



# Social Media Indicators in Feminist Mobilization among University Students: A Case Study of Lagos, Nigeria

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## Abstract

This study examines the role of social media in facilitating feminist mobilization among university students in Lagos, Nigeria. A qualitative approach was employed to gather data through interviews with student activists and a review of online content. The study focused on the period -, reflecting historical context relevant to contemporary social media use in Nigeria. Engagement metrics such as likes, shares, and comments were found to be significant indicators for mobilizing students towards feminist causes, with a notable increase in interactions during peak activism periods. The analysis underscores the critical role of social media in amplifying feminist voices among university students in Lagos. Policy makers should consider enhancing digital literacy programmes and fostering safe spaces for online activism to support student-led movements effectively.

**Keywords:** *Geographic, Africa, Feminist, Mobilization, Qualitative, Indicators, Engagement*

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