

**BLACK LIVES
MATTER**

**BLM's Use of Media and Digital Platforms Analyzed
through Works by Merlyna Lim, Todd Wolfson, and
Sasha Costanza-Chock**

BLM'S INCEPTION - 2013

Shanelle Matthews



<https://tinyurl.com/ycf6do8l>

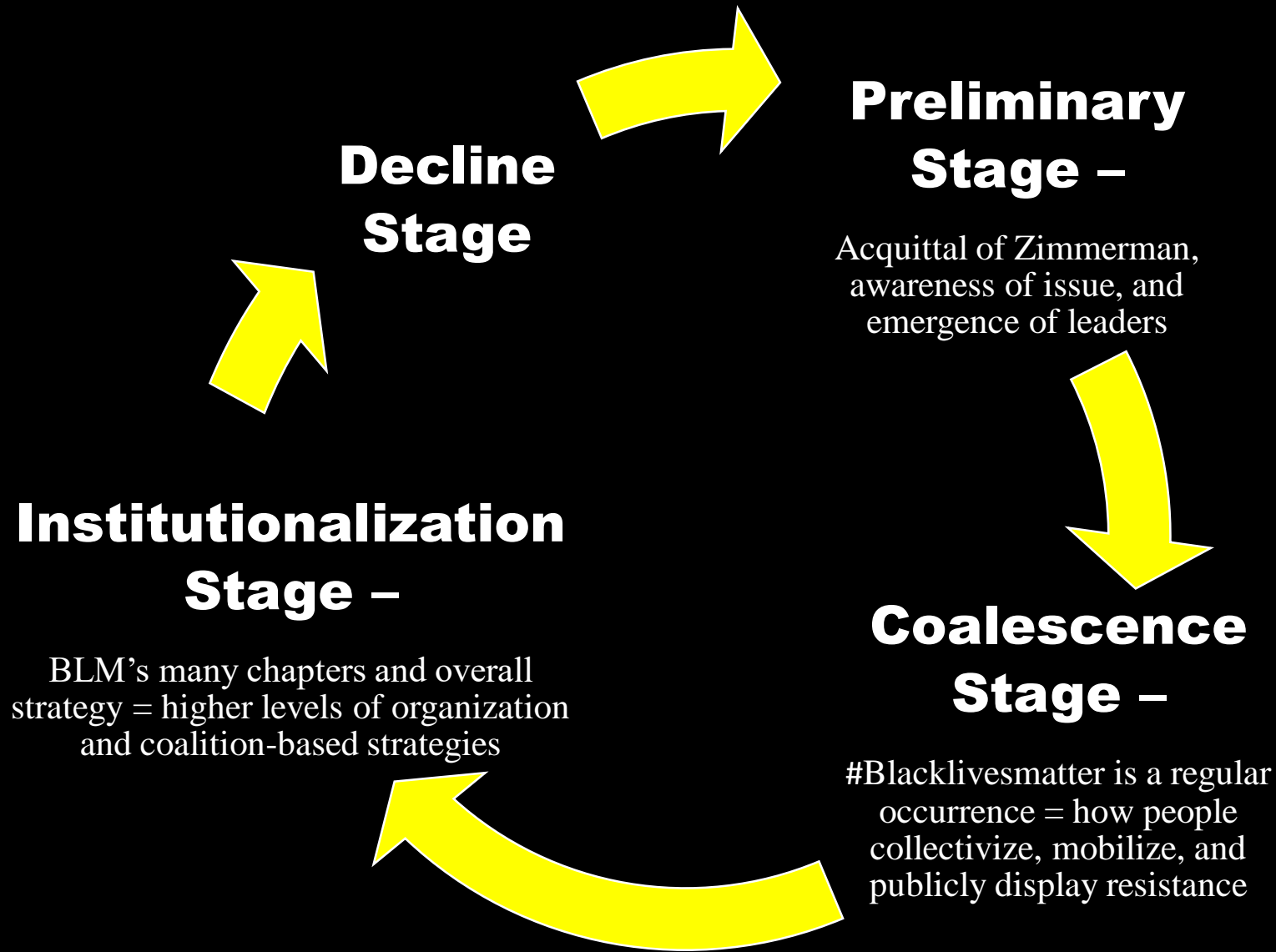


<https://tinyurl.com/ycxb9ux5>

“...imposing a call to action and response to state-sanctioned violence against black people, as well as the virulent anti-black racism that permeates society...”

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EVOLUTION OF A MOVEMENT



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NETWORKING

- Lim: Internet-based communication networks reach vast and dispersed audiences
 - Network of resistance
- Wolfson's definition of "cyber"
 - "New technologies (Facebook, Twitter, YouTube, etc.) that have created a new possibility for scale, structure, strategy, and governance of social movements in the 21st century"
- Indymedia and Cyber Left – create platforms and processes to network different fragmented struggles together
 - BLM able to scale and strategize
 - Black liberation movement
- Shared sense of discontent
 - Coalition Against Police Violence
 - Black Youth Project 100

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DECENTRALIZATION

- BLM is a decentralized movement
 - Indymedia
 - Cyber Left
- Everyone has...
 - A voice
 - A leadership position



<https://tinyurl.com/ycdx3gov>



<https://tinyurl.com/y7whmo9k>

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HISTORICAL CONNECTION

- Lim contends “every moment has a history”
- Wolfson writes “contemporary social movements” are “in dialogue with the history of resistance that has preceded it”
- BLM is “a response to the persistent and historical trauma Black people have endured...”



<https://tinyurl.com/ybo8wwf9>

“We didn’t invent resistance, we didn’t discover injustice...the only thing that is different about this movement is our ability to story tell it and to use the power of storytelling as actual power.”

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BLM DEFIES THE CYBER LEFT

- Unable to build long-term powerful social-movement organizations
 - BLM ...
 - Coincides with longest, sustained, national attention to racial issues
 - Formed global network
- Lack of clear objectives
 - BLM has ...
 - Long – term goals
 - Short – term goals



<https://tinyurl.com/ydad7v3m>



<https://tinyurl.com/ya9vbsbv>

- Lack of focus on leadership training
 - BLM...
 - Created Channel Black



<https://tinyurl.com/ydhprfh>

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BLM DEFIES THE CYBER LEFT

- Prioritizes technology over social relationships
 - No connection to local communities
- BLM ...
 - Forms state chapters
 - Partners with similar organizations/movements
 - Is a global movement
 - Solicits feedback

Sasha Costanza-Chock



<http://schock.cc/about/>

Rather than looking “to outside digital media professionals or ‘experts’ for advice on how to use ICTs for civic engagement in marginalized communities, it may be more fruitful to begin by listening to voices from those communities themselves.”

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EFFECTIVE EXPLOITATION OF TODAY'S TOOLS



<https://tinyurl.com/yder6o87>

- Twitter: @blkivesmatter
- Facebook: @BlackLivesMatter
- Instagram: @blkivesmatter
- Website: www.blacklivesmatter.com



<https://tinyurl.com/yb5ckf5v>

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