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Posting about BLM Made it a Movement Pushing for Real Change

Nolan Michaels

English 128: Pop Culture Intersections

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Posting about BLM Made it a Movement Pushing for Real Change

Introduction:

Martin Luther King Jr. on national television spoke, “We are here to say to the white men that we no longer will let them use clubs on us in the dark corners. We’re going to make them do it in the glaring light of television.”¹ Looking at the Civil Rights movement, television helped the movement progress significantly. Without having to hear about MLK’s speeches from the radio or newspaper with a biased slant, Americans saw for themselves his cry to end racism on their own television screens. Even though TV presented the protestors as being heroic, many white people especially in Alabama took these images in different ways. Whatever their opinion was on the protests, people saw instances of racism and inequality as television served as a main driver behind the Civil Rights movement. With the advent of social media it is not just MLK speaking about ending racism. Anyone can voice their opinion and influence other people’s views on topics such as BLM. For instance, TikTok has generated 18.8 billion views with #blacklivesmatter.² Instagram has almost 24 million posts with the #blacklivesmatter.³ According to the Pew Research Center, #BlackLivesMatter is used an average of 3.7 million times per day.⁴ Social media has created so much awareness about #BlackLivesMatter, it has played such a crucial role in jumpstarting the BLM movement.

With respect to Black people’s rights today, social media has been a driving force due to its depiction of behind the scenes incidents as in the case of George Floyd’s death. Social media spread the video of Derek Chauvin brutally murdering Floyd, ultimately informing the public

¹Aniko Bodroghkozy, “Equal Time: Television and the Civil Rights Movement,” *Journalism & Mass Communication Quarterly* (September, 2013): 607-610.

² #blacklivesmatter, TikTok, <https://www.tiktok.com/tag/blacklivesmatter?lang=en>.

³ #blacklivesmatter, Instagram, <https://www.instagram.com/explore/tags/blacklivesmatter/>.

⁴ Monica Anderson, Michael Barthel, Andrew Perrin and Emily A. Vogels, “#BlackLivesMatter surges on Twitter after George Floyd’s death,” last modified June 10, 2018, <https://www.pewresearch.org/fact-tank/2020/06/10/blacklivesmatter-surges-on-twitter-after-george-floyds-death/>.

and influencing the Chauvin's arrest. Furthermore, the circulation of BLM content has inspired large numbers of people to protest and speak their minds. Therefore, I believe social media positively impacts the development of BLM. Moreover, the general perspective of BLM is viewed in a better light because social media encourages people to donate, protest, and access like-minded perspectives.

I will now state my thesis. Although social media includes opposing views that have unified against BLM, it has been responsible for massive growth of the movement. In this paper, I will show how social media plays a pivotal role in BLM by scaling up the movement and encouraging more nuanced and diverse perspectives on BLM to develop. Although all social media platforms are used to promote BLM, my examination will focus mainly on Twitter because it is the primary platform analyzed by scholars that investigates the growth of BLM. What MLK was able to accomplish by tapping into the new medium of television is now being replicated on an even bigger scale. Millennials use social media as their primary form of communication. More importantly, unlike the passive mode of television, social media allows people to be active participants in driving more conversation.

I found major limitations to my topic due to how recently BLM rose to popularity. Many of my sources do not address how social media affects the BLM movement today. Similarly, my sources that incorporated studies mainly analyzed tweets, but people also express themselves on other forms of media. Since the BLM movement is such a broad topic, I will break down different themes within it. Also, I will distinguish how BLM has changed so much since its birth. I am mainly investigating younger generations because of the strong influence they have on the BLM movement with their social media usage. Similarly, even though BLM is a global cause, I will be mostly studying the movement within the United States. I will be looking at the culture

within the Black community, celebrities, and youth. Finally, my theoretical approach is race studies given the theme of race with BLM. I will be using these lenses to investigate how social media affects BLM.

Background:

In order to understand how social media drives the BLM movement to cause real change by increasing involvement and allowing different kinds of voices to be expressed, I will outline the key terms used in this essay and the history of the empowerment of the Black body in my background section.

I will be mentioning many key terms in my essay. One of the terms I will discuss is coalition building, which is using social media to create a group of activists with a common interest to strengthen connections and build their social capital. Coalitions are pivotal to growing the BLM movement and are a primary way people can discover protests. I will talk about the essential elements of using social media to effectively coalition build and how this contributes to scaling up the movement. Scaling up is the expansion and strengthening of social movements, and I will be discussing how social media attributes to this. Part of the way that movements scale up is through resource mobilization, which is using resources to achieve an organization's goals. This is pivotal to the success of social movements. Black Twitter is the Twitter community of Black users aiming to enact socio-political change. It helps the Black body find people who share similar views as themselves through the social identity theory. The social identity theory is the idea that people feel a sense of self based on what groups they fit into. The Black body attempts to fight ideals within the All Lives Matter movement such as color-blind racism. Color-blind racism is the idea that we see others as people and not race, which conflicts with the idea of racism.

The timeline of Black history starting from the Civil Rights movement leading to George Floyd begins with Rodney King. After Rodney King was brutally beaten in 1991, the LA riots took off. The police were chasing behind King's car after he was speeding on an LA freeway. Once the policemen caught up to him, there were many more officers on the scene. The LAPD assaulted King and shot him with a TASER. A witness videotaped the whole beating and the Black community in LA was enraged. The LAPD was commonly accused of racially profiling, and this pushed them over the edge. When the LA riots were finished 2,300 people were injured, 55 were dead, and over 1,000 buildings were burned. Finally, two of the four LAPD officers involved in the beating of King were tried and convicted in court. The press coverage of the police assaulting King spread awareness about racial profiling within the LAPD. After so many people saw the video of King, media served to increase outrage and expand participation in the LA protests.

Discrimination still existed towards the Black body. In 1995, hundreds of thousands of Black men participated in the Million Man March in D.C. to combat the stereotyping of Black men. At this time, a disproportionate number of black people were imprisoned especially due to the U.S government's war on drugs. The leader of the movement called for sober Black men to meet in D.C. on a day of atonement. The protest was able to take off by circulating over social media and calling to change the image of the Black man. It is estimated 400,000 to 1 million people took part in this march.

Time and time again racism has occurred leading to protests. However, people have not shown up in large enough numbers, and Black rights activism has not pushed enough for real change to occur for the Black body.

In response to the acquittal of George Zimmerman after he killed unarmed, 17-year-old Trayvon Martin, the Black Lives Matter movement was started in 2013. The movement first started when Alicia Garza posted about the murder of Martin using #BlackLivesMatter. The movement's mission is to "eradicate white supremacy and build local power to intervene in violence inflicted on Black communities by state and vigilantes."⁵ #BlackLivesMatter has spurred many people to voice their opinions about inequalities Black people face. The movement gained traction especially when more Black men continued to die to the police such as Michael Brown and 12-year-old Tamir Rice. There was more attention called to Black females facing police brutality when the #SayHerName campaign took off in 2016 after Sandra Bland died in police custody. It is important to note that most of the noise about BLM was concerning straight Black men and not until recently has there been more intersectionality with the movement.

To tackle the issue of police brutality, in 2016 Colin Kaepernick kneeled during the national anthem with little support. The NFL discouraged him for expressing his views about the inherent racism in the national anthem when it hurt their viewership. No NFL team would sign him to a team or encourage players to kneel likely due to how it affected their ratings.

BLM culminated into much more of pressing issue after the brutal murder of George Floyd. Derek Chauvin kneeled on George Floyd's neck for more than 8 minutes after he allegedly used a fake \$20 bill in May 2020. After his death, people were enraged, posting on social media about police brutality using the #BlackLivesMatter, which drove much of society to protest. The protests started in June and as of July 3rd, according to *The New York Times*, estimates showed that between 15 and 26 million had participated.⁶

⁵ "Black Lives Matter", Accessed August 26th 2020, <https://blacklivesmatter.com/about/>.

⁶ Larry Buchanan, Quoc Trung Bui, and Jugal K. Patel, "Black Lives Matter May Be the Largest Movement in U.S. History," (July 2020): 2.

Given the grim history of how Black people have been treated, there has been little real change since the Civil Rights movement. I will now give some historical context to how media has played a role in empowering the Black body. Concerning the Civil Rights movement, advocates for African American's rights would likely not have achieved the act being passed without television. Richard G. Carter's "TV Captured Magic and Tragic Moments" explained how Martin Luther King Jr.'s influence on the BLM movement was captured on television. King's "I Have a Dream Speech" was documented on national TV and garnered support for the Civil Rights movement. Millions of Americans of all kinds of races watched that speech insisting on an end to racism. MLK beseeched America, "I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."⁷ Carter claimed this speech was "a red-letter day on the small screen for countless millions who witnessed the historic event as it played out. Just as television brought about MLK and many others' dream to live in a world where Black people had equal rights, social media brought attention to structural racism that still is a problem today.

Body:

For my body paragraphs, I touch on some problems of social media spreading the countermovement of #AllLivesMatter. Most of my substance is about social media upscaling BLM, how it contributes to a large and diverse distribution of voices being heard, and how it can implement real change. I focused on how social media increases involvement with BLM since I personally was driven to protest from looking at social media posts about protests in my area. Similarly, reading so many BLM posts, I felt compelled to discuss how they affect the movement. Most of the studies I pulled analyzed tweets using #BLM or hashtags within the

⁷ Richard G. Carter, "TV Captured Magic and Tragic Moments", *Television Quarterly* (January 2004): 39.

movement because this was what scholarly sources on my topic incorporated. All the studies I found were done to great accuracy and precision. However, I had limitations to some of these studies because they had trouble classifying tweets into different categories or failed to deeply analyze the tweets. Similarly, some of the evidence was not made in light of recent activism and could be more relevant to the movement today.

All Lives Matter and How Social Media Takes Away from BLM:

Social media can take away from the BLM movement by allowing opposing views to counteract BLM activism. Furthermore, social media can have trouble encouraging people to become involved with BLM because users rarely interact with opposing views. Matthew Haffner's "A place-based analysis of #BlackLivesMatter and counter-protest content on Twitter" demonstrated the prevalence of color-blind racism through his study of #AllLivesMatter on Twitter. The study used Python to investigate tweets from October 2015 to November 2016 and determined the location of the tweet via geotag as well as the race of the tweeter. It pulled 6,695 tweets using #BlackLivesMatter and 2,382 using #AllLivesMatter. The results indicated that white and Hispanic people rarely engaged in using these hashtags: "Users geotagging tweets in locations with large percentage [Black] and Asian populations [were] interacting with both hashtags of racial protest and counter-protest while users geotagging tweets in locations with large percentage white and Hispanic populations [were] not interacting at all."⁸ Haffner analyzed the locations of these tweets to show that the tweets were disproportionately coming from Black and Asian communities. Thus, whites and Hispanics rarely came in contact with different kind of views from other races living in another area, disallowing the BLM movement to efficiently spread. This explained how "while most whites [said] they agree with civil rights principles, they

⁸ Matthew Haffner, "A place-based analysis of #BlackLivesMatter and counter-protest content on Twitter," *GeoJournal* (2019): 1270.

[did] not support them in practice.”⁹ Many white people declared they supported BLM principles but rarely engaged with them, so they did little to drive the movement. Similarly, the presence of the #AllLivesMatter tweets in certain areas with many white people and these people’s lack of exposure to #BLM tweets hindered them from aligning with BLM. Even though it has trouble reaching certain bases, social media holds many advantages in promoting BLM.

Social Media Upscales the BLM movement:

Social media increases involvement with the BLM movement by encouraging people to protest and voice their opinions. Marcia Mundt’s “The source of a movement: making the case for social media as an information source using Black Lives Matter” demonstrated how information could spread yet be misleading. Mundt argued that social media led to the process of scaling up the BLM movement. She collected data and interviewed people from social media groups or users having #BLM in their profile. The study looked at 161 groups including FB group participants and conducted 11 different interviews. The findings of this study were that the groups grew tremendously from early 2017 to early 2018. Some of the groups grew from 200-500 members to over 10,000 members. In the interviews, members of these groups discussed how they found direct and personal ties from social media. These people could mobilize resources in the form of support networks. The group with the biggest growth most effectively utilized social media to motivate people to protest. They claimed, “You can get 10,000 people together in hours.”¹⁰ The more people became involved in the movement, the more effectively it could spread. Mundt noted that the “[groups used] social media as a platform for connecting with better-resourced groups and to put out calls for donations or requests for specific resources

⁹ Haffner, “A place-based analysis of #BlackLivesMatter and counter-protest content on Twitter,” 1258.

¹⁰ Marcia Mundt, Karen Ross, and Charla M. Burnett, “Scaling Social Movement Through Social Media: The Case of Black Lives Matter,” *Social Media + Society* (October 2018): 8.

needed for their events.”¹¹ Some groups found venue space and grants from their social media pages.

Coalition Building:

Similarly, Social media helped the groups with coalition building. It brought people together in weak ties against the common enemy and facilitated strong ties with like-minded individuals. Administrators of the Midwestern BLM group noted, “All the chapters [in our State]... we get together often, and we all do events together.”¹² Mundt argued that social media helped “facilitate connections between groups that [were] beyond a purely online presence and in some cases [could] further increase even turnout.”¹³ Mundt claimed it is essential for political movements to use social media leading to resource consolidation, shared interests, and strong organizational structure to uphold the coalition. However, the article stated the movement required more than online activism because many people would join a FB group and not be motivated to protest or become involved in a non-online way.

Social Media as Primary Information Source:

Social media increases awareness about BLM, which helps upscale the movement. Jonathon Cox’s “Scaling Social Movement Through Social Media: The Case of Black Lives Matter” showed that social media served as the major informational source for the BLM movement especially with younger generations. Social media increasing knowledge about BLM led to more discussion about BLM. However, this source questioned the reliability of some of this information. Cox interviewed 70 students from 4-year colleges asking questions like “[tell] me what you know or have heard about the BLM movement,”¹⁴ and then followed up with where

¹¹ Mundt, “Scaling Social Movement Through Social Media,” 8.

¹² Ditto

¹³ Ditto

¹⁴ Jonathon M. Cox, “The source of a movement: making the case for social media as an informational source using Black Lives Matter,” *Ethnic and Racial Studies* (May 2017): 1850.

they got their information on BLM from and their thoughts about it. Around two thirds of students received news on BLM from social media and not media forms such as CNN. Some students thought BLM came up recently after George Floyd's death when in reality it started after the killing of Trayvon Martin. This could be problematic if people had false ideas about the movement and could express them to their peers. Nevertheless, the quick distribution of information on social media, although potentially "fake news", can contribute to more people posting and protesting. When more people post, more can get behind certain aspects of the movement, upscaling the movement.

Social Media Promotes a Diversity of Views:

Social media enables a diverse backing of BLM, which allows different kinds of voices and people to influence the movement. Even though social media encourages people to engage in protesting, Alvin B. Tillery's "What Kind of Movement is Black Lives Matter? The View from Twitter?" indicated that social media mostly is used for expressive views. Thus, the billions of social media users posting BLM hashtags are mostly posting about their views, so there are many BLM voices represented. Tillery looked at six social movement organizations (SMOs) associated with BLM including 18,078 tweets that appeared on the public feeds of these accounts from December 2015 to September 2016. Two coders analyzing the tweets had a reliability for the content analysis studies of 87%, so they had a third coder determine tiebreaks when there were disagreements. The study concluded that "42% of tweets generated by the SMOs [were] best characterized as expressive communications"¹⁵ while "informational tweets, crafted to share stories about the movement and local and national news, were the second largest category of

¹⁵ Alvin B. Tillery Jr., "What Kind of Movement is Black Lives Matter? The View from Twitter," *Journal of Race, Ethnicity and Politics* 4, no. 2 (September 2019): 14.

tweets (39%) generated by the SMOs.”¹⁶ Since Twitter users often expressed themselves through their tweets, the study explored what kind of topics were mentioned to see what audiences they appealed to.

The study also analyzed these tweets, investigating whether SMOs used frames to call attention to issues such as gender, or racial/LGBTQ identities. Tillery determined that “33% of the tweets [were] generated by these organizations deployed on these identity frames,”¹⁷ which was lower than the predicted value. However, the significance of tweets using these frames indicated the importance of underlying issues within BLM posts on SMOs. The study found that 13% of tweets in the sample used frames on cultural expression, 10% of tweets had feminist frames, and 7% included frames related to LGBTQ identities. The author claimed, “core activists of the BLM movement have frequently articulated that one of the movement’s major goals is to ‘center’ the lives and contributions of Black Queer and trans folk, Black-undocumented folks... women, and all Black lives along the gender spectrum.”¹⁸ Thus, Tillery looked for frames about gender and LGBTQ issues that should be central with the BLM movement. Even though she noted there could have been more inclusion of these frames, the data signaled that many kinds of people can relate to BLM tweets, helping them to become involved with the movement.

#SayHerName: A Step Towards Diversifying BLM:

#SayHerName is part of the feminist frame that is heavily integrated with the movement. Jennifer Borda’s “Creating space to #SayHerName: Rhetorical stratification in the networked sphere” showed how #SayHerName has motivated more women to become involved with BLM. #SayHerName was pivotal to turn the attention to the deaths of Black women when the

¹⁶ Tillery, “What Kind of Movement is Black Lives Matter?,” 14.

¹⁷ Tillery, “What Kind of Movement is Black Lives Matter?,” 16.

¹⁸ Ditto

movement was mostly covering the deaths of Black men. From 2015 to 2018, 170 victims were women and over a third of them suffered from mental illness. Yet, she claimed less than 100 articles were written about black women in police encounters and 4,500 items were written about Michael Brown and Freddie Gray shootings from April 2014-April 2015. When AAPR launched #SayHerName, this complexified the coverage of black women and brought issues of the gender divide into BLM. Due to the spread of this hashtag, women now are seen less as “collateral damage” and their stories circulate much faster. Now more women can become engaged with the movement and contribute. For example, a Twitter user named @Reina_Jan7 tweeted, “#JusticeforSandraBland #SayHerName How many more hashtags?”¹⁹ However, not only women tweeted under this hashtag as many men partook in using it. Similarly, Bernie Sanders tweeted, “IT would be very hard to imagine a white middle class woman being treated in the same way Sandra Bland was.”²⁰

Coalition Building in Diversifying the BLM Movement:

Coalition building is key in backing up a movement. Mundt argued coalitions are essential to having a diverse set of interests around this cause of bringing justice to police brutality. Mundt’s study also showed how people are posting about a wide range of topics within the BLM movement. For example, 32% of people in the study posted about systemic oppression, 8% highlighted criminal justice/police brutality, while 9% emphasized empowering black people and others talked about a combination of some of these topics.²¹ Many of the groups that were interviewed mentioned creating cross-movement coalitions, which would have a wider movement network. Thus, BLM and non-BLM groups could come together to make a diverse

¹⁹ Reina J, Twitter Post, Jul, 2015, 4:35 p.m., https://twitter.com/Reina_Jan7.

²⁰ Bernie Sanders, Twitter Post, Jul 2015, <https://twitter.com/BernieSanders>.

²¹ Mundt, “Scaling Social Movement Through Social Media: 8.

group of leaders for an event. Following an Orlando nightclub mass shooting, many different groups came to protest such as religious groups, LGBT groups (etc.). The organizers said, “[we] organized a series of vigils the day of the shooting ... people literally started emailing things and people were like taking screenshots of the event ... The next thing you know, like, the [local] LGBT chorus was like ‘oh we are going to come sing.’”²² It is essential to for social media users to see a variety of views so that all kinds of people can feel represented, which strengthens the movement and allows it to grow even more.

The BLM Movement can Cause Real Change:

Despite many Black activist movements failing to create real change on the problem of unfairness against the Black body, #BLM can shed light on the institutional, social, and legal discrimination they face. Catherine Langford and Montene Speight’s “#BlackLivesMatter: Epistemic Positioning, Challenges, and Possibilities” underscored how #BLM addresses racism more appropriately than other movements. Although discrimination against Black people is more covert today than older forms of racism, it has been “re-scripted into other forms of material violence against Black Americans.”²³ This is because previous movements have “tried- and failed- to alter White consciousness.”²⁴ Thus, racism is now more subtle in the form of police brutality. However, the authors claimed that the recent “movement know as #BlackLivesMatter offers significant possibility for rhetorical change.”²⁵

Likewise, BLM activists serve to make the world a better place in areas besides just BLM. Langford claimed that “#BlackLivesMatter activists do not limit their activism to their

²² Mundt, “Scaling Social Movement Through Social Media: 9.

²³ Catherine L. Langford and Montene Speight, “#BlackLivesMatter: Epistemic Positioning, Challenges and Possibilities,” *Journal of Contemporary Rhetoric* (2015): 79.

²⁴ Langford, “#BlackLivesMatter,” 88.

²⁵ Ditto

own cause, but participate in sympathy strikes regarding a wide variety of concerns that impact Black communities.”²⁶ The authors demonstrated how #BLM activists’ desire to support other causes, which helped more people to become involved with BLM.

The Role of hip-hop celebrities on Black Twitter:

Similar to the diverse range of topics that are posted about on social media, hip-hop celebrities post about a wide array of themes and unite their followers on Black Twitter. Summer Harlow and Anna Speight in their article “How #Blacklivesmatter: exploring the role of hip-hop celebrities in constructing racial identity on Black Twitter” displayed how hip-hop celebrities improved Black people’s image and promoted identification within the group. The study used computerized and manual analysis of 2.67 million tweets with the hashtag #BlackLivesMatter from August 9th, 2014 to December 31st, 2014 and investigated whether they fell into six categories: Black identity, marketing, protests, police brutality, Michael Brown, or news/information. The Pew Research Center claimed that the program was reliable and had the same results as human-based coding 97% of the time. The study determined that 37.3% of tweets were about protests, 25.9% about Black identity, 15.8% about police brutality, 8.4% about marketing, 7.7% about Michael Brown and 4.5% about news.²⁷ 4% of the tweets studied were from Black celebrities and used more “community building” themes rather than “marketing or self-promotion” meaning that they intended to use “their clout to encourage fans to act”.²⁸ Furthermore, Black Twitter “[increases] individuals’ identification, and thus solidarity, with the group ultimately using the group identification to encourage resistance and collective action.”²⁹

²⁶ Langford, “#BlackLivesMatter,” 79.

²⁷ Summer Harlow and Anna Speight, “How #Blacklivesmatter: exploring the role of hip-hop celebrities in constructing racial identity on Black Twitter,” *Information, Communication & Society* (March 2019): 359.

²⁸ Harlow, “How #Blacklivesmatter,” 362.

²⁹ Ditto

The authors illustrated that creating a space on Black Twitter where many users could express themselves and feel included led to the upscaling of the BLM movement.

Social Identity Theory:

Black Twitter is particularly important because of how Black people can find a group they affiliate and communicate with. The people who termed the social identity theory, Tajfel and Turner, noted three strategies to help people find their social identity where people can: change group association to one with better status, work together to improve perceptions of their group, or promote social change so the group has better social standing.³⁰ This study highlights how Black hip-hop celebrities used #BlackLivesMatter to improve the status and perceptions of the Black identity. They enhanced the group's image and promoted solidarity within the group. For example, a popular rapper called Amine has been vocal on BLM and gentrification. He announced his support for BLM protests in his hometown of Portland retweeting, "We came out here in t-shirts, they started gassing us. We came back with respirators, they started shooting us. We came back with vests, they started aiming for the head... And now they call us terrorists. Who's escalating this? It's not us."³¹ Amine like many other Black hip-hop artists helped create a space on Twitter where Black people can find a group with like-minded ideals.

Celebrities posting about the BLM movement similarly touch a wide base of topics within the BLM, and push for real change. For example, many celebrities spoke against the black-out movement where people just posted blank, black pictures intending to raise awareness for BLM. Lil Nas X a popular Black artist tweeted, " i just really think this is the time to push as hard as ever. i don't think the movement has ever been this powerful. we don't need to slow it

³⁰ Harlow, "How #Blacklivesmatter," 357.

³¹ William Yu, Twitter Post, Jul 29, 2020, 8:35 p.m., https://twitter.com/its_willyu.

down by posting nothing. we need to spread info and be as loud as ever.”³² With celebrities leading the charge in the BLM movement, they can cause real change to how Black people are treated.

Conclusion:

Although in addition to social media, there are more traditional forms of intervention needed, social media increases involvement with the BLM movement and contributes to more people protesting and posting, which brings about more nuanced perspectives on BLM. Unlike previous attempts to bring justice to how the Black body is treated, social media has attributed to causing real change to the movement. For instance, while the NFL backlashed against Kaepernick and others for protesting the national anthem in 2016, after the recent press on BLM, the NFL is now standing behind its players and endorsing BLM. I hope that after reading this essay you will realize the importance of using social media with respect to the Black Lives Matter movement and have a new perspective on posts with #SayHerName or #SayTheirNames in it. I want people view sources of information about political movements other than social media but continue to use it to encourage others to voice their opinions and influence their peers. Since we are in the heat of the BLM movement in 2020, when we use social media and engage with BLM content, we influence the movement and shape how it works. The intention of my essay is that the readers of this article will be more aware of how to partake in this movement and future ones through interacting with social media since it will serve to fuel future political movements to a greater extent.

³² Lil Nas X, Jun 2020, 12:10 A.M., <https://twitter.com/LilNasX>.

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