

SOCIAL MEDIA FOR SOCIAL GOOD - Matthew Tegha

Social media is a platform that allows people to interact without having to be physically present and has become an essential part of daily living in the world today. As rightly said by Marshall McLuhan “the world is a global village” and without doubt, recent statistics show that **4.70 billion** people around the world now use social media, making it that 59 percent of the world population now use social media. That is to say, most people interact and meet more on/through social media than physically.

The implication of this is that mobilization of people and getting things done can be more effective on social media than anywhere else not only because of how many people are active on social media or how much time they spend there but also because of the advantages attached to it, such as speed delivery, limitless space when it comes to gathering people in one space (domain), global reach of information and the convenience of not having to travel to meet people, not to mention the advantage of being able to do different things simultaneously.

NIGERIA IN CONTEXT AND USE OF SOCIAL MEDIA FOR GOOD:

Social media has also brought about awareness of social responsibilities and social rights, especially for the Nigerian youth who now actively participate in the decisions that affect their lives. We have also witnessed the use of social media platforms in the mobilization of people for peaceful protest during the ‘endsars’ movement (A Youth Social-Political Movement) all over the country shows how effective social media can impact people into taking action.

In North-Central Nigeria there was also an initiative to encourage the preservation of our ecosystem through the planting of trees which was able to mobilize people from all over the state for a walk through the use of social media platforms.

Social media has also created many job opportunities and a whole new market/customers for already existing businesses. Take the restaurant and airtime business for example In the past, you must own a physical shop to be able to sell food, airtime, or data to anyone but today with the help of

social media platforms you can sell your merchandise online. I once came across a life twitter podcast where a lady was advertising her food items which she delivers every Monday and was able to accept 50 orders in less than 10minutes.

Today people get endorsement opportunities just by posting on social media, online celebrities such as Emmanuella, Mark Angel and broda Shaggi just to mention a few, are now endorsers of big-name products in healthcare, revolution properties, money apps etc.

SOCIAL MEDIA FOR SOCIAL GOOD PROJECTS

As one of the top influencers and bloggers based in North-Central Nigeria with a wide coverage of media activities within and outside North-central Nigeria, Matthew Tegha has built a reputation through experienced content development with excellent communication skills for outreach as the Director of a media consulting firm MTB Multimedia services.

We are making good social change through the use of social media in the mobilization of people through social campaigns, we have also organized online or offline discussions and training on the effective use of social media, social movements and trending issues.

INFLUENCER FOR CHANGE:

Matthew Tegha is part of the **ConnexUs INFLUENCERS FOR CHANGE** network, a platform that provided opportunities for learning and network with like-minded change-makers around the world, creating opportunities for knowledge sharing and collaboration. Afterwards developed a digital portfolio and participated in the online training and sharing for practitioners on responding to pandemics in conflict-affected contexts, which showcases the work of digital Influencers like Matthew Tegha in these contexts that are contributing to positive change in their communities.

Matthew Tegha used the ConnexUs INFLUENCERS FOR CHANGE knowledge and support to contribute through engagement and learning on preventing the spread of misinformation and encourage collaboration among youths, community members and groups across dividing lines and

identify opportunities that exist to foster peace. Thereby promoting social cohesion during in some selected communities.

Through the support of ConnexUs visited some communities to engage youths and some community leaders and held Media Literacy Training on Curbing Misinformation and the effective use of media platforms for positive messaging.

WAYS FOR MAKING SOCIAL CHANGE THROUGH SOCIAL MEDIA

A good example of making social change through social media is the mobilization of people through social campaigns, the organization of online or offline training on the effective use of social media, social movements and empowerment programs.

It is important to note that people are essential factors necessary in getting things done and that include making positive impacts. Social media if properly handled can go a long way in doing social good of global impact that can change not just our local communities but the world at large.

Some detailed ways we have used in creating social good include:

1.Social Media for Video Awareness Campaigns

Social media is continually changing the way that we communicate and consume information. Visual content is more than 40 times more likely to get shared than all-text content. It is becoming increasingly important as it offers engaging communication for audiences.

We have production of video content like documentaries with Interviews that tell the COVID-19 story and dispel fake news and Misinformation

Short VOX pops with messaging on promoting social cohesion, building community resilience and how to prevent fake news. These videos are posted across social media platforms

2. Social Media Unique messaging and Articles:

On social media, it is very important to deliver relevant content/Messages to most of my audience. We must understand that the kind of messages we put out there gives persons/brands a voice and allows them to move quickly to take advantage of the learning social space.

We always want to create messaging/campaigns that spark conversation and correct some social issues.

Articles that dispel fake news and Misinformation, Twitter campaigns/Tweet Chats and Posting promotional project articles on different blogs

3. Social Media For Political Participation Campaigns:

We have also embarked on using the social media platform to Promote and create awareness on the just concluded Continuous Voter Registration (CVR) in Nigeria, the collection of Permanent Voters Card (PVC), and have continued in creating awareness on voting and increase in young female participation in electoral processes in Nigeria through social media and other digital platforms campaigns.

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

4. Media Training/Engagements:

The use of the digital platform for the purpose it was created has been occasionally threatened with major distractions like cyberbullying (bullying using digital technology), Fake News, Misinformation, Disinformation, Invasion of privacy, identity theft, offensive images and messages and a whole lot.

It has become imperative that we as advocates for Social media for social good join to curb some of the menaces through educating some of the active users of these platforms.

The fight against fake news and content that promote negative social vices is a never-ending circle when it comes to the use of social media has been one of our major strengths over the years.

It is important to understand that social media is a platform where the good, the bad, and the ugly exist, and choosing which side you belong to is totally left to you

Social has decreased almost to extinction the need to use the traditional media for advertising merchandise as a person with a good following can just post an advert online and receive immediate feedback in the form of customers. Meaning, that people with should generally learn how to use the platforms for Social Good

In conclusion, by next year, Nigeria will hold its 7th national election since the current transition toward democracy began with the end of military rule in 1999. Sadly, violence has been a feature in several elections as there are several elements in our polity who are all too willing to exploit ethnic, religious, and regional divisions to gain political advantage.

I and my team are currently focused on promoting positive election behaviors ahead of the 2023 general elections in Nigeria.

We hope to use social media campaigns to encourage peaceful coexistence by empowering social media users to avoid sharing fake news and hate speech, and use their platforms for good to promote healthy participation, more women in politics, peace and truth.

We have been able to build on Understanding the functional building blocks of social media and provide a framework that defines social media for social good, which includes Positive identity, conversations, sharing, presence, relationships, reputation, and groups.

“According to a new study by Harvard University, self-disclosure on social networking sites lights up the same part of the brain that also ignites when taking an addictive substance. The reward area in the brain and its chemical messenger pathways affect decisions and sensations.”

So we believe that when going to social media people should have a clear intent on what they want to get or use the medium for which we believe should be for good or they can just end up depressed.

ABOUT ME:

Matthew Tegha is one of the top influencers and bloggers based in North-central Nigeria. As a trained media practitioner, I have over the years undertaken the task of showcasing the positive face of organizations, businesses and humanitarian campaigns, with over nine years of experience in social media management, content marketing and branding.

I have also been able to build a registered media brand, MTB MULTIMEDIA and as the team lead for MTB Multimedia services, we have successfully spearheaded campaigns using online and offline platforms for Organizations, Brands, and Individuals thereby projecting a positive image or set objectives to a wider community.