



Social Media Mobilization by Youth Activists in South Africa for Environmental Policy Support

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Abstract

The use of social media by youth activists in South Africa has gained significant attention as a tool for mobilizing public support on various issues, including environmental policy advocacy. The study employed a mixed-methods approach combining qualitative interviews with social media data analysis. Data was collected from online forums, tweets, and Instagram posts related to environmental advocacy campaigns during specific time periods. Youth activists predominantly utilised platforms such as Twitter (60%) and Instagram (45%), with younger participants showing a higher engagement rate on these channels compared to older demographics. The most common themes in their content were climate change awareness, policy recommendations, and calls for government action. The findings suggest that social media can be an effective tool for youth activists in South Africa to mobilize support for environmental policies by reaching a broad audience effectively. Further research should focus on developing targeted campaigns using these platforms to enhance their impact. Policy makers and educators should also consider incorporating these tools into existing educational programmes to promote sustainable practices among the younger generation.

Keywords: *Geography, Africa, SocialMovement, SustainableDevelopment, YouthActivism, QualitativeResearch, ContextualAnalysis*

ABSTRACT-ONLY PUBLICATION

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