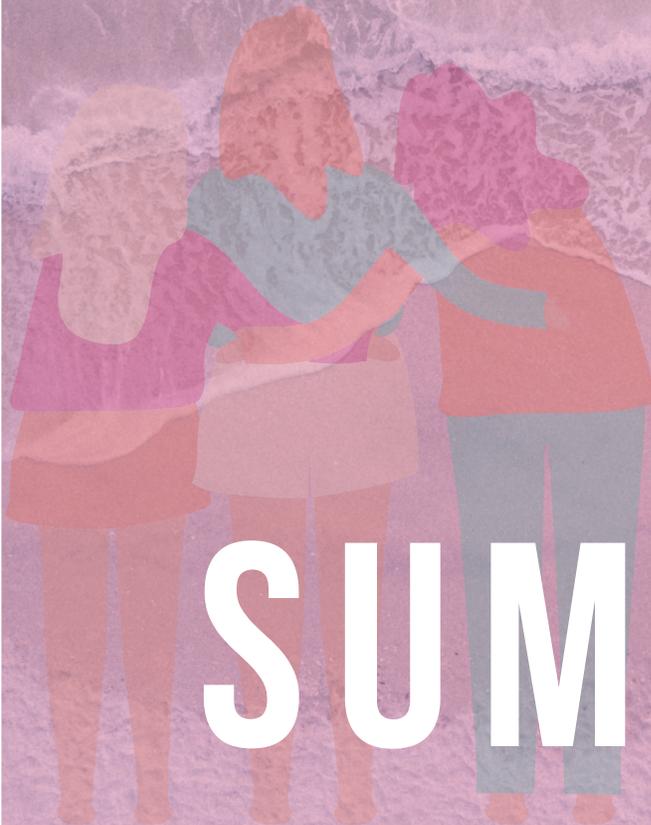


# #NATURAL GIRL

SUMMER FOR  
**EVERYONE.**

BODY POSITIVITY  
**FOR EVERYONE.**



# SUMMER

# NATURAL GIRL SUMMER



## BODY POSITIVITY FOR *EVERYONE*

Natural Girl Summer is a campaign created to offset the negative and harmful atmosphere created on social media centered around beauty and body standards for women. We want to promote body positivity for everyone, as everyone's natural body is beautiful. This campaign is important because of the unrealistic expectations social media holds women to. Social media, Facebook in particular,

was described as an "exhausting exercise in self-promotion and self-presentation" (Vaidhyanathan "The Three Major Problems"). Women seek acceptance on social media, especially young women who are at an incredibly impressionable age. They see social media as "quantifying [their] worth" and mold themselves to feel as much self-worth as they can (Jurgenson 61).

Social media is a performance in which people try to present themselves in the way they think is optimal for others, not themselves. Nathan Jurgenson describes the idea of the looking-glass self, which is centered around the idea of, "I am not what I think I am and I am not what you think I am; I am what I think you think I am" (Jurgenson 57). These standards women hold themselves to, the ones they think will make other people like them, are often perpetuated by influencers and influencer culture. Influencers are social media

# PERFORM



# MANAGE

personalities with large followings that often partner with companies and brands. They are coined "influencers" because of the strong influence these large personas hold on their following. Losh refers to these influencers as "human ventriloquists," insinuating that they do not speak their own ideas. This means that these personas that hold such strong influence over their followers are not being genuine, but continuing to perpetuate unrealistic ideals that brands so often force upon people, especially women (Losh 79).



## MISOGYNOIR: STANDING UP FOR BLACK WOMEN

Although social media can be harmful for all women, harmful body standards are especially forced upon black women. Moya Bailey coined the term misogynoir to represent the treatment that black women face in the world. "Misogynoir describes the 'particular brand of hatred directed at Black women in U.S. visual & popular culture.'" (Jackson et al. 34). Society negatively portrays black women and oversexualizes their bodies. There have been times when the features of black women have been criticized. However, when the same features are seen on other groups of people, they are praised for it. It is not fair to put one group of people down and lift the other up because that can be damaging to one's image. "[T]he hashtag #RuinABlackGirlsMonday was created to share photos and selfies of voluptuous white women who are portrayed as being more attractive than Black women, particularly because they have physical characteristics associated with Black women without being Black" (Jackson et al., 35).

This tends to be a trend on social media as well as a lack of compassion for others. Sometimes people can be so rude on social media as they hide behind their screens. They begin to forget the weight their words and expectations carry. This is because screens are a "flattening of discourse." They "don't easily allow us to recognize the fullness of someone else's experience" (Vaidhyanathan "The Problem With Facebook"). Social media has caused others to become desensitized in terms of how our actions can affect others. People begin thinking they have to look a certain way in order to fit in or appear "beautiful". Social media influencers feed into this ideology which can be harmful to younger generations and people in general. For this reason, it is imperative that social media users change the way they view beauty and beauty standards. Everyone is not going to have the same shape, size, or color, but that doesn't make them any less beautiful than the next person.

**"SCREENS ARE A 'FLATTENING OF DISCOURSE'"**

Our Instagram account, [@naturalgirlsummer](#), is where we will be facilitating our body positivity campaign. Through this account, we plan on spreading a positive message on learning how to appreciate your body for what it is and not tearing yourself down. We wanted to incorporate [#naturalgirlsummer](#) because the summer months are usually the most insecure months during the year for a lot of women. Since you are showing a lot more skin than usual, the summer can often make a lot of women feel uncomfortable about their appearance. We felt that this is the perfect time to launch a body positivity campaign.

You'll see that on our Instagram, we have created several posts and stories that promote this positivity. We also wanted to see how the usage of body positive hashtags influenced our follower count. We want to emphasize the increase in follower count isn't necessarily about "popularity", it's more about the reach of this campaign and the positive impact it's had on people. We want to reach women who may feel impacted by the body standards being pushed forth on social media. We want to spread the message that natural bodies are beautiful and you don't need to photoshop yourself to achieve that beauty.

## WORKS CITED

- Jackson, Sarah J., et al. *#HashtagActivism: Networks of Race and Gender Justice*. The MIT Press, 2020.
- Jurgenson, Nathan. *The Social Photo: On Photography and Social Media*. Verso, 2020.
- Losh, Elizabeth M. *Hashtag*. Bloomsbury Academic, 2020.
- Vaidhyanathan, Siva. "The Problem with Facebook Is Facebook: Siva Vaidhyanathan on Antisocial Media." *Logic Magazine*, Logic, 5 Aug. 2018, [logicmag.io/failure/siva-vaidhyanathan-on-antisocial-media/](http://logicmag.io/failure/siva-vaidhyanathan-on-antisocial-media/).
- . "The Three Major Forms of Surveillance on Facebook." *Slate Magazine*, The Slate Group, 12 June 2018, [slate.com/technology/2018/06/antisocial-media-excerpt-there-are-three-major-forms-of-facebook-surveillance.html](http://slate.com/technology/2018/06/antisocial-media-excerpt-there-are-three-major-forms-of-facebook-surveillance.html).

