

# 6

## **Social Media Peace Activism**

## 06 SOCIAL MEDIA PEACE ACTIVISM

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## #DEFYHATENOW | CHAPTER 6

# SOCIAL MEDIA PEACE ACTIVISM

## How to use Social Media for Peacebuilding & Social Change



When we think about peace in the age of social media, it is important to note how much an ordinary citizen can do and the power s/he holds to change the course of a conflict.

You can stand against oppression, assist in humanitarian rescue operations at the time of crisis and contribute to major upheavals (i.e Arab Spring) simply by using your smartphone. All this can be done with a great deal of autonomy and little need for mediators. In this respect, peace is not only a topic for government officials to discuss in parliament or high level NGOs at round tables.



Peace is the responsibility of every one of us, both in our capacities as individuals or as part of communities. This realisation compels us to revisit our role as bloggers, educators, or citizens etc in maintaining and making peace in this growingly complex global picture. Social media is only a tool that has proved influential in both the making and the disruption of peace, therefore it is our responsibility to use it wisely.

While the term peacebuilding is used in a variety of scenarios, we need to take a moment to re-examine the meaning of the word “peace”, and how this relates to the context of #defyhatenow.

The word “peace” has largely been associated with the context of war; and is widely understood to mean mainly the absence of war, or the maintenance of a state of no conflict. What this view of peace fails to capture are other equally aspects of social cohesion that are vital to peacebuilding.

“

“Related to peace are the concepts of *peacebuilding* and *peacekeeping*. *Peacekeeping* is defined as ‘the maintenance of peace, especially the prevention of further fighting between hostile forces in an area’ (Collins, 2003). It may require the presence of internal and external forces to monitor and execute the truce between the opposing sides - a role that has been increasingly assigned to the UN Peacekeeping forces (Mogekwu, 2011).”

”

*Peacebuilding*, on the other hand, is a comprehensive concept that encompasses, generates, and sustains the full array of processes, approaches, and stages needed to transform conflict toward more sustainable, peaceful relationships (Lederach, 1997). The term involves a wide range of activities that both precede and follow formal peace accords. Galtung (1998) explains peacebuilding as the process of creating self-supporting structures that remove causes of wars and offer alternatives in war-like situations. Such mechanisms should be built into the structures of society and be present there as a reservoir for the system itself to draw upon, just as a healthy body has the ability to generate its own antibodies and does not need ad hoc administration of medicine (Galtung, 1998; Lynch & Galtung, 2010). p. 6

“

Peace can never be achieved but only approached, or so it is argued

”

- Building Peace through Journalism in the Social/Alternate Media, Dr. Rukhsana Aslam  
Media and Communication, 2016, Volume 4, Issue 1, Pages 63-79 Doi: 10.17645/mac.v4i1.371  
<https://www.cogitatiopress.com/mediaandcommunication/article/viewFile/371/371>

“

Peace is worth pursuing because ‘peace allows for people to live with conflict’ and in its non-violent response to conflicts, peace finds ‘alternatives to “bloody routes.”

”

Quoted: *Building Peace through Journalism in the Social/Alternate Media*, Dr. Rukhsana Aslam  
Media and Communication, 2016, Volume 4, Issue 1, Pages 63-79 Doi: 10.17645/mac.v4i1.371 <https://www.cogitatiopress.com/mediaandcommunication/article/viewFile/371/371>

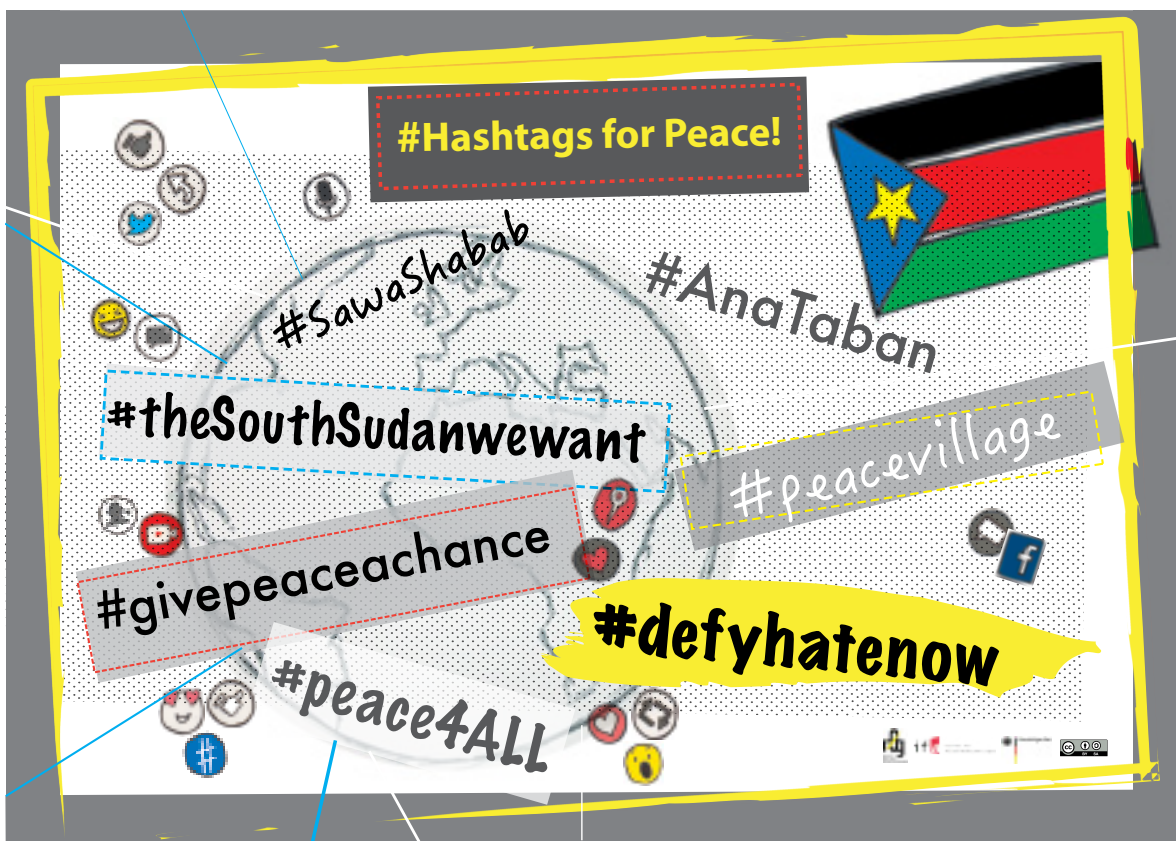


*#defyhatenow Social Media #PeaceJam, Maban South Sudan 2016,  
#defyhatenow Social Media #PeaceJam, Juba South Sudan 2015*

These 'alternative routes' may include: society's non-violent response to conflict, in particular through mediation and dialogue; building empathy and tolerance for different groups in society; strengthening the connections of trust and understanding between communities to build and maintain networks of communication that enable self-sustaining peace throughout society.

The following are some of the #defyhatenow activities that have taken place since 2015. These activities are developed around the concept of peacebuilding through grassroots community action. They are listed to offer examples and inspiration, in your own creative approach to peacebuilding.





Peace messages from participants in our #defyhatenow social media #peacejam and workshops:



#defyhatenow Social Media #Peacejam, Juba 2015 "Peace starts within me"

**"South Sudan is You and I. The country is ours."**  
**"Attack problems not people"**  
**"In peace we all win."**



## #DEFYHATENOW VIDEOS [USB STICK]

#DEFYHATENOW COMBATING HATE SPEECH THROUGH THE ARTS



DEFY! The Film

### DEFY! The Film

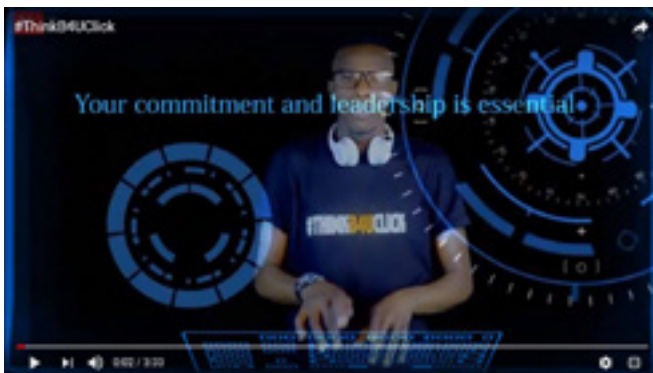
<https://youtu.be/vpvsIQTHBSI>

DEFY! tells the fictional story of senior politician Honourable David's new found passion for social media and the risks that come with using these platforms to spread propaganda and rumours.

Starring Silvano Yokwe, Docker Stephen, Winnie Joseph, Nicole Mariam

Produced by SKP South Sudan, Bilpam Studios with r0g\_ agency

Director Egily Hakim Egily Written by Sam Lukudu



#ThinkB4UClick Video

### #ThinkB4UClick Video

[https://youtu.be/UMz6s\\_m0q\\_I](https://youtu.be/UMz6s_m0q_I)

#ThinkB4UClick (Think Before You Click) is an awareness campaign that aims at pointing out the dangers of misinformation, fake news and hate speech with a focus on South Sudan. The campaign aims to discuss with the public the consequences of hate speech and how it can be mitigated through individual actions that aim at creating safe spaces online and offline for citizens to interact with each other and discuss matters in a fruitful and informed manner. Artist : Free-Boy and Sherry Zania Lyrics : Free-Boy Adams Producer : Benchmark Films, Arua, Uganda

### "Let's talk" #defyhatenow Podcast by Achol Jok Mach

<https://soundcloud.com/user-796361206>

Let's Talk podcast on South Sudan features Achol Jok Mach in conversation with South Sudanese community leaders and citizens.

**#Peace4ALL music video**

<https://youtu.be/DxZ-r2tM5-Y>

The #PeaceVillage uses music to send positive and educational messages to people by discouraging hate speech online and offline. The music program was designed to break down the prejudices in South Sudanese communities and foster a culture of reconciliation. #Peace4ALL video recorded at Luruja, Terego (Rhino camp). The key singers are Sherry Zania (Aurora), Ronald Luete (RonnyRiddimz) and Adams Mandela (FreeBoy). Video shot by Benchmark films montage (P4A Camera shots by Yass Alman, directed and edited by AB soft.)



#defyhatenow #Peace4ALL Music Video, Rhino Camp Uganda 2017

**South Sudan Street Theatre #defyhatenow video**

Published 19 Nov 2016: <https://youtu.be/iMQvDxpTc9k>

This video introduces #defyhatenow workshops, street theatre and dance performances in Juba, with voices from citizens of South Sudan concerning the impact of online hate speech and incitement to violence in their communities. The street drama was developed around issues of hate speech online and incitement to violence offline. Performances at #peacejam, September 21st; Juba Girls Secondary School and PoC sites. Thanks to the South Sudan Theatre Organisation (SSTO) and Aggrey Jaden Cultural Centre.



#defyhatenow South Sudan Street Theatre video





#defyhatenow Bweyale Theatre for Peace & Development Workshop, 2018



## #TECH4PEACE

#PeaceTech, #Tech4peace are terms that have been widely used in variety of contexts and places, but mainly used to refer to the use of people and communities to technology in the processes of peacebuilding “PeaceTech’s point of departure is that technology, per say, is not inherently good or bad, powerful or not; it is people’s decisions that have the power to design, use or misuse technology – and influence where it leads us” (Berns, 2015:3) This why a peace tech is another tool, that might otherwise be used to ignite conflicts, which is instead pro-actively used in peacemaking.  
[https://www.nesta.org.uk/sites/default/files/tranconn\\_bright\\_ideas.pdf](https://www.nesta.org.uk/sites/default/files/tranconn_bright_ideas.pdf)

## ONLINE AND OFFLINE

While it is hard to pinpoint the exact impact of the messages and stories written online onto the world offline, examples discussed in the Field Guide demonstrate how traditional and digital media have played a role in igniting violence and conflict in different parts of the world.

Links between social media usage and offline activity are reflected in-country: e.g. messages travel in both directions from Facebook to mobile phones to radio, graffiti and word of mouth:

By the same logic, the online space - whether social media, blogs or other forms of media - also has the capacity to influence social change in the opposite direction, towards peacemaking. As digital tools help you to easily connect with a global community, occupying this space with cultural activities, storytelling and messages of peace can harness energy and movement for social change.

Online activism can always strengthen offline advocacy, events and civil society engagement.



*#defyhatenow social media #PeaceJam Cultural Event, Juba 2017*



## TOOLS & STRATEGIES FOR CULTURAL PEACEBUILDING

### What is a social media #PeaceJam anyway?

A #PeaceJam is a relatively informal community oriented peacebuilding event, process, or activity where people, typically youth, cultural actors and anyone interested in peace and cultural dialogue get together to share their ideas, visions and hopes for the future - and to make new friends and connections. To "jam" for peace is to improvise peacebuilding without extensive preparation or predefined arrangements, but to develop new ideas and ways of doing things spontaneously with the energy coming from the creative interaction of the participants. A #PeaceJam may be loosely based on an agreed action or things suggested by one participant, or may be wholly improvisational.

A #PeaceJam session can range from very loose gatherings of amateurs to actions where the #PeaceJam host acts as a "conductor" bringing different performers, activists and others together. The point is to focus on all manner of peacebuilding, and expressing them, along with individual ideas, slogans and connections to others online using, and learning about social media. Let South Sudanese occupy the global social media landscape with peacebuilding, taking action against hate, conflict and incitement to violence.

*A #PeaceJam can be as simple as a social gathering, and may be based upon existing types of gatherings, dances, theatre, songs or completely different forms of collaborative action.*

“

*Culture jamming is a tactic used to disrupt or subvert media culture and mainstream cultural institutions, using mass media to produce ironic or satirical commentary about itself, often subverting the original medium's communication method.*

”



## #DEFYHATENOW SOCIAL MEDIA #PEACEJAM

Anyone can start a social media #peacejam by organising an event or simply by sharing your own peace messages online. Link your #peacejam to any kind of global peace event to reach a wider audience and have greater impact with your message. Examples: UN World Peace Day, 21st September; World Press Freedom Day, 3rd May; International Women's Day, 8th March.

Use #peacejam #SouthSudan and #defyhatenow hashtags on your social media posts to help track the broader South Sudanese use of online channels for positive cultural change to gain a better understanding of the social media peace landscape of South Sudan.

- Harness the power of social media to promote peace; online and offline with #PEACEJAM
- Bring friends and communities in South Sudan and worldwide together to #DEFYHATENOW
- #Peacejam on Facebook, Twitter, Blogs, Instagram, WhatsApp to be a social media peace mobilizer.

*#VisualSouthSudan #TheSouthSudanWeWant #AnaTaban #letstalk #Peace4ALL #ThinkB4UClick*

#defyhatenow Social Media #PeaceJam events have taken place in Juba, Wau, Torit, Bor & Maban (South Sudan); Nairobi & Kibera (Kenya); Rhino Camp & Arua in Uganda, and Edmonton, Canada.



## USING WIKIPEDIA FOR PEACE

#defyhatenow initiative trained students from the University of Juba on writing and editing information about South Sudan on Wikipedia online global encyclopedia, November 2017.

### Objectives:

1. Empowering South Sudanese to have a global voice in national narratives and knowledge in the quest for lasting peace.
2. Generating more knowledge about other people-to-people peacebuilding issues.
3. Initiate a sustainable movement of South Sudanese Wikipedia writers/editors.

### Why Wikipedia?

South Sudan is underrepresented at Wikipedia, the world's largest online encyclopedia. There are hardly 1,500 articles about South Sudanese subjects and most of them are just stubs, since even entries about many major towns and states only feature a couple of lines. While Wikipedia is one of the most used and visited websites, almost no content about South Sudan has been generated inside the country itself. Instead, most information about South Sudan has been created by outsiders.

#defyhatenow worked with the student run #kefkum initiative to collaboratively edit, starting with a critical review of Wunlit Peace conference to create a comprehensive article on Wikipedia.

### Wunlit Peace Conference

As an example from Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Wunlit\\_Peace\\_Conference](https://en.wikipedia.org/wiki/Wunlit_Peace_Conference)



# ART AND SOCIAL CHANGE

## #BeTheChange

Any form of creative self-expression is one way to empower ordinary citizens to mobilise action. The use of technology and digital media has allowed art movements to grow with unprecedented speed and access. Social media can be used to change deeply rooted stereotypes and prejudices by giving a platform for those who were often silenced or had no vehicle for their message. This leads to the birth of new creative online art movements where people break down long-established barriers. Many art movements are working to facilitate new perspectives, cultivate dialogue and build a culture of empathy through creative connections and expression.

### Jal Tekädä, The Journey of My Life

<https://youtu.be/Xpfls664Pns>

Jal Tekädä, The Journey of My Life is a short film produced and performed by internally displaced persons (IDPs) at the UN protection of civilians (PoC) site in Bentiu, South Sudan, a town that witnessed some of the most brutal fighting of the conflict. The film tells the story of young IDPs' journey to seek forgiveness and healing from the vicious civil war that erupted in December 2013.

Using film to heal wounds: <https://weblog.iom.int/using-film-heal-wounds-war-south-sudan>

PDF Report: [http://reliefweb.int/sites/reliefweb.int/files/resources/IOM\\_MHU\\_MHPSS.PDF](http://reliefweb.int/sites/reliefweb.int/files/resources/IOM_MHU_MHPSS.PDF)

#BlackLivesMatter

<http://blacklivesmatter.com/about/>

Australia #ridewithme

#ThisFlag campaign Zimbabwe @PastorEvanLive

Different scenario media activism 'hack': [https://en.wikipedia.org/wiki/Speak\\_To\\_Tweet](https://en.wikipedia.org/wiki/Speak_To_Tweet)

### Art for Social Change

<http://durban.getitononline.co.za/2018/01/24/art-social-change-modern-african-art-breaking-tradition>

Young, modern African artists have changed the face of African art and are breaking the stereotypes associated with it.

### Arterial Network - Art for Social Change

<http://www.arterialnetwork.org>

Africa-wide arts platform that works against poverty and for human rights on the continent. Arterial Network is a dynamic Pan-African, civil-society network of artists, cultural activists, entrepreneurs, enterprises, NGOs, institutions, and donors active in Africa's creative and cultural sectors.

Beautiful Rising harnesses the insights of change-makers worldwide to help make our movements more strategic, creative and effective. Inspired by the concept of a "pattern language," Beautiful Rising teases out the key elements of creative activism. <https://beautifulrising.org/about>

### Beautiful Rising - Flower Speech Campaign

<https://beautifulrising.org/tool/flower-speech-campaign>

In 2014, the Panzagar #FlowerSpeech campaign was launched to counter hate speech in Myanmar in response to a rise in anti-Muslim violence. Flowers, the key image of the campaign, symbolise peace in Myanmar. The campaign effectively countered hate speech among Buddhist extremists by invoking the Buddhist code of ethical conduct — the tenet of "right speech", or avoiding abusive, divisive or harmful speech (PRINCIPLE: Know your community).

Holding a traditional flower in your mouth to symbolise the foundational Buddhist tenet of ethical conduct made the message familiar and accessible and compelling to its target audience, as well as across other cultures. By combining an active presence on social media with public events, music and stickers, the campaign makes it very easy for people to participate (PRINCIPLE: Create many points of entry), and for passive supporters to become actively involved (METHODOLOGY: Spectrum-of-allies analysis).



Finally, by condensing the campaign message into a simple, powerful, and culturally resonant image, the campaign ensured that its message would be clearly and immediately understood by everyone who saw it (THEORY: Memes). Panzagar was not a solution for all hate crimes, but rather a way to equip supporters with an easy way to respond to, and defuse, hate speech when they encountered it.

"Our slogan is to be careful, not to be silent," said Nay Phone Latt, a blogger and activist who has spearheaded the Panzagar campaign. "We just got freedom of expression, and we don't want to be silenced."

[https://www.washingtonpost.com/national/religion/using-flower-speech-and-new-facebook-tools-myanmar-fights-online-hate-speech/2014/12/24/3bff458c-8ba9-11e4-ace9-47de1af4c3eb\\_story.html](https://www.washingtonpost.com/national/religion/using-flower-speech-and-new-facebook-tools-myanmar-fights-online-hate-speech/2014/12/24/3bff458c-8ba9-11e4-ace9-47de1af4c3eb_story.html)

### Beautiful Trouble - Tactics

<http://beautifultrouble.org/tactic/>

Toolkit for change via specific forms of creative action, such as a flash mob or blockade:

<http://wagingnonviolence.org/feature/new-activist-toolkit-arrives-beautiful-fashion/>

### Rogue Citizen - The People's Creative Toolkit

<http://www.roguecitizen.com/peoples-toolkit.html>

Video Tutorials on making signs & banners. "Our story has to be told, and a lot of people have to listen. Every important story, labor campaign and grassroots effort to change the way we work and live for the better asks these questions. The solutions are different every time. The creative and strategic tools offered here can help take those solutions from conversation to reality."



## WHAT IS #SOUTHSUDAN IF WE ARE DIVIDED?

I am Bior and I stand for peace



April 19, 2017

<http://defyhatenow.net/2017/04/i-am-bior-and-i-stand-for-peace/>

Bior is a young South Sudanese from Bor town, who is actively engaged in peacebuilding and is part of the #defyhatenow community for the past 18 months. Inspired by the need for Peace in his community Bior decided to organize a peacebuilding outreach in Bor town.

Images in this booklet from Vine High School with students holding #defyhatenow placards are from Bior's peacebuilding outreach in Bor.

Signposts with peace messages distributed to schools in Bor Town, Jonglei State. Connecting local slogans to #socialmedia for media literacy + #peacebuilding!

#defyhatenow correspondent Bior Ajang Jaden Biorology makes a passionate appeal to students in Bor town.

Watch Video here. <https://www.facebook.com/defyhatenow/videos/1963989733879754/>



*#defyhatenow Student signs:  
"Peace for All" & "Respect Your  
Parents" Bor, 2017*

Bior's passion for peace is deeply held, and despite the many challenges and difficulties, he continues to be optimistic and utilizes every chance he has to spread peace and share with his community. The recent Peace Outreach is just one of the many activities Bior is engaged in.

After two days of outreach from school to school on #defyhatenow, these were the requests from the teachers:

Small sign posts with peace notes. These small sign posts will be used to write important peace notes and spread around the school like the ones the team to Bweyale saw on the school compound. This will help remind teachers, students and parents that come to school and the messages of peace will continue to spread around the communities every day.

History books. The teacher suggested that if there could be any way #defyhatenow can find encouraging history books on national and community peace building to be given to students to read all the time to give hope and love for their nation they would appreciate that.

Games and sports. This is the most unifying event that brings schools and communities together, because this brings all students from different schools, tribes, cultures, denominations together to competition among themselves know each other and learn from each other hence peacebuilding come automatically among themselves.

Support orphans at schools. Orphans are the most neglected people when it comes to treatment, care, school, justice, and more. The teachers said if #defyhatenow can help generate support for orphans it could be better for them to learn and participate in peacebuilding through education and not to

think or feel bad for being an orphan.

If #defyhatenow can help to do this the education will spread even to the helpless. These are some of the things we are planning to do in Bor to #defyhatenow.



*#defyhatenow Spelling Bee, Bor South Sudan, 2017*

## Keep spreading peace, every day of the year!

Think about what you can do next. Be actively engaged in peace on a daily basis in your own life. Keep building peace within you inside your heart, and seek professional help to overcome trauma. Remember that every day you have the chance to choose peace, promote understanding, compassion and reconciliation through your own communication, experiences and interactions. Don't let anyone with a political agenda derail your efforts or divide you from peaceful intentions. Thank you for your positive energy and contribution to making the world a more peaceful place.



## DATA SETS FOR SOUTH SUDAN & OPEN DATA RESOURCES

Republic of South Sudan ~ National Bureau of Statistics

<http://www.ssnbs.org/>

OCHA Humanitarian Data – South Sudan

<https://data.humdata.org/organization/ocha-south-sudan>

CONFLICT MAP – South Sudan

[http://www.conflictmap.org/conflict/southern\\_sudan](http://www.conflictmap.org/conflict/southern_sudan)

<http://ipisresearch.be/home/conflict-mapping/maps/mapping-conflict-sudan-south-sudan/>

CODE4AFRICA

<https://codeforafrica.org/>

School of Data – Evidence is Power

School of Data works to empower civil society organizations, journalists and citizens with the skills they need to use data effectively – evidence is power! <http://schoolofdata.org/>