

Digital Active Citizenship in Local Communities

# Infocards

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## **Opening events in social media**

Facebook events are a great way of organising different types of activities. During the velvet revolution in Armenia a Facebook event was opened for starting a pan-armenian flashmob of pans and labels. Every evening at an exact time people all over Armenia would hit kitchen items together near their windows to make noise and in that way show their support to the protests, and the Facebook event was the main tool used to spread the word about the flash mob.

## **Opening group chats**

Group chats are a great way of communicating with a group of people regardless of distance, it can be a great platform for discourse, sharing opinions and gathering perspectives. During the velvet revolution in Armenia, group chats were extensively used for mobilizing people on self-organized acts of protests and flash mobs or spreading important pieces of information. Later those group chats were used as tools to keep the contact and network with like-minded people.

## **Writing status**

During the Velvet revolution in Armenia, the “writing status” feature in social media was extensively used as a platform for people to share their opinions, generate discussions and debates about the ongoing political processes. Many users were using their Facebook profiles to express their vision and possible outcomes of the political situation; others were making comments to support or contradict each other.

## Using #hashtags

Hashtags are a great way to make your voice heard and getting support when doing a digital campaign. During “100 Dram” (against increase of public transport prices) and “Electric Yerevan” (against increase of electricity prices) civic movements in Armenia, people started using hashtags, such as #ElectricYerevan and “#չեմվճարելու150դրամ” (not going to pay 150 drams). The hashtag #ElectricYerevan was used so virally that it started to trend on Twitter and attracted the attention of international media. This was the first time that social media carried a different role rather than a platform used for sharing one’s routine in Armenia.

## **Using profile picture frames in social media**

During the military conflict in Artsakh (Nagorno-Karabakh) there was an active movement among Armenian youth, when they put profile picture frames saying “Recognize me? Recognize Artsakh”. The movement aimed at encouraging the international society to recognize the independence of the non-recognized state, to put an end to the military conflict.

## **Creating challenges**

Initiating online and offline challenges are an effective way to make your message viral and to spread information. Such challenges can be a great tool to reach wider audiences exponentially in a cascading effect. One grassroots movement in Armenia was the #datarktsrar (#emptyenvelope) challenge that was initiated by students of different universities with the aim of tackling corruption in higher education institutions in the country.