings of our data. Through interpretivism, our research design acknowledges our role as the researcher as cooperative, participatory, and interactive (Pizam & Mansfield, 2009). Thus, enabling our research to obtain desired information; what commonalities and themes are existent in widely-known SICM and how can we use this to develop and offer a theory and framework for constructing a widely-known social movement through SICM.

The bearing interpretivism has on this dissertation is both the interconnection between interpretivism and qualitative research, and the recognition that based on the research nature and context of this paper interpretivist approach is a well-established, fitting, and accepted research paradigm and approach for this research to follow (Alharahsheh, 2020). Objectively, as a researcher, the interpretivist paradigm will allow this dissertation to reach greater depths by seeking the online experiences and perceptions of social campaign groups, marketers, activists and general observers in our particular social contexts (evaluating how social movements and their SICM become widely-known).

*Data type:*

Primary data collection can take the form of in-person interviews, surveying, field observation, or experiments, and serves to address a specific research problem at hand (Hox, 2005). Primary data collection is significantly more expensive and time-consuming compared to secondary data collection (Persaud, 2022). Thus, *secondary data collection* and in-depth case analysis has been selected for our methodology, as it naturally offers itself to be most effective in allowing for the sufficient answering of our research question(s) in subsequent chapters. Additionally, qualitative

methods, such as secondary data and case analysis are often used in the exploratory phase for advancing understanding of a new phenomenon; thus, making secondary data analysis and case analysis an appropriate choice for this given study (Crowe, 2011; Heale, 2018). It is of significance to note that the literature review component of this research paper has been developed to provide ample background to the terms and contemporary research on the main concepts of interest. Further, the case study research method has then been applied. Case study research method has been selected as it offers clear insight into individuals, groups, and communities, and allows researchers to observe and record sensitive information and behaviours that may otherwise be impractical and unethical to replicate under the same conditions or in experimental conditions. Additionally, case study research method enables the researcher to develop hypotheses that others can study and contribute to in the future (Bennett, 2004). As case study research method will primarily utilise secondary data from peer-reviewed journal articles and reputable websites, it is not necessary to obtain ethics approval.

Social media aligns with our desire to extract qualitative data as online social media platforms cultivate an open environment, where information is freely, and readily available. Further, qualitative research and data is best suited to this paper as it aligns with our methods of *thematic and case study analysis* and *observation* through *secondary data* to result in a narrative, descriptive account of the phenomena in which social media impacts and advances social impact campaign marketing (Guest, 2013). Sources of secondary data this research will draw on include; books, journals and online articles, data and statistics, and news and media. Secondary data is research collected by a third party; another individual or entities for their own purpose, however, can be repurposed to aid in answering the research question(s) this paper seeks to address (Tripathy, 2013). Further, a deep exploration and qualitative case study analysis and review of the four social impact marketing campaigns will help our research understand the impact and phenomena of social media on social impact campaign marketing. Thanks to the rate of technological advancement in the 21st century, vast amounts of information and data are pre-existent and easily accessible across the

internet on social media and these four social impact marketing campaigns (Johnston, 2017). This implies that through secondary data collection ample research will be included to allow this paper to examine and augment themes and phenomena pertinent to our chosen topic (Emerald Publishing, 2022).

The secondary data collected in this research paper will be *qualitative*, as opposed to quantitative. Qualitative data collection is a powerful tool in evaluative research, where case study(s) are present (Cook, 1979). Researchers following a quantitative paradigm distance themselves from the social phenomena and people of interest to their study, in order to maximise the objectivity of the research findings (Steckler, 1992). This is misaligned with the research objectives of this study, in which we require an in-depth and up-close evaluation of four cases, social media, and of the social phenomena of social impact campaigns. Forthcoming, qualitative data methods offer depth and detail; qualitative data will allow for this research paper to dig deeper into the root of social media's impact on social impact campaign marketing by observing through secondary data individuals and groups online behaviours- their presence, engagement, interaction, and responses with regard to our four case studies. Qualitative data can best help us explore and assess the underlying culture existing in these four social impact marketing campaigns and movements, allowing this research to observe online and via social media the shared behaviours, attitudes, actions, commonalities, and disparities between our four chosen movements and their navigation of social media (Grbich, 2013).

### ***3.2 Research Methodology***

The following discusses the research methodology this paper adopts; different approaches to qualitative studies, what an 'in-depth case analysis' and 'thematic analysis' are, and the importance of these two forms of analysis, and finally why in-depth case and thematic analysis are the chosen approach.

*Approaches to qualitative studies:*

There are five primary approaches to qualitative studies, these are narrative studies, phenomenological studies, grounded theory studies, ethnographic studies, and case studies (Creswell, 2018). A narrative study is most commonly used in the social sciences and applies an interpretive approach involving storytelling methodology. Further, the story is transformed into the object of the study; a specific focus is implied on how individuals and groups within society understand and comprehend the actions and events in their lives (Mitchell, 2003).

The second approach to qualitative studies is a phenomenological study, this type of research centres on individual meaning-making as the quintessential element of human experience (Patton, 2002). Phenomenological research and study are based on the assumption that there is an essence(s) to shared experiences; these essences define the core meanings mutually understood through the phenomena commonly experienced. Ultimately, phenomenological research seeks to understand and define emotional, affective and often intense human experiences (Merriam, 2009).

The next approach to qualitative studies is grounded theory study; this approach involves an interpretive methodological approach and is commonly applied by researchers in social sciences fields where the research objective is often to expose underlying social processes that shape interaction. Grounded theory studies prove fruitful in originating knowledge of the behavioural patterns of groups (McCallin, 2003). Ultimately, grounded theory studies determine and discover theory through systematic research and the collection and analysis of data (Engward, 2013).

Another approach to qualitative studies is ethnographic research. Ethnographic research is based in science and is investigative in its approach to learning about the cultural and social life of communities, institutions and other settings. Ethnographic studies are intensive in their research methods and data collection techniques to diminish biases and ensure accurate data and introduce the researcher as the primary tool for data collection (LeCompte, 1999). Ethnography as a

qualitative research approach studies people's behaviours in the everyday context, rather than under conditions made by the researcher (i.e. lab experiments or testing in unnatural environments), data is gathered from an array of sources, and observation/informal conversations are generally the main data source. This approach to data collection is focused on a small number of cases and is 'unstructured'-does not follow a detailed plan (Hammersley, 2016).

The fifth and final approach to qualitative studies that this research paper embodies is the case study research method. This approach allows for in-depth, multi-faceted exploration of complex issues and singular social phenomena in their real setting (Crowe, 2011; Feagin, 1999). The case study research method involves the intensive analysis of an individual unit (and in this research's case four individual units) stressing developmental factors in relation to the environment (Flyvbjerg, 2011). The case study research method is a well-established form of research design used particularly in social sciences and is well-recognised in business fields (Crowe, 2011). This approach can capture a range of diverse perspectives through observation of an event or phenomenon, as opposed to approaches that employ surveys or interviews to gather individual insights and singular views, allowing the researcher to gather a greater grasp of the subject at hand (Salmon, 2017). Case studies can be described as an intensive and systematic investigation of a single group, individual or other unit by which the researcher examines in-depth data relating to several variables. Ultimately, embodying a case study research method means this research will examine complex phenomena (MT, BLM, TU, SAH movements) in their natural setting (through observation and pre-existent secondary data) to increase understanding of these phenomena (Heale, 2018).

#### *In-depth Case Analysis and Thematic Analysis:*

There are a multitude of ways in which research can be conducted. The methodology used for this dissertation will be an in-depth review of case study and thematic analysis in order to gain insight on four social impact campaign case studies: MT, BLM, TU, SAH. The purpose of this

methodology is to deeply explore, identify and interpret themes in these four case studies to gather a broader holistic understanding of the impact of social media on social impact marketing campaigns and movements (McLeod, 2019). In contrast to empirical research studies that centre around obtaining knowledge through indirect and direct means of observation and experience, and developing/testing hypotheses that confirm existent theory- a case analysis seeks to review the four case studies of interest at depth, and draw out through aspects of thematic analysis the dominant themes that present themselves in our four case studies and in literature (Braun & Clarke, 2006; Chawla, 2021; Maguire, 2017) Therefore, chapter 2 (part 1; brief literature review) aims to briefly assess current knowledge on the phenomena of interest, as opposed to acquiring data for the purpose(s) of presenting contemporary findings (Brown, 1991; Burrell, 1979), and then in-depth case analysis (part 2) will allow for the four case studies to be interwoven and contrasted for common themes that later will be acknowledged and presented in the thematic analysis (chapter 4; results/findings). Thus, coinciding with a secondary data and qualitative research analysis approach, this dissertation will embody the format and structure of an in-depth case analysis. An in-depth case analysis using secondary data will not require the collection of any new data, and instead the primary focus of this dissertation will be to contrast four case studies to present through the sequential thematic analysis common and contemporary themes that exist in widely-known SICM, and to address the research questions and problems identified in this paper (Sheffield, 2021).

*Importance of in-depth case analysis and thematic analysis:*

The rate and speed at which the production of knowledge and literature is taking place in the 21st century is rapid. Further, such growth has abetted fragmentation and conflict among researchers on a given topic (Synder, 2019). This knowledge can be termed an “information overload” in which the ease and convenience of access to information from communication technologies has resulted in a mass abundance of literary articles, publications & opinions on a vast array of topics (Bawden, 1999; Edmunds, 2000). It is no revelation that this information overload has in effect created

inefficiencies when endeavouring to interpret and advance from existing research. Therefore, in-depth case analysis is essential in research for several primary reasons.

First, in-depth case analysis can deeply explore individual case studies to tackle collectively broader more abstract questions and researchers can evaluate multiple case studies to assess the current state of research on a specific topic through a lens of contrast and comparison (Zucker, 2009). Secondly, in today's rapidly progressing and globalised world it is important to update knowledge in particular research areas and reconsider the congruence of certain phenomena and its relevance within the contemporary environment (Randolph, 2009). Thus, case study can be defined as an intensive study into a person, a group of people, or a unit, which is aimed to generalise over several units (Heale, 2018). The importance of this approach is that it allows for multi-faceted and in-depth exploration of complex issues, in their contemporary and real-life setting (Crowe, 2011). For the purposes of this research, we will explore four marketing campaigns and movements, MT, BLM, TU & SAH as case studies. A case study analysis of these four movements is essential as this study aims to generalise and dissect the commonalities and themes that make such movements widely-known in the 21st century (Rashid, 2019).

The case study research method will allow probing into two areas of interest: social media, and contemporary social impact campaign marketing. As described by Patton (2014), case studies are of particular importance and best suited to this research as this paper aims to understand the phenomena of widely-known social impact marketing campaigns in depth, allowing for identification of four movements with ample, rich information (Noor, 2008). The latter of this dissertation (chapter 4) expresses through thematic analysis the commonalities among four case studies that have been reviewed in depth in chapter 2. Thus, thematic analysis is important for its ability to enable the research questions related to social media and its impact on social movements/campaigns to be addressed.

Ultimately, due to social media being a relatively new phenomena expedited by the global rate of technological advancement and growth, in-depth case study and thematic analysis are our chosen approach because of the benefit they offer through seeking to acutely understand our research topic and the state of current research in today's contemporary environment (Darke, 2002; Dasgupta, 2015; Hoskisson, 1999). Hence, through unifying case study and thematic analysis approaches this research can deeply explore and scrutinise case studies and literature on relevant phenomena to advance knowledge on the current research topic with particular concern for disparities that exist and/or arise in the contemporary marketing environment. The case study method is best suited to this research as the research questions in this paper seek to explain a present circumstance i.e. the 'why' and 'how' the social phenomena works. Additionally, the case study method is relevant as this study's research questions require both in-depth and extensive description of the social phenomena, this research seeks to understand the impact of social media on SICM; MT, BLM, TU, & SAH (Yin, 2009). Finally, this research methodology and approach will encourage and propose pathways for advanced research; future research directions and recommendations will be made (Torraco, 2005).

### ***3.3 Research Design: Procedure***

The research design for this study is qualitative. The approach taken for the design of this research paper is to analyse the four social impact marketing campaigns (MT, BLM, TU, & SAH) through in-depth case study and sequential thematic analysis; bringing forth literature to generate an in-depth, multifaceted understanding of social media and the complexity of its impact(s) on social impact campaign marketing (Crowe, 2011). Case study analysis is a well-established form of research design and will allow for the extraction of qualitative data on these four social impact marketing campaigns (Kohlbacher, 2006). Chapter 4 (results and findings) will then analyse the data and identify in sections and subsections the dominant themes that exist among the four case studies with regard to their SICM.

Notably, this current study will follow the directive of Yin (2009). The research design will follow six key stages; plan, design, prepare, collect, analyse (integrating chapter 4- thematic analysis), and share. The first stage when planning the case analysis is to; explore and develop an understanding of the philosophical paradigms essential in the research, contrast and compare the characteristics among preferred methods, evaluate traditional and contemporary qualitative research designs, and apply the elected techniques and methods to this study's research design (Zucker, 2009). The next stage when designing our review is to envisage what the need is for the review, and the capacity for valuable contribution to the research topic. At this point it is essential to compose research questions of relevance and significance to the direction of the research. Initial research questions have been amended and revised reflective of the knowledge advancement on the research topic that has taken place over the duration of writing this research. The third stage is to select and prepare the case studies (McCombes, 2019). This stage requires filtering through a broad array of literature on social media, social impact campaign marketing, and on literature of each of the four case studies (MT, BLM, TU, SAH). When filtering through literature on the research topic and four case studies, a list of keywords was developed for the purpose of narrowing and defining the search scope more distinctly. As such, keywords used when searching were; social media, BLM, social movements, MT, social impact marketing, TU, SAH and social impact marketing campaigns. As our study progressed additional relevant keywords were added such as storytelling, content type, audience personas, engagement, and call to action. Through Google Scholar searches, these keywords allowed for our research to capture literature on our four case studies from secondary sources and a variety of online databases such as ScienceDirect, JSTOR, SpringerLink, Scopus, Wiley-Blackwell publishing, Elsevier, Taylor & Francis online, Emerald Insight, SAGE journals. Due to the use of secondary sources and the non-primary nature of our data collection, ethics approval was not required in this process.

The four case studies chosen were selected due to their relevance to our problem statement and research questions- These four case studies all have the potential to challenge existing assumptions

and theory, propose practical courses of action to resolve a problem, offer contemporary, advanced, and/or unanticipated insights into social media and SICM, and stimulate modern direction for advancement in the research topic (McCombe, 2019). Additionally, when collecting data (stage 4) for our case analyses- it is crucial to consider where the ‘data’ is coming from, and how the quality and dependability of literature on our case studies will be assessed and managed. Firstly, it is important to acknowledge that a variety of resources have been intertwined in the case analysis; the ‘data’ that will be presented in the later findings through thematic analysis (TA) comes directly from the case analysis of the four social movements, and this data is sourced online, through relevant secondary peer-reviewed journal articles, movement webpages, articles on the social cause/issue, news media, and personal analysis of the movement’s public social media pages.

The selection and inclusion criteria for the four cases investigated in this study are as follows;

- Social impact marketing campaigns, founded in the 21<sup>st</sup> century
- Social impact marketing campaigns that significantly utilised social media in their creation and development for growth.
- Widely-recognised social impact marketing campaigns based on contemporary media coverage

Additionally, this study develops a practical plan in which a two-factor inclusion criterion is noted;

1) Journal grade, 2) Publish date. Firstly, journal grade is of significance as noted by the Australian Business Deans Council (2019) as “rigorous peer review lies at the heart of scholarly progress”.

Thus, this council expedites the process of finding and analysing secondary data sources by assessing and grading the quality of academic journals triennially (every three years). This research paper is guided by the 2019 journal quality list & has been amended to reflect the updated 2022 journal quality list published in December 2022. Selected from the list were primarily A grade journal sources and peer reviewed journal articles to ensure high publication quality. Pointedly, highly cited seminal articles are often cited by A grade journals and selected indicative of their prominent influence on more recent and contemporary research works. Notably, seminal works

published in historical journals have been incorporated. This is important as seminal work, often coined landmark or pivotal studies, initially present fundamental ideas of significant importance within their given discipline.

The second inclusion criterion is publication date. Evidently, extensive use of greatly historical research articles will offer outdated insights that may harm the accuracy of our research analysis. Thus, this review principally adopted modern sources from the previous ten years, 2012-2022, in order to gather dependable and relevant insights on each of our case studies that is reflective of the contemporary marketing environment in the 21st century (Davies, 2011). Even so, it is important to acquire and introduce seminal work that fits outside this timeframe that lends itself to the background of our research topic and allows the researcher to build a fundamental basis and grounds for which definitions and concepts of significance can be recognised as having advanced beyond traditional understanding. Each case study is presented in an easy to comprehend and consistent manner with four comparable sections so that converging patterns and lines of inquiry can be established. Collectively, each case study analysis identifies primary themes that are common amongst all cases to later be interpreted through thematic analysis. The fifth stage is to analyse the four cases. This stage encompasses abstracting from research articles of each case study the most relevant information to fulfil the purpose of the case analysis and allow for comparisons to be made across the four cases (Crowe, 2011). Analysis method varies depending on the review approach. As this study embodies a case study analysis followed by thematic analysis approach, the primary focus in the case analysis is to contrast and compare data from the four case studies in order to establish links and the dominant key themes that will be introduced in the thematic analysis (chapter 4). Thus, chapter 4 of this research paper further analyses and synthesises key themes introduced in chapter 2 part 2 (the in-depth case analysis).

Braun and Clarke (2006) provide a six-phase framework which this thematic analysis partially follows, these phases are 1) become familiar with the data, 2) generate initial codes, 3) search for

themes, 4) review themes, 5) define themes, 6) write up. Comparatively, this framework echoes similar sentiment to Yin's (2006) six stage directive that this research design also follows. Phase 1 & 3 have been exhausted in the case analysis; data is familiar and key themes have been observed. Thus, the thematic analysis in chapter 4 of this research paper focuses on and delves directly into phases 2, 4, & 5; generating codes for the presentation of each theme and subtheme, further reviewing these case studies based upon relevant themes, and finally defining the themes in preparation for chapter 5 (writing up the conclusion, implications, and future research avenues). Both Yin (2009) and Braun and Clarke (2006) research design frameworks elect stage/phase six to be the sharing of results/the write up. In this stage/phase it is paramount to articulate distinctly to the reader the contribution this review, and research topic makes in advancing knowledge in the marketing discipline. Essentially, the key contribution of the case and thematic analysis is refining and enriching contemporary knowledge of social media's impact on SICM through exploring common themes existent among the four widely known social movements examined. Successively, this paper will now introduce chapter 4- the study results and findings.

## Chapter 4: Results / Findings

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### *4.0 Preface*

What are the themes and commonalities present among widely-known social movements? Although studies and research on social media and social movement impact campaigns is steadily growing and developing in the field of marketing, this essential question is yet to be fully acknowledged. Based upon the in-depth review of the case studies for the four social movements, this chapter interweaves factual materials into a thematic analysis to identify, present, and interpret the key themes as the findings of this research study. These three key themes and their relevant sub themes collectively demonstrate the fundamental pillars for building widely-known social movements and SICM.

The key themes identified in this dissertation are the fundamental approach to storytelling (in social movement campaigns), the impact of social media in the 21st century (as a contemporary platform for social movement campaigns), and the essentialism of social impact movements nurturing a clear CTA. Additionally, each of these three themes offers pertinent subthemes.

The purpose of this chapter is to detail all the results and findings of the study through a thematic analysis approach. Presenting the findings for this study is essential as a researcher, to answer our research questions. This chapter will begin with a brief description of the study (4.1) and will follow by presenting the findings of this research in the sequential order in which themes arose throughout our review of literature and case analysis. Thus, section 4.2 substantiates theme one (the fundamental basis of storytelling), section 4.3 substantiates theme 2 (the contemporary environment and social media in the 21st century), and section 4.4 substantiates theme 3 (call to action). Conclusively, section 4.5 provides a brief chapter summary of the results and findings.

It is valuable to recall that the results and findings presented in this section have been derived directly from the in-depth case analysis. Thus, the ‘data’ presented, has been sourced online through the relevant movement webpages, articles on the social cause/issue, news media, and personal analysis of the movement’s public social media pages.

The themes and their relevant sub themes are identifiable as the key drivers that contribute to establishing widely-known social movements and align with our two research questions and our primary research aim/objective. Based upon the review of literature and case analysis, the remainder of this chapter unifies the findings and results to demonstrate:

- 1) the key themes present among widely known social movements,
- 2) how social movements can lend themselves to widely known social impact marketing campaigns on social media, and
- 3) the specific approaches, techniques, and tools organisations, individuals and groups alike, can apply and embody on social media, to create widely-known social impact marketing campaigns.

#### ***4.1 Brief Description of Study***

Based upon chapter two, part one; review of important literature, and part two; in-depth case analysis of the four studies, this section will identify, present, and interpret the three key themes in SICM for social movements. The first key theme this section will dissect is the ‘fundamental approach to storytelling’; both traditional and contemporary social movements all share common attributes and traits with regard to their *fundamental approach to storytelling*- how their social movement and the social issue are being communicated.

The second key theme this section recognises ‘the contemporary environment: social media in the 21st century’; an in-depth observation of social media (part one) & our four case studies (part two) evidence the significance of utilising social media for contemporary social movement campaigns

and lean on literature to identify similarities in how each movement has configured a strong and sustained online presence. The third and final key theme is the ‘CTA’; through prior in-depth case analysis of the four case studies, this research now introduces and discusses the relationship between widely known social movements and their robust CTA to empower action to be taken in the real world, and to promote transformational change in society today. Table 1 illustrates the results of this case analysis. This table demonstrates and identifies the three key themes and their pertinent sub-theme.

**Table 1.**

*Thematic Analysis Overview: Key themes and Subthemes*

Key themes	Sub-themes
Fundamental Approach to Storytelling	<ul style="list-style-type: none"> <li>● What/Why the social movement story is being told</li> <li>● Who is telling the social movements story</li> <li>● When the social movements story is being told (the timing)</li> <li>● How the social movements story is being told</li> </ul>
The Contemporary Environment; Social Media in the 21st Century	<ul style="list-style-type: none"> <li>● Online audience personas &amp; target audience(s)</li> <li>● Evaluating social media platform/app performance</li> <li>● Types of content and engagement</li> </ul>
Call To Action (CTA)	<ul style="list-style-type: none"> <li>● Protest and rallies</li> <li>● Law reform &amp; policy change</li> <li>● Changing ideologies &amp; societal transformation</li> </ul>

Figure 1 below illustrates the thematic map; a pictorial representation of the three themes, characterised by experiential and perceptual spheres and their supporting sub-themes.

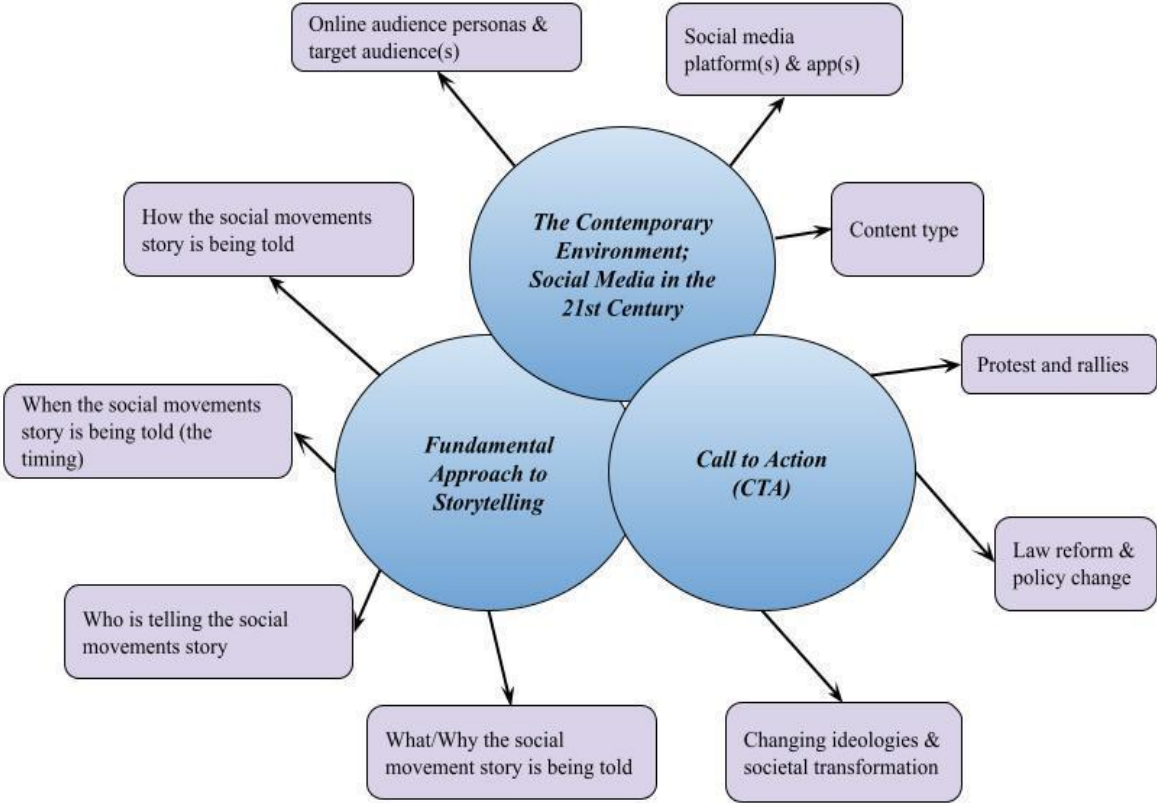
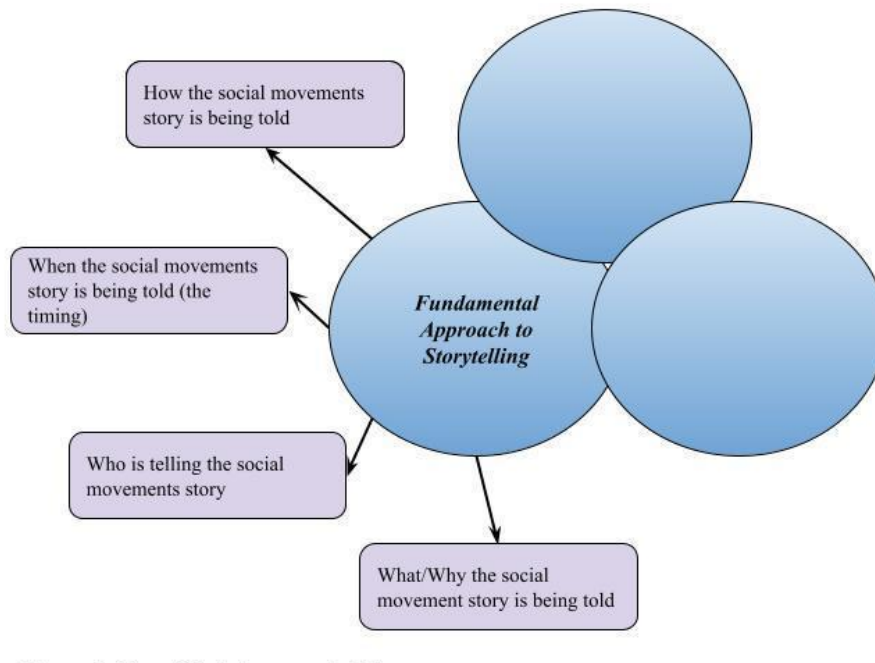


Figure 1. Map of final themes and subthemes

## 4.2 Theme one: *Fundamental Approach to Storytelling*



**Figure 2.** Key theme one and associated sub-themes.

Storytelling/Telling stories is the fundamental basis to how we as humans and as a society pass and share knowledge (State Government of Victoria, 2019). Prior review of literature highlights the importance of understanding how social movements approach and navigate storytelling when conducting SICM to advance their cause. Drawn from the case study analysis (chapter two, part two) the first theme and initial key step to take when proposing to construct a widely-known social impact marketing campaign is to consider the approach to storytelling that the movement will adopt. Fundamentally, social movements come to occur when there is a specific problem or issue that people in society want to address (Houghton, 2013). The four case studies and social movements this paper examines all demonstrate groups attempting to either create change, resist change, or provide a political voice to those otherwise disenfranchised (Pressbooks, 2022). Thus, four important considerations arise surrounding the method and approach to storytelling social movement groups will adopt when establishing their SICM;

- 1) Who is telling the social movements' story?

- 2) What story is being told and how are they telling it?
- 3) When is the story being told? (the timing)
- 4) How is the story being told?

These four considerations are crucial in constructing widely known social movements and will each be explored as sub themes pertinent to the overarching theme one- fundamental approach to storytelling. Thus, the following four subsections explore at length the fundamental approach to storytelling for social movement groups, based upon the identified similarities and themes drawn from the four case studies and widely-known social movements.

#### ***4.2.1 Sub theme: What/Why the Social Movement Story is Being Told***

All social movements tell an important story; just as all major religions on earth are based on stories that to this day influence and shape nearly every aspect of human behaviour (Japhet, 2018).

Essential to the concept of storytelling is the what and the why of the story; what story is being told and specifically, why this story is being told. Storytelling holds great power for social movements; it is a way of giving structure to an experience in a purposeful way and communicating this experience(s) with other people in society (Ganz, 2001). Through prior case study analysis of four social movements (MT, BLM, TU, SAH) it is firstly observable the common traits shared among these widely-known social movements with regard to *what* story these groups are telling and *why* they are telling their story. The MT, BLM, TU, and SAH movements are all activist groups, formed with the aim to collectively overcome an issue (their social cause).

Each movement tells their story for they believe there is a need for political or social change (Cambridge, 2023). Additionally, each of these social movements tells the story of inequality and injustice toward their specific cause and group of people affected by the issue. For example, BLM is focused on police brutality, systematic injustice, and the unequal treatment of black people and in black communities. As noted in our four case studies, why each widely-known social movement is

telling their story can also be derived from overarching inequities and fundamental human rights not being met- as per consistent reference to the Universal Declaration of Human Rights (UDHR). Each of the four social movements are fighting for societal change to have their basic and universal human rights met and respected. Stories are the most powerful tool we have for increasing understanding and building engagement of these social issues, thus social movements tell their story as this is the first pillar in how we as humans communicate and interact, and prominently this can facilitate transformation and change in one's own and others behaviours and beliefs (Neimand, 2018).

#### ***4.2.2 Sub theme: Who is Telling the Social Movements Story?***

The next sub theme present when examining our four case studies, in relation to their fundamental approach to storytelling is the consideration of *who* is going to tell the social movements story. A prominent theme that arose when investigating the four case studies was that these widely-known social movements all leverage an individual or a small number of individuals as their leaders, to be a recognisable face and name to their movement; MT- Tarana Burke and Alyssa Milano, BLM- Alicia Garza, Patrisse Cullors, and Opal Tometi, TU- Female Hollywood celebrities (ie. Reese Witherspoon, Jennifer Lawrence, Jennifer Aniston, Meryl Streep, Melissa McCarthy, Michelle Williams, among others), SAH- Cynthia Choi, Russell Jeung, and Manjusha Kulkarni. Secondary research supports that social movements and campaigns benefit significantly through having their story told and echoed by its leaders. Further, it is critical for social movements to have leaders who tell their story as they inspire commitment, create and recognise opportunities, mobilise resources, frame demands, devise strategies and ultimately can influence outcomes of social movements and their SICM (Morris and Staggenborg, 2004).

Efficacy toward the collective goals and aims of each social movement is heavily dependent on leadership and practices such as cultivating the shared experiences and values of others in society and amongst the group to enable strong articulation of a public narrative by movement leaders

(Ganz, 2008). The four case studies examined exemplify how leaders are responsible for strategic decision making, organising others to participate in the movement, and inspiring others through storytelling. Thus, these widely-known social movements all employ leaders to tell the story of the movement not only for the purpose of sparking inspiration in others, or to articulate their own personal experience with the issue but rather to evoke wider transformational change through clearly narrating, connecting with, and organising its members to achieve the explicit strategic objectives and goals set by the movement (Morris and Staggenborg, 2004).

Evidently, in specific regard to who is telling the social movements story in the contemporary environment (on *social media*), an empirical study examining social movement not-for-profits (NFP) groups and organisations introduces the concept that social impact campaign marketing has prominent, observable, and significant differences; based upon whether the social movement story and the social impact campaign marketing and content is coming from a social activist/leader of a NFP campaign, or from a business organisation and brand (Wang, 2022). This empirical study explored the BLM movement and uncovered that large scale movement support can lead to strong negative effects for brands (ie. the bandwagon effect), brands with historical pro-social posting on social media attenuates these negative effects, and brands with social orientated missions also suffer less from these negative effects. Further, the negative/positive effect of a social impact marketing campaign is influenced by consumers political affiliation (i.e. the negative effects of BLM support are amplified/attenuated for brands with mostly Republican/Democratic customers) and ‘Slacktivism’ (showing support to BLM in words, without financial donations) can mitigate the negative effects for brands with mostly Republican consumers but amplify the negative effects for brands with mostly Democratic consumers. Thus, an important consideration when telling a social movements story on social media is to ensure that the leader telling the story is credible and recognised as a prior activist to the cause, and that the leader is promoting a NFP cause and the social issue, as opposed to promoting their brand, an organisation, or any other agenda.

#### ***4.2.3 Sub theme: When the Social Movements Story is Being Told (The Timing)***

Another subtheme to recognise based upon the case analysis of the four social movements is that the timing and when the story is being told is of paramount importance when aiming to establish a widely-known social movement. Seminal literature suggests that social movements and politics are heavily interlaced and that in accordance with political opportunities theory (Meyer, 2004) the current political context is principal in explaining social movements and their effect on society (McAdam 1982; McAdam, McCarthy and Zald 1996; Tarrow 1992). Further, it is notable that social movements arise during times where political circumstances allow for these movements to be favourable in their contemporary environment (Banks, 1972). Thus, the common attribute among the four widely-known social movements examined is that all cases (MT, BLM, TU, SAH) have been contrived recently/in the 21st century. This is an important time and period in history; between 2006-2020 studies found that the global number of protest movements has more than tripled (Ortiz, 2022). This is due in part to two factors; 1) globalisation and online platforms provide greater avenues and opportunities for individuals and groups to share their voices and opinions and be heard in the media, and 2) globally a significant number of people are rebelling against the way things are, meaning social pressure and demands for change is rising (Chenoweth, 2021; Taylor, 2021).

Thus, timing when building a social movement and SICM can be either advantageous or detrimental to the movement's outcome. Namely, if a social issue, or cause, precedes the rate of social change and does not align with current and prominent societal ideologies, although the issue may be a worthwhile cause to fight for, the timing for establishing such a social movement and campaign would be unfavourable. Furthermore, social movements should not come to develop under these conditions when there is a shortfall in the number of people in society who can perceive the gap between their present reality and their desired reality. Ultimately, these conditions demonstrate a lack of drive and/or desire for social change in the current context (WAN, 2017).

#### ***4.2.4 Sub theme: How the Social Movement Story is Being Told***

The fourth and final subtheme to explore is how the social movement story is being told. There are varied characteristics of stories and approaches to how a story is told; therefore, it is important in storytelling to evaluate and select the correct and best-fitted approach for the social movement of focus (Moezzi, 2017).

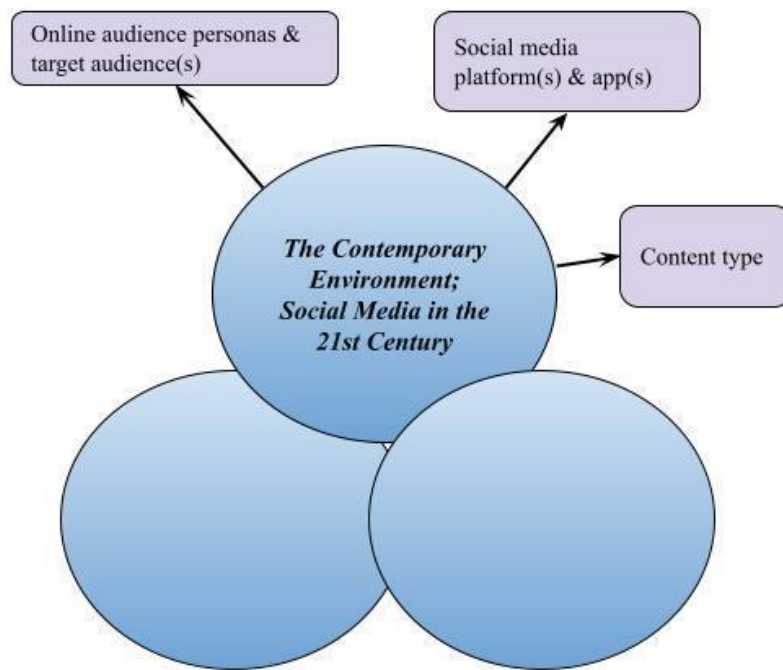
Effective storytelling is both an art and a science; this process involves adopting the right storytelling approach and techniques, and understanding your specific audience (Davidson, 2016). Recent literature focused on NFP activist groups and their SICM efforts indicates that facts and figures do not work in fostering connection, engagement; thus, for NFP's and social movements, "Stories beat statistics" (Mary Cahalane, 2023). Furthermore, in the context of the four social movements previously examined, it is identifiable that all NFP activist groups have embodied an specific approach to storytelling: Emotional storytelling. Emotional storytelling is a scientific and psychological approach to storytelling which has proven itself effective in many NFP organisations and in the field of marketing (Dutchover, 2014; Jamula, 2021).

Emotional storytelling is a tool used to encourage the audience and individuals observing the social movement to think about and consider their own situation with regard to the issue, the way they feel, and the motivation behind their choice and actions. Further, each case study uses emotional storytelling to express their social cause and connect with their audience through building emotion and gaining the audience's empathy, this emotional appeal is what drives a person to take action (McCallion, 2022; Oatley, 2011). An example of this is the BLM case, which builds on the harrowing loss of Michael Brown's life- an 18-year-old African-American boy who was fatally shot over seven times by a police officer when outside walking with a friend. This storytelling approach targeted emotion and a singular story of one individual and saw the entire BLM movement gain greater traction and growth through creating widespread uproar which resulted in the organisation of protests, and rallies calling for action. Another example of this is the MT movement, which adopted

emotional storytelling techniques and built empathy for victims of sexual abuse and sexual harassment, through survivors publicising their experience and telling their story in order to let others know they are not alone, and to build a supportive community (Maryville University, 2022). Additionally, emotional appeal is beneficial in the context of social movements as it engages the social-emotional side of the brain (Brockington, 2020; Renken, 2020; Zak, 2014), and is found to increase individuals' ability to absorb new knowledge and learn more effectively (Banister and Ryan, 2001).

Another parallel among the four case studies is the narrative created when each movement tells their story. Behavioural science research concedes that “The story of one empathetic character is compelling. The story of a mixed group of different people is complicated.” and “The story of one child is more compelling than statistics about millions” (James, 2022, pp. 1). Coherently, prior case analysis in this paper illustrates how each story movement has materialised and symbolised specific and singular key stories of individuals to highlight the broader issue that needs addressing. For example, the BLM movement held over 100 protests in the name of Trayvon Martin (Williams, 2013). Martin's story is a story of one singular and empathetic character, with a somber outcome that emotionally motivated its audience to take action. However, Martin's story did not only encourage action, but also spread light and awareness as to the broader issue needing to be addressed; the on-going violence and police brutality toward black people and in black communities. Likewise, the case of Harvey Weinstein ~Hollywood mogul and movie director who got away with decades of sexual misconduct (Diaz, 2022; Kantor, 2017) in the MT movement embodies a parallel concept. Harvey Weinstein served as the singular (antagonistic) character of focus; the story of Harvey Weinstein inherently bolstered momentum for the MT movement as his story was a real illustration of the broader and more complex social issue at play; a culture of silence toward sexual violence and misconduct that stems from gender inequities, power dynamics, and tradition/historical norms (Corbett, 2022).

### *4.3 Theme two: The Contemporary Environment; Social Media in the 21st century*



**Figure 3.** Key theme two and associated sub-themes.

Prior review of literature on social media highlights and stresses the importance of understanding social media and its profound impacts, both negative and positive, in the 21st century and on society (Amedie, 2015). Social media facilitates and enables users to create, share, and participate in social networking (Oxford, 2022) and host an expected global audience of 4.89 billion in 2023 (Oberlo, 2023; Ruby, 2023). Drawn from the case study analysis (chapter two, part two) the second theme and critical key step to take when proposing to construct a widely-known social impact marketing campaign is to consider how the social movement and its campaign will navigate and orient itself in the online world of social media. Essentially, social media can be used as a tool to facilitate and expedite the growth of social movements. The four case studies and social movements examined in this paper all utilised social media as an online platform to amass significant support through fostering connections, building an audience, creating awareness, and promoting their CTA (Gilbert, 2023; Move Me Berkeley, 2023).

Three components are crucial considerations when constructing widely known social movements and establishing their online presence and SICM. These are:

- 1) The online audience persona(s) and target audience
- 2) The social media platform/app(s)
- 3) The content type

Each component will be examined as a sub theme pertinent to the overarching theme two- The contemporary environment; Social media in the 21st century. This means the following three subsections will explore at length the contemporary environment and social media in the 21st century on the premise of; identifying the social movements online persona(s) and target audience and understanding both the most effective social media platforms and apps, and type of content.

#### ***4.3.1 Sub theme: Online Audience Persona(s) and Target Audience***

Crucial in the delivery of widely-known SICM is the employment of social media as a tool for advancement (Kidd, 2016). Social media acts as a facilitator, enabling social movements an additional platform and contemporary environment in which their campaigns can develop and grow. Imperative to this paper and prior objectives, is the need to divulge how social media can be utilised as a marketing tool for social movements. Firstly, it is important to review the online audience persona(s) and target audience the given social movement seeks to attain via social media. The concept of audience persona(s) comes from research and literature in the field of marketing. Pulizzi (2013) defines an audience persona as the fictionalised description of the prototypical member of one's core audience. This meaning assumes that not all audiences are of equal importance to social movement groups and their online SICM tactics. Further, defining the social movements audience persona enables the movement to target specific audiences most likely to be instrumental in the achievement of the movement and campaigns overarching goals (Kopacz, 2021). Conjointly, identifying the social movements target audience(s) involves consideration of which particular

group the social media campaign should be aimed at. Target audience groups for social movements are commonly defined on the premises of specific characteristics such as demographics, behaviour, and political and ideological beliefs (Kitunen, 2019).

Prior case study analysis of the four social movements, MT, BLM, TU, SAH, distinguishes that each social movement determines their online audience persona(s) attentive to groups that share similar views and beliefs toward the social issue of interest. Distinguishably, the target audience(s) for a social movement, consists not just of individuals and groups matching the views and beliefs of the social movement, but also aims to target individuals at the opposite end of the spectrum, who hold opposing beliefs towards the social issue. Social movements' interest in targeting these individuals/groups is for the purposes of sharing their own perspective, educating, persuading, and influencing change. For example, the MT movement audience persona and prototypical member of their core audience would be the female demographic and victims of sexual harassment and abuse. Through this audience becoming members of the MT movement and speaking up on their own experience of sexual harassment and abuse, collectively, they define the audience persona of the MT movement and have been instrumental in the achievement of the movement and the campaigns overarching goals. The target audience for the MT movement is broader however; the MT movement seeks to grow awareness and foster social change with regard to the social issue and thus males, and powerful authorities, can also be defined as a target audience. Similarly, the BLM and TU movement also exhibits the same approach; the target audience is public actors, and government/the state, as inequities, power hierarchies, and government policy and laws, are all major factors in addressing these social issues from the root (Dubuisson-Quellier, 2013; Dyke, 2004). As noted in the case analysis, these four widely-known social movements are attentive to their audience persona and target audience. Identifying these groups on social media can enable social movements to have a clear online direction. Further, it provides social movements the ability to a) focus their online marketing messages and campaign approaches, and b) curate their content to the specific needs of these audiences (Campaign Monitor, 2023).

#### ***4.3.2 Sub theme: Social Media Platform/App***

When constructing widely-known social movements another dominant sub-theme that appeared was consideration toward the social media platforms and apps that each social movement used. United with the prior sub-theme, the most important factor when electing the best-suited social media platform(s) i.e. Twitter, Instagram, Snapchat, is knowing what platforms your audience are most active on (Horzewski, 2021). As observed in the case analysis, all four social movements most prominently utilise the following social media platforms; Facebook, LinkedIn, YouTube, and primarily Instagram, and Twitter. These platforms are some of the most popular social networking sites, hosting billions of users (Menlo Park, 2020; Statista, 2022), and with the average social media user engaging with an average of 6.6 various social media platforms (Dean, 2021) it is important for social movements to establish their online SICM presence through a diversity of social media platforms, as opposed to exclusively focusing on any singular social platform.

Further, when considering the nature of social movements and the functions of various social media platforms, it is observable that all four case studies have employed a consistent narrative and a consistent marketing strategy across all social media platforms to align with their overarching social goals and objectives (Forbes, 2019). As mentioned prior, social movements are dominantly NFP organisations, thus, selecting the right social media platform and channels to establish the social movements marketing campaign varies greatly than that of businesses organisations. Key factors for businesses to consider when selecting the right social media platform for their goals include; their industry, and their competitors (Chen, 2021). Whereas social movement groups place greater weight on factors such as; what platforms the target audience is most active, the content being curated on different platforms, and what platforms offer the largest audience reach. Finally, choosing the best-suited social media platform for the social movements SICM also depends on the type of content the movement wants to create and illustrate to their given audience (Volyntseva, 2022). Thus, content type is now introduced as the third and final sub-theme when analysing the overarching theme ‘The contemporary environment: Social media in the 21st century’.

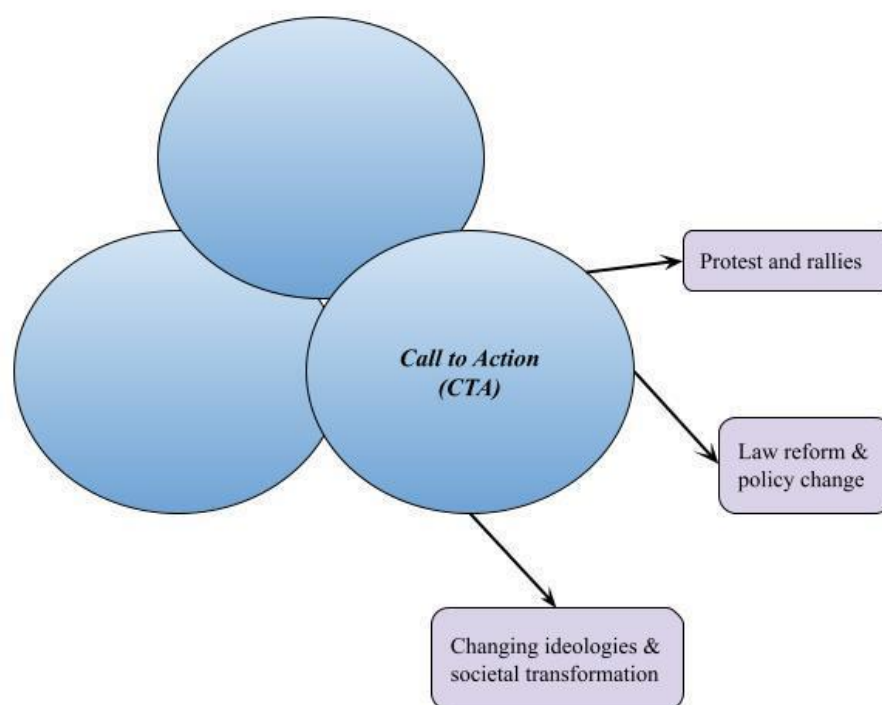
### ***4.3.3 Sub theme: Content Type***

The final significant sub-theme present was content type. Each case study utilised and created specific types of content on given social media platforms to best support and grow their SICM. Social media content can be defined as content which has been created by individuals, companies, or social groups, for the purpose of being delivered and consumed on social platforms (eg. Instagram, Twitter, Facebook). Generally, ‘content’ comprises all that is shared by users on social media platforms (West, 2021), thus ‘content type’ is specific, tailored, and dependent on the social platform being used, and their ingenuity and ability to offer certain types of content. Some examples of content types are; written posts, blogs, articles, images, stories, videos, live videos (Mailchimp, 2022).

The type of content varying social media platforms offer contributes significantly to the social movements ability to express and deliver the story of their social cause in the most effective way. Thus, intersecting with the contemporary environment and social media in the 21st century, it is essential for social movements to deliberately employ social media content that is tailored to the needs of the audience on platforms that allow for this. For example, through case analysis it is evident that many social media platforms are used by widely-known social movements due to the type of content they support (ie. Twitter; Tweets, Instagram; Hashtags and stories, YouTube; Video’s). The most decisive type of content observed among the four case studies was the use of hashtag. Recently coined ‘Hashtag activism’ (Simpson, 2018) it is a prominent theme for social movements to devise a hashtag to more easily disseminate information with regard to the social movement, thus enabling activists to quickly mobilise and more easily communicate the social issue across a range of social media platforms (Afnan, 2019). Case analysis demonstrates how social movements engage in content creation on social media as a means of raising awareness. Through the establishment of viral hashtags on Twitter (#BlackLivesMatter, #TimesUp, #MeToo, #StopAsianHate), these social movements have all been effective in ensuring the conversation of their social cause remains popular and relevant in public discourse (Simpson, 2018). Ultimately,

these movements adopted the Twitter hashtag as a key tool for their online SICM, and it is distinguishable that consideration for content type is of paramount importance, as content type and delivery of content on social media both drives engagement and facilitates the growth of social movements in the 21st century (Housley, 2018).

#### ***4.4 Theme three: Call to Action (CTA)***



**Figure 4.** *Key theme three and associated sub-themes.*

A call-to-action is the final and definitive stage when conducting a social impact marketing campaign on social media (Tanner, 2022; Tyagi, 2021). A CTA is a call to activists and to the movement's audience to participate and take a direct and specific action in order to achieve the aims of the social movement, and deal with the social issue (Oxford Languages, 2023). Without a CTA, social movements and SICM fail to provide the audience with direction on what action they should take, and what they should do next; a CTA is the directive to transform a social movement's online momentum into tangible real-life action. As observed in the case analysis section, three subsections are identified as to the specific types of CTA's common across the four social movements, these

include 1) Protest and rallies, 2) Law reform & policy change, and 3) Changing ideologies & social transformation. These three considerations are crucial in constructing widely known social movements and will each be explored as subthemes pertinent to the overarching theme three- CTA.

#### ***4.4.1 Sub theme- Protest and Rallies***

The first prevalent CTA for social movements to incorporate into their SICM strategy is protests and rallies. Protest and rallies mobilise public opinion and have been used historically as a primary means for effecting political and social change through placing pressures on governments, groups, and institutions (Jones, 2015; Wallace, 2014). To protest is to say or show publicly that you object to something, and to rally is to demonstrate publicly your support toward a specific opinion/cause; Thus, all the case studies examined adopted this CTA into their SICM approach through strategically organising and encouraging members participate in protests or rallies for the purpose of taking action and making a statement to express their disapproval, objection, and/or opinion toward the current state of their social issue and how this social issue is being handled and dealt with by the government and members of society at present. The four case studies all adopted protests and rallies into their SICM for their ability to firstly mobilise civil society, and then to seek to influence political institutions (Jenkins, 1995). For example, following actor Alyssa Milano's CTA and viral tweet reading "*If all the women who have been sexually harassed or assaulted wrote 'Me too' as a status, we might give people a sense of the magnitude of the problem.*" and the hashtag '#MeToo' that subsequently went viral across numerous social media platforms: the MT campaign led by social activist Tarana Burke then adopted protest and rallies into their CTA and SICM technique, and organised #MeToo marches all across America, even coordinating marches with other activists in support of the cause from countries all around the world (Diaz, 2021; Pengelly, 2017).

Notably, protests and rallies have been adopted into the core of SICM, as they support the CTA and overarching objectives of a social movement. Further, they create disruption in society, and confront and challenge the structures, government, and organisations that give agency to these issues

(Germain, 2019). Through case analysis, it is apparent these movements incorporate a SICM approach that places focus on drawing attention to their social issue and cause and exercise this power through appealing to sympathetic observers (Lipsky, 1968; Mongiello, 2016). Finally, protests and rallies are an initial key instrument in social movements CTA and SICM, as they hold the power to influence law reform, policy change, ideologies, and ultimately transform society- as subsequent subthemes will discuss in detail.

#### ***4.4.2 Sub theme- Law Reform and Policy Change***

Frequently, contemporary social movements seek to progress their cause and goals at the government and organisation level, through incorporating a SICM CTA based upon law reform and policy change. As per the four case studies analysed and their SICM strategy, social change lies at the heart of social movements, and thus efforts to effect and change the structure of society, and the distribution of society's resources, leans heavily on law and policy as a technique and resource to achieve the desired state of social change (Coglianese, 2001). Law reform and policy change are fundamental pillars in SICM CTA and in effecting transformational change for a social movement society, law reform, and social movements all interact in a unidirectional fashion (Coglianese, 2001).

Law reform plays a major role in the legislative process for social movements and shapes democracies adaptive to the dynamic political and legal environments to evoke wider societal changes (Katopola, 2016). Additionally, policy change refers to incremental shifts in existing structures, or new and innovative policies (Bennett and Howlett, 1992). Essential to the concept of CTA in SICM is the objective and ambition to produce tangible outcomes, such as law reform and policy change. For example, the TU movement's SICM is effective in producing tangible outcomes to achieve law reform and policy change. Following the movements SICM CTA of protests and rallies, the TU movement's SICM encouraged their audience to place pressure on the state and government to address laws to keep women safe at work. One outcome of this from the TU

campaign included New York passing into law the ‘Times Up Safety Agenda’. This extended the statute of limitations on rape in New York, making it is easier for workers facing harassment in their workplace to bring legal claims against their employer (Times Up, 2023; Vagianos, 2019).

Similarly, the BLM movement achieved policy change at the organisational level when policing academies in the USA began implementing policies for body worn cameras, implicit bias training, and banning no-knock warrants in light of the BLM protest (Ray, 2022). SICM led to this outcome through evoking a strong CTA online for their audience to place pressures on the state, government, and legal systems to address these current discrepancies that existed (Lee, 2021; Peeples, 2020; Ready, 2020).

The case analysis here within has made it evident that law reform and policy change are prevalent calls to actions in SICM. As exemplified in the case analysis, the MT, BLM, TU, and SAH movements all mobilise CTA on social media and in their SICM for the organisation of rallies and protests to push their agenda on government and expedite the rate at which law reform and policy change can take effect (Rogers, 2019). Law reform and policy change are principal in SICM & CTA strategies. Further, law reform and policy change interlace with the final sub-theme of SICM; ideological change and societal transformation, as the remainder of this section will now discuss.

#### ***4.4.3 Sub theme- Changing Ideologies & Societal Transformation***

The last sub-theme the case analysis and the four social movements illustrate is how SICM can influence ideologies and evoke societal transformation(s). Each social movement in the case analysis built on their SICM strategy and developed the prior two CTAs to stimulate broader ideological change and societal transformation. Ideologies can be defined as “a set of beliefs or principles, especially one on which a political system, party, or organisation is based” (Cambridge Dictionary, 2023). Thus, social movement’s SICM seek to change ideologies held regarding their social issue at all levels- institutional, political, organisational, government, and societal. Further,

the brief review of important literature (chapter two, section one) reflected on how numerous historic social movements became widely-known as their SICM strategy distinctly challenged ideological norms in society, and ultimately created a transformational shift in societies broader view and opinion of and toward the social issue in question. Additional research supports that as a process, SICM and the technological innovation of social media act as key contributors in influencing ideological change among others, and subsequently assisting in the achievement of societal transformation (UCSC, 2023).

An example of this is the BLM movement. Through utilising social media as a SICM technique, the BLM movement was able to spread awareness and draw public attention to the issue of police brutality and advocate for the need for ideological change and transformation in society. Studies on BLM analysing large-scale news media and social media uncovered that the movements SICM created sustained attention of the social issue in society, and incited change in ideological concepts through the dissemination of antiracist ideas into popular discourse (Cornelius, 2020; Sawyer, 2018). Further, longitudinal data and findings from one study indicates that the BLM movement has successfully leveraged protest events through SICM and CTA to engender lasting societal changes in ideologies and the ways that Americans discuss racial inequality (Dunivin, 2022).

Another example of SICM influencing ideologies and evoking societal transformation, is the SAH movement. A study examining big data and comparing Anti-Asian Discourse online, found that before SICM for the SAH movement, online topics of physical difference and racism were prevalent, however, after the SAH movement, topics of hate crime, the need to stop hate crimes, and the need for Asian solidarity emerged (Jang, 2023). Further research also supports that SICM of the SAH movement has helped shift ideologies and create societal transformation, through enabling its audience to build a community and a culture of trust, based on inclusion and a continued commitment to self-awareness and self-reflection. Further, this research supports that the SICM for

the SAH movement implemented seemingly-small incremental changes and challenges individual's ideologies, to achieve wide-spread societal transformation (Larson, 2022).

The case analysis illustrates how each of the four widely-known social movements adopt a SICM strategy that challenges individual's values and ideologies, and as an individual's conscious understanding of the social issue develops, there is a recognisable and progressive shift in one's values. At a mass scale, this shift in an individual's values, is the prerequisite that enables movements SICM to accomplish overbearing societal transformation (Joy, 2011). Briefly reflecting on the case analysis, it is observable that each of these movements SICM used storytelling, social media, and CTA's collectively as powerful resources and tools to spread awareness of their social issue, and challenge individuals to examine where their ideological values and beliefs have emerged from, and if these values and beliefs need transformation. It is important to note that as per the previous sub-theme, SICM allowed for both law reform and policy change to happen parallel to a mass shift in underlying ideologies and internal transformations within society. Ultimately, prior case analysis demonstrates that strategic SICM can transform society by incrementally advancing their issue through the adoption of three key strategic SICM approaches- storytelling, social media, and CTA's (Dunfey, 2019).

# Chapter 5: Conclusions, Implications and Future Research

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## ***5.0 Preface***

The purpose of chapter 5 is to explore conclusions, implications, limitations, recommendations, and acknowledge future research avenues consistent with literature and the study results (the analysis and findings). The structure of this chapter is as follows; Section 5.1 summarises the key conclusions and findings of this research paper's interests, answering the research questions. Section 5.2 presents the theoretical contributions and highlights the practical implications of the study. Section 5.3 then recognises the limitations of this research study and lays the ground for future research avenues. Finally, section 5.4 provides an overall conclusion, which concludes the entirety of this research paper.

## ***5.1 Summary of Key Conclusions and Findings***

The aim of this research was to investigate the impact of social media on SICM. This area of research faced prior neglect in existent literature as social media is a more recent and contemporary phenomenon that has shaped our world and lives significantly in the 21st century (Akram, 2017). Specifically, this research aimed to explore the themes and commonalities in four widely-recognised social movements (MT, BLM, TU, SAH) and their SICM approaches. Based on this research objective, the following two research questions were developed:

- 1) What key themes/commonalities appear in widely-known social movements and their social impact campaign marketing, delivered through social media?

2) What approach, techniques, and tools can social movement groups, organisations, and marketers alike apply and embody on social media, to conduct widely-known social impact campaign marketing?

The research questions were addressed in the thematic analysis which resulted in three key themes, and relevant sub-themes directly related to the questions. The findings were derived from the brief review of important literature, and the in-depth case study analysis, which comprehensively examined and explored four social movements.

*RQ1) What key themes/commonalities appear in widely-known social movements and their social impact campaign marketing, delivered through social media?*

The three key commonalities and identifiable themes that presented themselves via case analysis of the four widely-known social movements and their approach to SICM on social media are the fundamental approach to storytelling, the methods used for utilising the contemporary environment and social media in the 21st century, and social movements establishing a clear CTA. Although discrepancies existed between the four social movements, it is clear that these widely-known social movements all adopt similar approaches to their SICM. Firstly, social movements express the story of their social issue through a fundamental storytelling process. This process involves thoroughly developing and illustrating the importance of their social issue through a narrative story, and consideration of key aspects such as who is telling the story, what story is being told, why they are telling it, and importantly when and how the story of this social issue is being told.

Secondly, social movements become familiar with the contemporary environment and social media in the 21st century and transition the story of their social issue online and onto social media. The contemporary environment and social media in the 21st century is the second key theme identified, and within this consists of three important sub-themes that widely-known social movements adopt. The case analysis of four social movements recognises the selection of online audience persona(s)

and target audience, social media platform/app(s), and the content type to all be critical considerations in establishing widely-known social movements and SICM. Finally, the third theme observed in widely-known social movements and their SICM is a clear and definitive CTA. Observable in the case and thematic analysis, social movements concluded their key SICM efforts on social media by composing a strong CTA for their audience. The specific CTA of these widely-known social movements all entailed three key aspects, identified as the sub-themes: getting involved and participating/organising protests and rallies in one's own city, a CTA aimed at governments, organisations, and institutions to appeal for law reform and policy changes, and finally an overarching CTA for all audience members and society at large to challenge and question current ideologies with regard to the social issue, in hopes of evoking societal transformation through the means of incremental change and improvement at all levels.

*RQ2) What approach, techniques, and tools can social movement groups, organisations, and marketers alike apply and embody on social media, to conduct widely-known social impact campaign marketing?*

Rooted in the three key themes identified in the thematic analysis, it is notable that the sub-themes offer a variety of best approaches, techniques, and tools, for social movement groups, organisations, and marketers alike to apply and embody on social media, to conduct widely-known SICM. Firstly, the marketing concept of audience persona and target audience can be borrowed as a tool for identifying representative profiles and the desired groups of people a social movement seeks to address on social media. As determined in the thematic analysis, the approach to this is utilising knowledge of data and segments to identify the most suitable groups interested in the given movements, social issue and cause. Next, to conduct widely-known SICM, social movements must approach social media platforms and apps through investigating based on past widely-known SICM what platforms and apps are the most popular and effective in spreading social issues and stories to the desired audience, and which of these social media platforms offers relevant features that can

facilitate the SICM of the social movement. Finally, the last technique to acknowledge in conducting widely-known SICM is content type. Social movements need to know the type(s) of content they seek to share on social media and present themselves on social media platforms that efficiently allow for these types of content to be created and shared.

## ***5.2 Theoretical Contributions and Practical Implications***

Overall, this study makes theoretical contributions to the field of contemporary social impact campaign marketing by filling a gap in literature with regard to the role and impact social media has on these campaigns and exploring dominant themes that exist across widely-known social movements and their SICM. In particular, this study provides enrichment to current literature on SICM which currently focuses on traditional SICM with early and limited knowledge on where social media fits amongst the growth and recognition of contemporary SICM. Thus, this paper augments a contemporary pathway and approach to developing widely-recognised social impact marketing campaigns on social media that can be mirrored through integrating research on four case studies and unifying the themes and commonalities of these widely-recognised campaigns and movements. Significantly, this research explored the profound role and impact that social media in the 21st century has on influencing and shaping social impact marketing campaigns. As stated below, this research study provides numerous insights and benefits to parties who have interest in this topic:

Research on social media and its role in the 21st century, and more generally, can be found in abundance. However, this research is often presented in a negative light and only recently have we begun to witness the extent to which social causes and groups can engage with social media to achieve unprecedented change and impact for their cause. The contribution of this current research is the extension of knowledge on how social impact campaigns can adopt social media to grow their cause, create change, and ultimately achieve social impact. Past research favours social media as a tool for large organisations marketing efforts and the selling of goods and services. Ample past

research examines aspects of social media such as influencers, or brand presence, evaluating social media's impact through easy to measure metrics such as; audience reach and size, conversion rates, click through rates, ROI and revenue. The preponderance of prior academic research focuses on social media and marketing through a business-oriented model and lens. Given this current state of research, this research paper has augmented knowledge on how social media can be used as a strategic tool for organisations to leverage *social change* and benefits that extend beyond the bottom line. Thus, this research paper broadens the current theoretical body of knowledge that ties social media and marketing together, to offer insight and a fresh perspective on the collective societal value and role of social media, in impacting social impact marketing campaigns for the achievement of social change. Specific concepts and approaches adopted on social media for SICM include; defining the online audience persona and target audience, selecting specific social platforms to engage on, and developing distinct types of content for the campaign audience. Additionally, the theory on fundamental basics to storytelling for social movements is also endorsed on social media for SICM, as is the need for SICM to establish a clear CTA online.

With regard to the practical implications of this study, this research study has explored the ways in which social media can be utilised, and through thematic analysis allows social marketers, change makers, and relevant groups/organisations a point of reference when developing their future campaigns. Based on findings, we identify that numerous attributes of social media impact SICM and these have been expressed via thematic analysis and the answering of the research questions. Based on research findings and with regard to SICM, practitioners can take several steps when developing their SICM. Firstly, practitioners can define the story they will be telling about their social movement and issue (i.e. the who, what/why, when, and how). This involves consideration of how the social movements story can be transferred and presented online, on a variety of social media platforms. Next, findings suggest practitioners accept social media as a key tool critical in the development of widely-known SICM, thus determining based on their SICM aims and objects their; 1) online audience personas and target audience, 2) the social media platforms their SICM will use,

3) the type of content their SICM will focus on creating and sharing. Finally, for practitioners, it may be advantageous to also adopt strong CTAs into their SICM in order to advance the campaign from social media back into the real world for the achievement of greater aims. Findings indicate that a CTA for law reform, policy change, protest, and rallies can all advance knowledge as to the tangible impacts SICM has on social media and the long-term impact SICM can have on ideological change and societal transformations.

### ***5.3 Limitations and Future Research Directions***

This study faces several limitations. Firstly, boundaries exist on the *generalisations* possible from this study. Secondary data was collected primarily *online*- via journals, peer reviewed articles, and publicly available materials on the four cases. This means, this research study may not generalisable for people from third world countries, non-western societies, and/or developing countries that have limited access to the internet and social media. Additionally, findings obtained, and conclusions drawn in this research study are focused on the case analysis of four widely-known social movements and lend insight to the commonalities and themes present amongst these social movements SICM. These findings may or may not extend to other social movements and SICM.

Furthermore, the scope of this research study is limited due constraints such as time, resources, and research expectations/requirements. Thus, objectively this research does not intend nor attempt to generalise a globally applicable thematic conceptualisation for how social impact campaign marketing can utilise social media to expedite and advance the movements overarching cause. Future research on a diverse and plentiful range of social movements and their SICM is needed. Specifically, future research should test for commonalities and themes across a significant number of social movements and their SICM. This may reveal a framework representative of an overarching, generalisable, and definitive strategy for how social movements can develop widely-known SICM.

Another limitation is that findings do not apply in the long-term; as technology, social movements, and social media platforms all continue to evolve and advance in today's rapidly changing and progressive environment, current findings may not be indicative of future environmental conditions. Thus, future research could attempt to systematically review changes in the contemporary environment and with specific regard to developments in social media to continue advancing knowledge on the key themes, approaches, techniques, and tools present among widely-known social movements and their SICM. This offers an opportunity for future researchers to re-evaluate and validate key themes of SICM with-in the dynamic technological environment they exist in.

#### ***5.4 Conclusion***

This study aimed to explore the impact of social media on social impact campaign marketing. Through in-depth case analysis on four social movements, this study sought to uncover the key themes and commonalities present amongst these widely-known social movements. The findings of this study, illustrated via thematic analysis, highlight that SICM can adopt specific techniques, tools, and approaches to advance their social cause and movement. Principally, this study highlights three key themes common across widely-known social movements, including the fundamental basis of storytelling, the contemporary environment and social media in the 21st century, and call-to-action. Rooted within these three key themes are significant sub-themes that contribute to the development of widely-known SICM.

Whilst this study faces certain limitations, it reveals compelling insight to the amplifying body of social impact campaign marketing literature. This study establishes key themes in growing and advancing SICM on social media and beyond. As knowledge on the impact of social media on SICM is still developing, this study stimulates future research pathways to positively understand how to develop SICM to advance and create 'widely-known' social movements. The benefit of this, is for both social movements, and social impact campaign marketers, and for expressing social issues and driving societal transformation.

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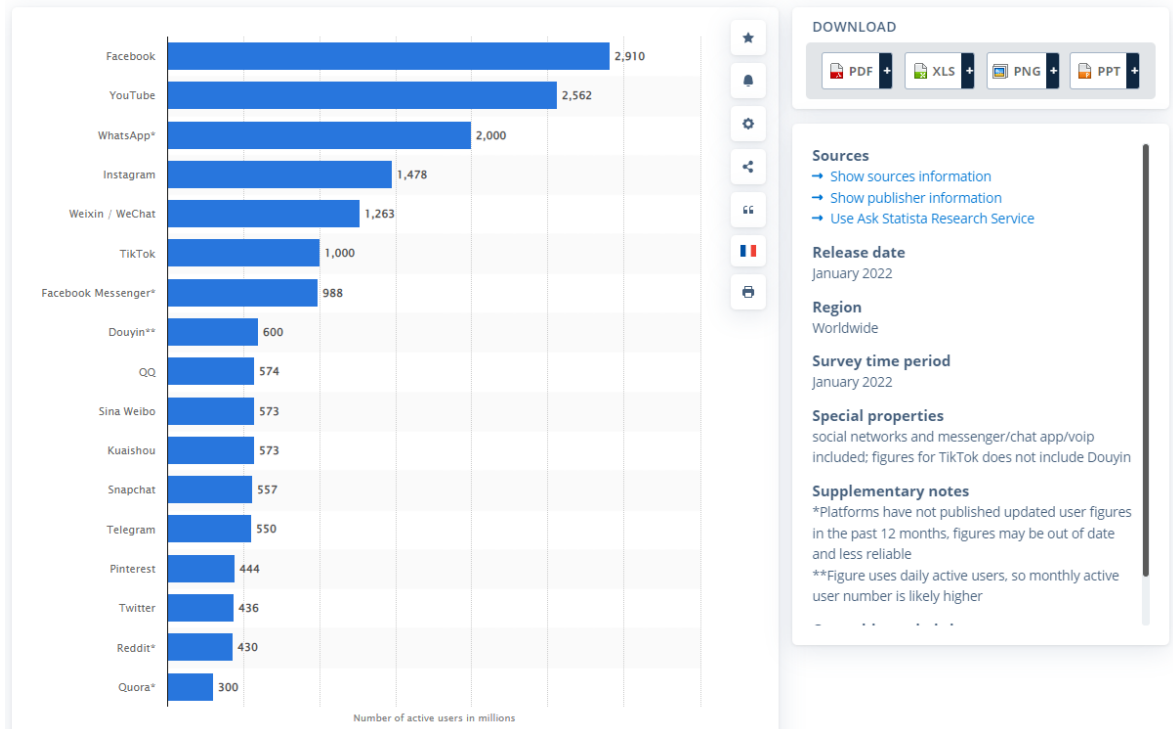
# Appendices

## Appendix A

### Most popular social networks worldwide- Statista 2022

Most popular social networks worldwide as of January 2022, ranked by number of monthly active users

(in millions)



Appendix B

Protestors march against sexual assault and harassment in Hollywood- The Harvard Gazette



**Appendix C**

**Boston Women's March- The Harvard Gazette**



Appendix D

#MeToo March Los Angeles - The Guardian



Appendix E

MeToo Rally in Sydney, Australia - NPR



## Appendix F

### #blacklivesmatter hashtag usage on Instagram - Instagram 2022

