

Ace and Aro Social Media Activism

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Feel free to speak up
whenever you have a thought or a question.

Just remember we won't be able to see your face so
feel free to:

1. press the “raise hand” button at the bottom of your Zoom screen
2. write a message in the chat, or
3. unmute yourself and speak up after we've asked a question to this group

What Counts as Ace and Aro Activism?

Brainstorm examples of activism (on or off social media)

Activism: Actions with the goal to improve society in some way

What were the strengths or limitations of these examples of activism?

Social Media Uses

Now let's brainstorm things that could all fall under the umbrella of “ace and aro activism” that can be done on social media.

How does offline activism rely on Social Media?

For the purposes of our discussion, we define “social media” as inclusive of any platform sometimes considered social media: Tumblr, YouTube, Reddit, etc.

Benefits to Social Media as a Platform for Activism

What benefits have you experienced by using social media for your aro or ace activism?

It's more accessible

- Lack of monetary barriers
- People with certain disabilities can more easily participate
- Doesn't require long-term commitment to an organization or group
- People already spend a lot of time on these platforms
- Less in-depth English fluency required

Message can have a Wide Reach

Drawbacks of Relying on Social Media

What are types of activism that *can't* be effectively done solely on social media?

Drawbacks of so much of our communities' activism happening on social media:

- Not reaching certain demographics of people (sometimes depending on platform)
- Missing nuance and detail in short text blurbs
- Lack of organized structure for activism
- No backing of an organization that has gained name recognition
- Internet Trolls
- Ratio of Interest to Action (Likes, Retweets, Reblogs, Shares vs. other activist actions)

Launching a social media campaign

- What would be your goals for your social media activism?
- How to make your content and strategies look professional?
 - **Canva** and other Design Software (canva.com is a free site to use!)
 - Image Sizing
 - Style guides
- How to be more strategic?
 - Timing
 - Types of Posts
 - Analytics
 - Influencers
 - Algorithms
- *Feel free to ask questions at any point during the screen share*

Proposals for specific LGBTQ+ flag emojis



Rainbow Flag was added to Emoji 4.0 in 2016.



Transgender Flag was added to Emoji 13.0 in 2020.

Case Study: Proposal for Asexual Flag emoji



Case Study: Proposal for Asexual Flag emoji



Unicode wants various points of data in your proposal, evidence the emoji will be used.



It's compared to the "Median Emoji", which they've declared is the elephant.

Conclusion

- Do you feel like you already are a social media activist?
- Do you feel like we made things seem easier or harder? Does it seem like too much work to do well?
- Do you have any last questions for us?
- Are there things you need advice on related to using social media for activism, any potential tools you'd like to hear about, etc?