



Online Activism

Tools for making change

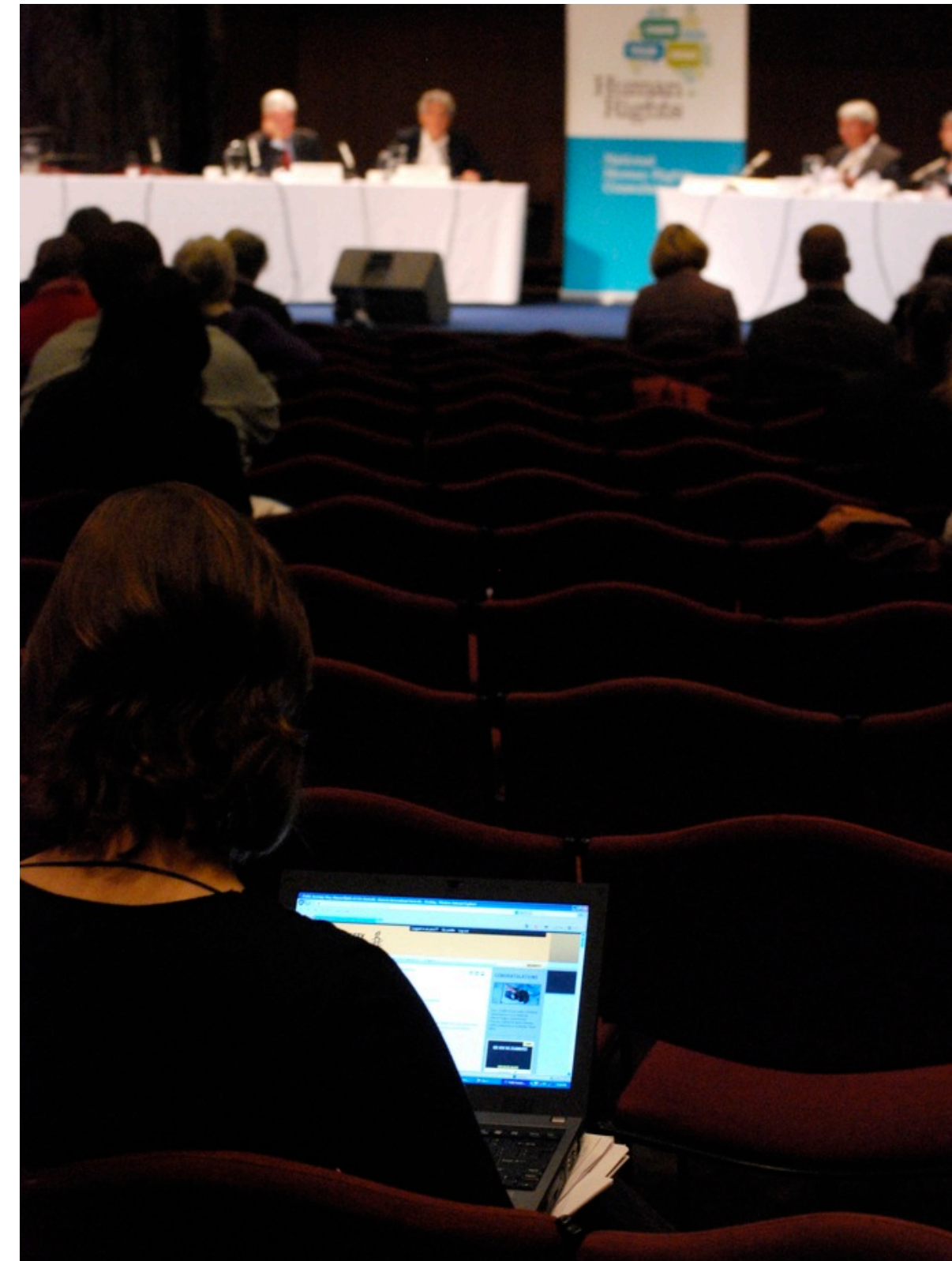
Information Technology

- Information is important to any campaign
- The internet allows information to be communicated worldwide, almost instantaneously
- Online tools can multiply your activism by connecting you with other activists



Telling a story

- You are the producer of your own news outlet / tv channel / radio show
- You can make, publish and promote your own media
- And call people to action ...



Activists live-blogging an Australian government Human Rights Act consultation

Inspiring action

- Social media lets you promote actions to your networks
- Passively – writing a status update / note, posting a link, writing a new blog post
- Actively – sending a message / invite, writing on a friends' page
- Influence is greater on friends than strangers



Inspiring action

- Be ‘Outraged but hopeful’ when talking about human rights issues – people take action when there’s a chance it will make a difference!
- Encourage people to spread the word
 - eg: <http://apps.facebook.com/agentsofchange/cambodia/thanks>
- Encourage comments and reactions – Voice activism!



Inspiring action

- Direct people to take part in the Demand Dignity online actions too, through:
 - demanddignity.org
 - apyouth.net
- See other people around the world working together. They don't have to be online either, send actions to APYN HQ and they'll upload.



Collaborating

- APYN profiles & pages are central points for collaboration in social networking spaces
- Use these to let other ambassadors know what's happening, promote your actions / events, discuss and plan your campaign
- Mention or link to Asia Pacific Youth Network to help others get involved



facebook

Sign Up Asia Pacific Youth Network is on Facebook
Sign up for Facebook to connect with Asia Pacific Youth Network

Asia Pacific Youth Network

Wall Info Photos

APYN

We connect young people in the Asia Pacific who want to make change happen. You are welcome to join! This is a central page for all our groups on facebook.

Fans
6 of 839 fans See All

Rinchen Gianmari Mirza
a

Rico Charles Asra

Asia Pacific Youth Network James Balao who was arrested in January 2009

11 September at 03:00
Yohendra, Filmacy

Javed Naqi If you're interested in being part of a team which promotes and implements APYN anti-death penalty activities please go to the link for details. <http://www.apyouth.net/?p=10>

Opportunity to get involved in APYN anti-death penalty activism
Source: www.apyouth.net
We are agents of change!
08 September at 06:22

Mosese Waqa News of the Fifteenth Asia Pacific Youth Conference Taiwan <http://www.iofc.org/node/43757>

News of the Fifteenth Asia Pacific Youth Conference Taiwan | Initiatives of Change International
Source: www.iofc.org

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Murayama Ipei's interview
From: APYN2009 | 34 views

Uploads (57)
Murayama Ipei (Japan) 34 views
Wednesday 20090908 46 views

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Home The Tour Sign Up Explore Search APYN's photostream

APYN's photostream pro
Sets Galleries Tags Archives Favorites Profile

Mongolia APYN death penalty... 12 photos
Australia APYN death penalty... 9 photos
India APYN death penalty... 104 photos
Philippines APYN death penalty... 84 photos

APYN everywhere

- Demand Dignity
- Events
- Join Us
- Who we are

September 2009

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
« Aug						

Recent Comments

- anick Roschi on [Daw Aung San Suu Kyi named Amnesty International's Ambassador of Conscience](#)
- UDHR DVD on [UDHR DVD](#)
- admin on [Join Us](#)

ASIA PACIFIC YOUTH NETWORK we are agents of change

HOME NEWS ABOUT RESOURCES (((DEMAND DIGNITY))) DO SOMETHING POSTS COMMENTS

Across the Asia Pacific, young voices are raised to Demand Dignity!
Young people from different countries in the Asia Pacific region including Australia, Bangladesh, Indonesia, Japan, Hong Kong, Malaysia, Mongolia, Nepal, Philippines and Thailand etc ...

[Opportunity to get involved in APYN anti-death penalty activism](#) No Comments

[Surface James Balao! End Enforced Disappearances!](#) No Comments

[160 families have one week to dismantle homes](#) No Comments

[Join the APYN online discussion about justice for 'Comfort Women'](#) No Comments

Follow me on twitter

- @gimly it's so true! 18 hrs ago
- @youthfilm 可以怎样参加? 1 day ago
- There is more than enough food produced in the world to feed everyone, and yet hundreds of millions are

Facebook Posted Items

- 'Public Emergency' in human rights: Fiji, Act Now, Amnesty International Australia - Working to Prot - posted 4 day ago by Apyouth Net
- www.alertnet.org

APYN's Online presence



APYN's Online presence

- Social Network Services
 - Facebook
 - Asia Pacific Youth Network page
 - APYN local groups
 - Twitter @APYouth
 - YouTube.com/APYN2009
 - Flickr.com/APYN
- Contact: apyouthnet@gmail.com or apyouth on Skype



Your online activist's toolkit

- digiactive.org
- tacticaltech.org
- APYN
 - Facilitators
 - Peers



Imagine what's possible

- There's plenty of exciting new tools waiting to be used for good:
 - Video Publishing
 - Blogs
 - Photo's
 - Google Maps
 - Micro-blogging (i.e. twitter)
 - Social Networks
 - Web applications (petitions, email-actions)
- Ideas? How could you use these / other online tools in your campaign?



Imagine what's possible

- Have an idea but want some help? APYN can work with you to come up with an online action.

The screenshot shows a Facebook page for the Asia Pacific Youth Network (APYN). The page header includes the Facebook logo, navigation links (Home, Profile, Friends, Inbox), the user's name (James Fehon), and settings (Settings, Log out). The APYN logo, featuring a stylized eye, is prominently displayed with the tagline "we are agents of change".

The main content area contains a text post: "Two villages in Phnom Penh, the Cambodian capital, have received an official notice that they will have to leave their homes within seven days, as a private company is redeveloping the site for tourism and commercial purposes. Around 160 families have been ordered to move from the area without adequate alternative housing or fair and just compensation being provided." Below the text is a map of Southeast Asia with a red location pin over Cambodia. A callout box over the map reads: "Move the marker to your location (zoom in to find your town), then click 'Next' to help stop the forced eviction of 160 families in Cambodia." At the bottom of the map area, it says "POWERED BY Google" and "Terms of Use".

On the right side of the page, there are several advertisements: "Create an Advert", "Online savings account" with a 5.11% p.a. rate from UBank USaver, "Tap and Take Australia" featuring a Samsung camera, and "Define Your".

At the bottom of the page, there is a link: "Already taken action? [Help spread the word.](#)" and a "Next" button.



Discussion

- How can you use online tools in your campaign project?
- What part of online activism do you want to explore?

