

GLOBAL



much for cause by offering a “like” and reposting a post on an activism and stop at that without finding out what happens and coupled with the fear of repression, they probably won’t revisit the issue.

Social media has also served a superficial purpose as a [safety valve](#) for Ugandans to vent about political, social and economic issues affecting them. However, this thus renders some social media activism in this form as spontaneous without any goal or not targeted to any audience and not addressing the root cause of the problem and hence in the long run being passed down to the drain of the multitude of information on social media. It can be argued that social media as a retreat activism only offers a safety valve for discontent citizens to vent and show discontent but with little potential of causing change and hence after venting will probably get along without tackling or advocating for a change in the status quo.

While acknowledging the importance of social media and its advantages, it’s critical to emphasize the necessity of strategic targeting when undertaking social media activism. Content on social media platforms should be created with clear goals and tailored for specific target audiences. However, it’s important to recognize the limitations of solely relying on social media activism, in regions with limited internet connectivity, such as Uganda, where less than a quarter of the population is connected to the internet.

Social media activism must be complemented by physical activism to prevent the pitfalls associated with armchair activism and the illusion of effectiveness without tangible action. Physical activism, which encompasses techniques like sit-ins, demonstrations, and civil disobedience, ought to serve as a crucial counterpart to social media activism. Thus, by maintaining a strong presence on both fronts, activists can effectively engage in the battle for social change while leveraging the strengths of both approaches

In Uganda, where numerous human rights issues persist, it’s essential to avoid solely relying on social media activism. The demographics of Uganda that indicate limited internet coverage and smartphone usage, underscore the importance of adopting a hybrid approach that combines social media (online) activism and physical activism. This approach will ensure that activism remains grounded in tangible action while leveraging the advantages of online activism thus maximizing its impact in pursuit of social justice.

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