**Rationale**

The purpose of our social media campaign is to promote awareness of the role of social media and technology on childhood development to encourage safe and healthy internet usage. Social media is currently being used at increasingly younger ages and can have serious safety risks if not used cautiously, which is why an internet safety movement is necessary. As explained in Twitter and Teargas, “movements, among other things, are attempts to intervene in the public sphere through collective, coordinated action” (Tufekci, 2018, p.8). Our goal is to create a movement where children can use social media while continuously being educated on the dangers of the internet, techniques to stay safe, and actions to take if encountering any suspected danger. This campaign will provide a free, practical, and equitable resource for children who may not have the education and guidance from parents or guardians about proper cyber behavior and internet safety. Internet safety is extremely important, and can have serious consequences if not taken seriously.

This campaign was modeled after many successful campaigns, due to the goal of wanting to reach a large audience in order to educate and promote awareness of a specific topic. Elements of other campaigns such as the creation of a unique hashtag, use of the hashtag in conjunction with ideas about the topic, as well as engagement with other users are used in order to reach the target audience. A hashtag is important for this movement because “a hashtag can also tell people more subtlety what to do” (Losh, 2020, p. 62). The goal is to encourage social media users to be aware and take action while using the internet, so this hashtag will encourage users to do so.

**How the campaign will work:**

Our campaign is an Instagram account that children can follow in order to get reminders about internet safety and proper use of social media. As children are scrolling through their social media we want to provide resources on topics such as how to deal with cyberbullying, predatory behavior online, and general safety on social media. We will do this through the use of infographics that we want to post regularly so that children are receiving this information as they are casually looking through their feed. We also want to have our DMs open so that if people have concerns about a behavior they see online they can get advice from professionals. If children would like to remain anonymous we want to create a Google forum where they can talk about behaviors online and get advice on how to deal with it. In order to allow the children privacy we won’t follow them back. An example of harmful online behavior is the oversexualization of young girls, especially young black girls. The #FastTailedGirls movement addresses how harmful the oversexualization of black girls can be. “Black women use the hashtag to reflect on their girlhoods, sharing stories of being told that they were acting too grown up for their age for undertaking simple everyday behaviors, and having to counter assumptions that they were seeking adult male attention as children” (Jackson, 2020, p. 38). Having resources that can protect children from predatory behavior online can attempt to limit the damaging effects of being oversexualized at a young age online.

**Who is your target audience:**

Our target audience is children who are under 18 years old on social media. This is our target audience because this age group is the most vulnerable when it comes to damaging online behaviors. Social media is becoming increasingly popular for not only children, but our society as a whole. “Even when they are with friends, partners, children, everyone is on their own devices.” (Jurgenson, 2019, p. 86). The normalization of increased social media usage in our society can allow us to forget how dangerous the internet can be for vulnerable populations. We want to be a professional campaign that can be recommended to schools to have their students follow. This can be an equitable resource for children who are not receiving information about online safety on a regular basis.

Works Cited

Jackson, S. J., Bailey, M., Welles, B. F., & Lauren, G. (2020). *#HashtagActivism: Networks of Race and Gender Justice*. Cambridge, Maryland: The MIT Press.

Jurgenson, N. (2019). *The Social Photo: On Photography and Social Media*. Brooklyn, NY: Verso.

Losh, E. (2020). *Hashtag.* (pp. 25-38). Bloomsbury Academic.

Tufekci, Z. (2018). *Twitter and tear gas*. Yale University Press.