

Mobilizing: Social Justice & Social Media

Based on the exhibition *ReSisters: Behind the Scenes of the Women's March* presented at Photoville 2017 by Kisha Bari & the Women's March

Students will use the Women's March as a springboard to explore issues surrounding social justice and the impact social media had in organizing this worldwide event. Through research, students will plan and document their own social justice action plan using social media as primary organizer.

Students will be able to:

- Investigate a social justice issue
- Research the mission and unity principles of the Women's March 2017
- Plan a social justice action using social media
- Document the social justice action and planning process

Part 1: Intro

1. Ask your students the question, "Why did 5 million men and women participate in the Women's March around the world on January 21, 2017?"
2. Discuss the question in groups and share.

Part 2: Activity

1. Divide your students into working groups.
2. Select a social justice issue to research from the Women's March Unity Principles.
3. Discuss and decide on one social justice action that would create awareness or drive change on this issue.

Authors: Educators Ben Russell, Alex Pajares, Lauren Gabriele and Carmen Fulford with photographer Kisha Bari

Featuring photography by
Kisha Bari

Grade Level: 9th - 12th grade

Subjects: Social Studies, Art, ELA

Time Required: Unit (2-6 weeks)

Materials Needed:

- [ReSisters Image Bank](#)
- [Women's March mission statement and unity principles](#)
- Laptop/Tablets
- Art Supplies
- Cameras

Standards Addressed:

CCSS.ELA-LITERACY.RH.11-12.2
CCSS.ELA-LITERACY.W.11-12.6
CCSS.ELA-LITERACY.W.11-12.6

Additional Resources:

photoville.com/edu

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4. Create a social media call to action plan.
 - Name: Name your action.
 - Mission Statement: Write a sentence stating what you believe, what your action is and what you hope to accomplish with it.
 - Media: What imagery will you use to share your mission? (i.e. photos, videos, drawings, posters)
 - Outreach: How will you get the word out about your action? What audiences do you hope to get involve and what platforms will you use to reach them?
 5. Document the planning process and your action using social media.
 6. Share the results of your action with your classmates. Present documentation and artwork from your action.
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Part 3: Reflection

1. Reflect and discuss the experience of planning a social justice action using guided questions. A few sample questions are below:
 - What were compelling reasons why people participated in your social justice action?
 - What did you learn from this experience about mobilizing a group for a social justice action?
 - If you were to repeat this action, what ideas do you have to amplify or make your action more effective?
 - Did anyone change their mind about the issue as a result of your action?
 - What did you learn from this experience?
2. Ask your students to share an exit response to the intro question, "Why did 5 million men and women participate in the Women's March around the world on January 21, 2017?"

