

Strategic Communication in Digital Activism: A Narrative Review Across Global South Movements

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ABSTRACT: Digital activism has emerged as a powerful mechanism for social change, leveraging communication strategies on social platforms to drive engagement, mobilization, and advocacy. This structured narrative review synthesizes and analyzes key strategies used in digital activism across diverse contexts, with a particular focus on underexplored regions in the Global South. A total of 72 peer-reviewed articles published between 2010 and 2024 were systematically identified from Scopus, Web of Science, Google Scholar, and PubMed. A thematic synthesis method was applied to examine patterns across communication strategies, platform affordances, and systemic challenges. Findings highlight the effectiveness of hashtags, videos, and infographics in enhancing audience reach and solidarity, particularly when amplified by influencers and algorithmic visibility. Twitter, Facebook, and Instagram show complementary roles in mobilization, while activists in marginalized communities face persistent obstacles such as surveillance, censorship, and economic inequality. The review concludes that policy interventions are essential to safeguard inclusive digital activism, and recommends further localized studies to explore context-specific communication strategies and resilience frameworks.

Keywords: Digital Activism, Communication Strategies, Social Media Movements, Online Mobilization, Algorithmic Influence, Surveillance, Participatory Engagement.



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INTRODUCTION

In recent years, the rapid evolution of digital communication technologies has profoundly reshaped the landscape of social movements and activism. The intersection between media platforms and collective mobilization has become a focal point for scholarly exploration, particularly in the context of how activists disseminate messages, build communities, and influence public discourse. Digital communication strategies have emerged as vital tools for modern activism, serving not only as channels for information exchange but also as arenas for identity construction, narrative framing, and collective action (Calibeo, 2024). From the climate strike movement initiated by Greta Thunberg to indigenous advocacy efforts in South Africa, digital platforms have allowed previously marginalized voices to challenge dominant narratives and rally global support (Foyet & Child, 2024).

Contemporary scholarship indicates a surge in interest toward the mechanisms through which digital media influence activism. For instance, Foyet and Child (2024) explored how algorithmic visibility impacts the efficacy of social media campaigns by indigenous groups in Africa, emphasizing the dual role of these platforms in both enabling outreach and imposing structural limitations. Moreover, Cheng et al. (2023) investigated the transnational advocacy potential of digital activism, finding that strategic online communication enhances not only user engagement but also the leadership structures within grassroots movements. As a result, media scholars and social theorists have increasingly turned their attention to the role of digital tools in redefining civic engagement, protest organization, and social transformation.

Recent data further underscore the expanding influence of digital communication in the realm of activism. According to Sorce and Dumitrica (2022), the accessibility and immediacy of digital platforms have significantly lowered participation barriers, facilitating broader involvement in collective action. Their findings illustrate that social media has become a critical infrastructure for both spontaneous and sustained mobilization efforts. Similarly, Cheng et al. (2023) noted that the strategic use of digital tools reinforces social capital, especially within transnational movements, by fostering collaboration and enhancing leadership dynamics. These observations highlight the capacity of digital communication to amplify activist efforts in unprecedented ways.

At the same time, digital activism is not without its challenges. One pressing issue is the prevalence of disinformation, which undermines the credibility and coherence of activist narratives. Blum and Uldam (2024) identified surveillance and data commodification as additional threats, emphasizing the vulnerability of activists operating in digital spaces. For example, Kouper (2022) analyzed the Ukrainian resistance movement and found that while social media enhanced visibility, it also exposed activists to coordinated misinformation campaigns. This duality underscores the need for robust communication strategies that can withstand digital manipulation while maintaining clarity and resonance with target audiences.

Legitimacy and framing are further concerns. Güzeloğlu et al. (2024) examined how the strategic framing of activist messages can determine their public reception and long-term viability. Their research revealed that movements that fail to construct compelling narratives often struggle to gain traction, particularly in politically repressive contexts. Similarly, Burke and Şen (2018) traced a shift from street-based protest to online mobilization, noting that while digital activism offers greater reach, it also demands new forms of cultural literacy and media fluency. These insights collectively suggest that activists must constantly adapt their strategies to meet the evolving demands of digital publics and algorithmic environments.

Despite the growing body of literature, several critical gaps remain in our understanding of digital activism. A prominent gap involves the differential impact of digital communication strategies across varied socio-political and cultural contexts. Foyet and Child (2024) highlighted the need for further investigation into how algorithmic structures influence the visibility of indigenous narratives. Additionally, Kouper (2022) and others point to the lack of research on marginalized communities, such as women, minorities, and LGBTQ+ groups, whose digital activism often unfolds under conditions of heightened surveillance and exclusion. These underexplored areas

represent fertile ground for future inquiry, particularly in understanding the interplay between identity, power, and platform politics.

The primary aim of this review is to synthesize existing research on the communication strategies employed in digital activism, with a particular focus on how these strategies influence mobilization and movement effectiveness. Drawing upon interdisciplinary sources, this paper seeks to map out the tactical innovations and narrative techniques that characterize contemporary activism on social media. By examining how activists frame their messages, leverage platform affordances, and navigate algorithmic constraints, this study aims to contribute to a more nuanced understanding of participatory behavior and collective organization in digital settings. The analysis also draws upon Papa's (2017) work on civic empowerment through Facebook during Spain's Indignados movement, illustrating how digital platforms can serve as catalysts for political engagement and social change.

This review narrows its focus to specific populations and geographical contexts that are currently underrepresented in the literature. Special attention is given to activist groups in developing regions, particularly Sub-Saharan Africa and Southeast Asia, where the socio-political conditions significantly shape the strategies and outcomes of digital activism. Moreover, the review includes a gender-sensitive lens, addressing the experiences of women in minority communities who face intersecting forms of oppression. These populations often encounter unique barriers to participation, making their digital strategies especially instructive for broader theorization. Scholars such as Burke and Şen (2018) and Billard (2020) have argued that attention to these marginalized voices is essential for a comprehensive understanding of the digital activism landscape.

By focusing on underexplored regions and communities, this review intends to bridge gaps in existing knowledge and offer a more inclusive account of digital activism. It acknowledges the global diversity of activist practices while emphasizing the need for context-sensitive frameworks. This approach not only enriches academic discussions but also holds practical implications for activists, policy makers, and digital platform designers seeking to enhance the effectiveness of communication in civic engagement. Ultimately, the review aspires to provide a critical resource for understanding how digital media continues to transform the contours of activism in an interconnected world.

METHOD

This narrative review employs a systematic and structured approach to identify, select, and analyze relevant academic literature related to communication strategies in digital activism. The methodology emphasizes both comprehensiveness and relevance, ensuring the inclusion of diverse perspectives and the most up-to-date research across different contexts of digital activism. To achieve this, the study employed rigorous literature search protocols, defined search terms, and clearly outlined inclusion and exclusion criteria.

The primary academic databases utilized in this review were Scopus, Web of Science, Google Scholar, and PubMed. Scopus was selected as a foundational source due to its comprehensive indexing of peer-reviewed journals across a wide range of disciplines, particularly in the fields of

social sciences and communication studies. It offers advanced search functionalities and citation tracking features that facilitate the identification of highly influential and widely cited works (Papa, 2017). Web of Science was similarly employed for its strong emphasis on high-quality academic publications and its analytical tools, which assist in mapping the intellectual structure of the research field (Papa, 2017). Google Scholar, although less selective, was used to capture a broader scope of literature, including conference papers, theses, and grey literature, which are valuable in providing supplementary insights, especially from underrepresented regions or emerging fields (Kouper, 2022). PubMed was included specifically to identify literature intersecting health-related activism and public health communication, particularly relevant in the context of pandemic-related mobilizations (Burke & Şen, 2018).

The search strategy was structured around specific keywords that reflect the core concepts of this study. The central keyword used was "digital activism," representing the use of digital technologies to promote, organize, or execute actions aimed at social or political change. To capture the various dimensions of this phenomenon, additional keywords included "communication strategy," highlighting the methods and frameworks used to convey activist messages effectively in digital spaces, and "social media movements," which focused on campaigns and activities conducted through social platforms such as Twitter, Facebook, Instagram, and TikTok. The term "online mobilization" was also used to uncover literature that discusses tactical organization and mass participation through internet-based tools.

In addition to these primary keywords, the search employed synonyms and related terms to expand the scope and ensure the comprehensiveness of the literature reviewed. These included expressions such as "cyber activism," "online activism," "digital communication strategies," and "social media engagement" (Foyet & Child, 2024; Cheng et al., 2023; Billard, 2020). The use of Boolean operators such as AND, OR, and NOT helped refine the results. For example, a combination like "digital activism" AND "communication strategy" AND "social media" was frequently used. Searches were limited to articles published between 2010 and 2024 to ensure the relevance of the content in light of technological advancements.

The inclusion criteria for selecting studies were clearly defined to focus on scholarly works that directly address the intersection between communication and digital activism. Articles had to be peer-reviewed, published in English, and explicitly discuss communication strategies used in digital activism or online social movements. Studies were included if they presented empirical findings, theoretical frameworks, or case analyses that contributed to understanding how digital communication supports activist goals. Moreover, both qualitative and quantitative studies were accepted, as were mixed-methods research designs, to enrich the synthesis with diverse methodological perspectives.

Exclusion criteria were applied to ensure the focus and academic rigor of the review. Publications were excluded if they only addressed digital communication in marketing or corporate settings without any reference to activism or social mobilization. Studies not available in full text or lacking clear methodological transparency were also excluded. Furthermore, opinion pieces, blog posts, or editorials without empirical grounding or scholarly citation were omitted to maintain the academic integrity of the review.

The process of literature selection began with a preliminary search to familiarize the researcher with the scope of existing studies. This was followed by a comprehensive search using the predetermined keywords across the selected databases. After the initial retrieval of articles, titles and abstracts were screened to assess their relevance to the research objectives. This stage filtered out studies that were tangential or misaligned with the focus on communication strategies in digital activism. For those that passed this phase, full texts were reviewed to evaluate their methodological robustness, clarity of findings, and relevance to the core themes of this review.

Each article was assessed for its contribution to the understanding of how activists use digital platforms to frame narratives, mobilize communities, and influence public discourse. A thematic synthesis approach was adopted in organizing the literature, whereby key patterns and emerging themes were identified across the selected studies. These included but were not limited to narrative construction, platform affordances, algorithmic visibility, digital resistance, and strategic framing. By employing this analytical strategy, the review captured both commonalities and contextual differences in communication strategies across different forms of digital activism.

Moreover, special attention was given to studies that explored the experiences of marginalized populations, including indigenous communities, women, LGBTQ+ groups, and activists in the Global South. This emphasis was crucial to ensure inclusivity and to capture the diverse realities of digital activism, especially from regions or groups that are often underrepresented in mainstream academic discourse. The selection process was iterative and reflexive, allowing for the inclusion of newly published studies throughout the writing phase of the review.

The overall methodological approach of this study ensures that the review is grounded in credible academic sources, guided by a clear conceptual focus, and inclusive of varied perspectives and contexts. Through the careful design and implementation of the literature search and selection process, this methodology provides a solid foundation for analyzing communication strategies in digital activism and contributes to a deeper understanding of how digital tools are reshaping collective action in the twenty-first century.

RESULT AND DISCUSSION

The findings of this narrative review are organized into three core thematic areas that emerged consistently across the literature: (1) communication strategies in digital activism, (2) the role of social media platforms in mobilization, and (3) challenges and resistance within digital activism. Each theme reflects not only the diversity of strategic approaches in different contexts but also the evolving landscape of digital engagement in social movements.

In the context of communication strategies in digital activism, various studies reveal that activists employ a range of approaches to articulate their messages and mobilize support. Foyet and Child (2024) emphasize the critical influence of social media algorithms in shaping visibility and narrative control for Indigenous movements in South Africa. Their findings demonstrate that algorithmic mediation can amplify or suppress activist messaging, thereby directly influencing levels of engagement and support. This confirms the necessity for activists to strategically tailor content to align with platform-specific dynamics. In a different context, Burke and Şn (2018) observed the

convergence of online and offline participation among youth in Turkey and the United States, suggesting that digital activism often functions as a complementary channel to traditional political engagement. They highlight how online platforms provide accessible entry points for civic participation, especially among youth.

Papa (2017) expands on this by examining Facebook's role in fostering collective identity and political agency within Spain's Indignados movement. The platform served not only as a medium for storytelling but also as a mechanism for building community capacity and fostering mutual support. In sum, the literature affirms that effective communication strategies in digital activism are grounded in an understanding of narrative construction, community building, and platform-specific affordances.

The effectiveness of different content formats in stimulating public engagement and solidarity is a recurring theme in the reviewed studies. Estrella-Ramón et al. (2024) found that the strategic use of hashtags, especially when employed by high-profile influencers, significantly increases visibility and engagement on Twitter. Their study on climate change activism revealed that tweets featuring popular hashtags during peak campaign periods saw exponentially higher interaction rates. Meanwhile, Solá-Morales (2020) investigated the role of video in digital activism and found it particularly potent in eliciting emotional responses and mobilizing public support. Unlike text-based posts, videos provide a vivid and emotive representation of events, fostering deeper identification among viewers.

Similarly, Rohlinger and Bunnage (2015) emphasized that visual content such as infographics are more effective in communicating complex demographic or political data in a digestible format, which leads to increased participation and understanding. These studies collectively highlight that content form and delivery matter deeply in digital activism. Success in public mobilization and solidarity-building often hinges on the creative integration of multimedia elements that resonate emotionally and cognitively with audiences.

Turning to the role of social media platforms in mobilization, research consistently identifies Twitter, Facebook, and Instagram as the dominant tools used in various social movements. Twitter is particularly effective for real-time updates and broad message dissemination, often through the use of viral hashtags. Estrella-Ramón et al. (2024) illustrate how Twitter has been instrumental in facilitating rapid mobilization in climate justice campaigns, with hashtags serving as rallying points for discourse and action.

Facebook, in contrast, is noted for its strength in fostering deep engagement and community building. Papa (2017) showed that Facebook groups enabled sustained discussions and resource-sharing among activists, cultivating a strong sense of collective agency. The platform's closed-group features and event tools make it ideal for organizing localized actions and maintaining internal communication within movements. Instagram, as reported by Kuo and Jackson (2023), excels in visual storytelling and has emerged as a key platform for reaching younger, aesthetically oriented audiences. Their study highlighted how racial justice organizations leveraged Instagram's visual capacities to produce inclusive narratives and mobilize cross-racial solidarity.

Comparatively, the distinct affordances of each platform shape the nature and depth of engagement they facilitate. Twitter's brevity and virality support mass awareness, Facebook's infrastructure supports sustained organizing, and Instagram's visuals enhance emotional appeal. As Burke and Şn (2018) argue, these platforms are not mutually exclusive but rather operate in tandem to create a multi-modal ecosystem of activism. Activists increasingly employ a cross-platform strategy, tailoring their messaging and tactics according to platform strengths.

The patterns of public participation emerging from social media use in different regions reflect varying sociopolitical contexts. In Indonesia, for example, Kumar and Thapa (2014) found that social media platforms play a pivotal role in civic movements, especially among youth. These platforms enable grassroots actors to bypass traditional media and generate discourse around governance, human rights, and public accountability. The study reveals that the accessibility and low entry-barrier of social media facilitate participation from individuals who may otherwise remain politically disengaged.

At the transnational level, Cheng et al. (2023) documented how digital platforms support cross-border collaboration and collective identity formation in global movements. Social media enables activists from diverse cultural and geographic backgrounds to engage with shared goals, fostering what they term "transnational connective action." This form of engagement is particularly important for campaigns addressing global issues such as climate change, gender justice, and economic inequality.

A distinction arises between "connective action" and "collective action," concepts explored by Harlow and Kouper (2022). Connective action is characterized by individualized engagement facilitated by digital platforms, while collective action denotes more organized, group-centered mobilization. Both forms coexist within the digital activism landscape, offering complementary strengths. Movements such as #BlackLivesMatter and #MeToo exemplify the fluid integration of these modes, where decentralized participation generates global solidarity while formal organizations support strategic coordination (Ford & Sinpeng, 2024).

Despite these advantages, digital activism encounters persistent challenges, particularly in restrictive political environments. Government surveillance, content censorship, and online harassment are recurring barriers. Kouper (2022) examined the Ukrainian resistance movement and reported widespread surveillance practices aimed at silencing dissent. Activists were subject to digital monitoring, disinformation campaigns, and algorithmic suppression. Such constraints create what Harlow (2016) describes as a "chilling effect," where fear of surveillance dampens online expression and engagement.

These findings are echoed in authoritarian contexts globally, where activists face platform shutdowns, doxxing, and coordinated cyberattacks. To mitigate these threats, activists adopt various adaptive strategies. Billard (2020) stresses the importance of constructing counter-narratives and maintaining narrative sovereignty. Activists leverage storytelling techniques to circumvent censorship and galvanize public support, even under conditions of repression.

Erensoy and Çelikaslan (2024) detail how activists deploy video documentation and collective archiving to preserve protest evidence and sustain momentum. This approach not only

circumvents suppression but also contributes to historical memory and international advocacy. In regions like the Middle East and North Africa, activists form trust-based digital communities where encrypted communication and anonymity safeguard participant identities (Jenzen et al., 2020).

The resilience and adaptability of these strategies reveal the innovative capacities of digital activists. By shifting to less monitored platforms, encrypting communication, and creatively framing narratives, activists continue to operate and mobilize under repressive conditions. These findings reaffirm that while digital activism is vulnerable to state and platform-level suppression, it also remains a dynamic and evolving form of resistance.

In conclusion, the results of this review demonstrate the multifaceted nature of communication in digital activism. From the nuanced use of platform-specific strategies to the creative deployment of content formats and the navigation of systemic barriers, digital activism is defined by both its diversity and adaptability. The literature provides strong evidence of the potential for social media to facilitate meaningful political engagement, especially when activists skillfully leverage its affordances. At the same time, the persistent challenges posed by surveillance, disinformation, and structural inequities call for continued scholarly attention and strategic innovation within activist communities.

The findings of this narrative review enrich our understanding of digital activism communication strategies by highlighting how diverse social groups engage with and adapt to digital technologies. This reinforces earlier research that emphasized digital activism's growing role in facilitating organization and mobilization, but our review extends this understanding by critically examining how social media facilitates deeper interaction between activists and their audiences (Foyet & Child, 2024; Burke & Şen, 2018).

A central theme emerging from this review is the influence of social media algorithms and the presence of digital influencers in shaping activist communication dynamics. The work of Foyet and Child (2024) illustrates how activists strategically employ platform technologies to disseminate messages and foster solidarity within marginalized communities. Similarly, Burke and Şen (2018) demonstrated the integrative use of Twitter and Instagram to address social issues and personalize content, enabling more targeted and emotionally resonant engagement. These insights show that digital activism no longer merely adapts existing communication models but redefines them into more agile, responsive, and interactive systems.

The adoption of diverse content formats such as hashtags and videos has proven instrumental in enhancing public engagement. Papa (2017) emphasized that different digital platforms enable unique forms of narrative-building that maintain sustained participation in social movements. Estrella-Ramón et al. (2024) found that hashtags, particularly when used by influential figures, significantly amplify online visibility. Meanwhile, Solá-Morales (2020) highlighted the emotional appeal and mobilizing power of video activism. These findings support the notion that while digital media extend reach, they also reshape the modalities of participation and solidarity, especially when visual and emotionally engaging formats are deployed.

Nevertheless, alongside these opportunities, challenges persist. Disinformation, surveillance, and data commodification often complicate digital activism efforts. Kouper (2022) illustrated how Ukrainian activists, while leveraging social media to resist aggression, simultaneously navigated the risks of narrative distortion and governmental oversight. These risks are further validated by Billard (2020), who emphasized how digital repression mechanisms can silence discussions on sensitive topics and limit the range of discourses permitted in the digital public sphere. This duality necessitates a careful balance between leveraging digital tools and understanding their inherent vulnerabilities.

Geopolitical and cultural contexts also significantly influence the efficacy of digital communication strategies. For instance, Pepe-Oliva and Casero-Ripollés (2023) argue that regional media ecosystems and political cultures determine both the format and the spread of activist narratives. This review confirms their findings by demonstrating that while global movements often share thematic similarities, their operational modes and public reception are heavily shaped by local conditions. As a result, further localized studies are essential to provide a nuanced understanding of digital activism within diverse socio-political settings.

Focusing on systemic factors that condition the effectiveness of digital activism, political, economic, and cultural influences emerge as dominant forces. Politically, authoritarian regimes pose significant barriers to open communication. Kouper (2022) noted that state surveillance technologies inhibit freedom of expression, compelling activists to adopt covert methods. In South Africa, Foyet and Child (2024) identified similar constraints wherein political dynamics affect activists' visibility and outreach capacities. These examples indicate the urgent need for protective digital infrastructures and legal frameworks that defend online activism from state repression.

Economically, disparities in access to digital technologies influence how different groups participate in digital activism. Schumilas and Scott (2016) emphasized the role of economic capital in enabling technological access and digital literacy. In wealthier regions, activist groups are more likely to possess the tools and resources required to maintain robust online campaigns. Conversely, groups in economically disadvantaged contexts struggle to reach wider audiences due to infrastructural constraints. Billard (2020) also highlights that funding disparities affect the extent to which movements can maintain visibility across various platforms. Thus, to democratize digital activism, interventions such as subsidized technology access and capacity-building programs are necessary.

Culturally, social norms and collective values influence how activism is interpreted and performed online. Uwalaka and Nwala (2023) found that in Nigeria, cultural expectations shape the nature and tone of activist discourse, often prioritizing community-centered narratives over confrontational approaches. Likewise, noted that in high-context societies, such as those in Southeast Asia, digital engagement often hinges on shared cultural idioms and relational dynamics, enhancing identity affirmation and movement solidarity. These findings underscore the importance of culturally sensitive communication strategies that align with local values while promoting global solidarity.

The implications of these findings extend to digital policy and regulatory frameworks. In nations where technology use for activism is restricted, policymakers must be encouraged to create

environments that safeguard digital freedoms. Legal protections for privacy and expression are vital for activists to operate safely. Kouper (2022) emphasized this need in contexts such as Ukraine, where digital surveillance is prevalent. Alongside legal reforms, digital literacy campaigns and equitable access to communication technologies can empower marginalized groups to leverage online platforms for advocacy.

Furthermore, collaboration among governments, civil society, and private sector stakeholders can strengthen the institutional ecosystem supporting digital activism. Such partnerships can facilitate the development of ethical data use policies, improve platform accountability, and promote community-driven innovation in digital tools for activism. These structural enhancements can ultimately enable more resilient and inclusive forms of online mobilization.

Despite these insights, the literature reveals notable limitations. Current research is disproportionately concentrated on Western and urban-centric movements, with insufficient attention to underrepresented geographies such as Sub-Saharan Africa, Southeast Asia, and rural populations. Moreover, certain groups—including women in minority communities and LGBTQ+ activists in conservative societies—remain underexplored. Their unique challenges and strategic adaptations deserve more scholarly focus to enrich our understanding of intersectional digital activism.

The methodologies employed in existing studies also warrant critical reflection. While qualitative approaches offer rich narratives, they often lack comparative scope. More mixed-methods research combining ethnography, social media analytics, and network analysis can provide both depth and generalizability. Longitudinal studies could further clarify how activist strategies evolve over time in response to shifting platform policies and political climates.

This review identifies fertile ground for future inquiry. Research exploring algorithmic bias in activist content dissemination, cross-platform storytelling strategies, and the psychological impacts of digital activism on participants could yield valuable insights. Additionally, studies focusing on community resilience and digital sustainability can help movements navigate the evolving digital landscape.

In conclusion, while this discussion does not seek to summarize findings, it highlights the complex interplay of digital technologies, sociopolitical structures, and human agency that shape contemporary activism. The evolving nature of digital activism calls for ongoing scholarly attention that is reflexive, inclusive, and methodologically rigorous, ensuring that future communication strategies are both ethically grounded and socially transformative.

CONCLUSION

This narrative review highlights the evolving landscape of communication strategies in digital activism and social movements on social platforms. The results show that diverse forms of content—such as hashtags, videos, and infographics—serve not only to increase engagement but also to foster solidarity, especially when combined with the personalized power of algorithmic reach and influencer amplification. The discussion reveals that while digital tools empower

activism by enhancing reach and narrative control, systemic barriers such as political censorship, economic inequality, and cultural constraints persistently shape activist strategies and outcomes.

Given the increasing digitalization of social advocacy, there is an urgent need for policy interventions that ensure digital spaces remain safe, accessible, and equitable for all voices. This includes enacting privacy protections, promoting digital literacy, and supporting community-led initiatives. Moreover, governments, tech companies, and civil society organizations must collaborate to strengthen infrastructure that fosters transparent, inclusive, and secure online participation.

Future research should explore localized case studies to better understand contextual variations and the long-term impact of digital activism strategies across regions and demographics. Greater interdisciplinary efforts are also essential to examine how technological innovation can further support marginalized groups in navigating repressive digital environments. Strengthening the use of data-driven visual content and leveraging transnational networks should be a cornerstone for overcoming current and emerging communication barriers in digital activism.

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