

Fall 2018

# Social Media Burn Book

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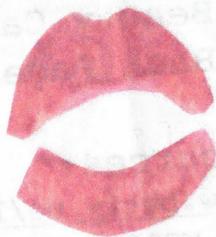
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Social  
Media

WHORE

BURR



BOOK

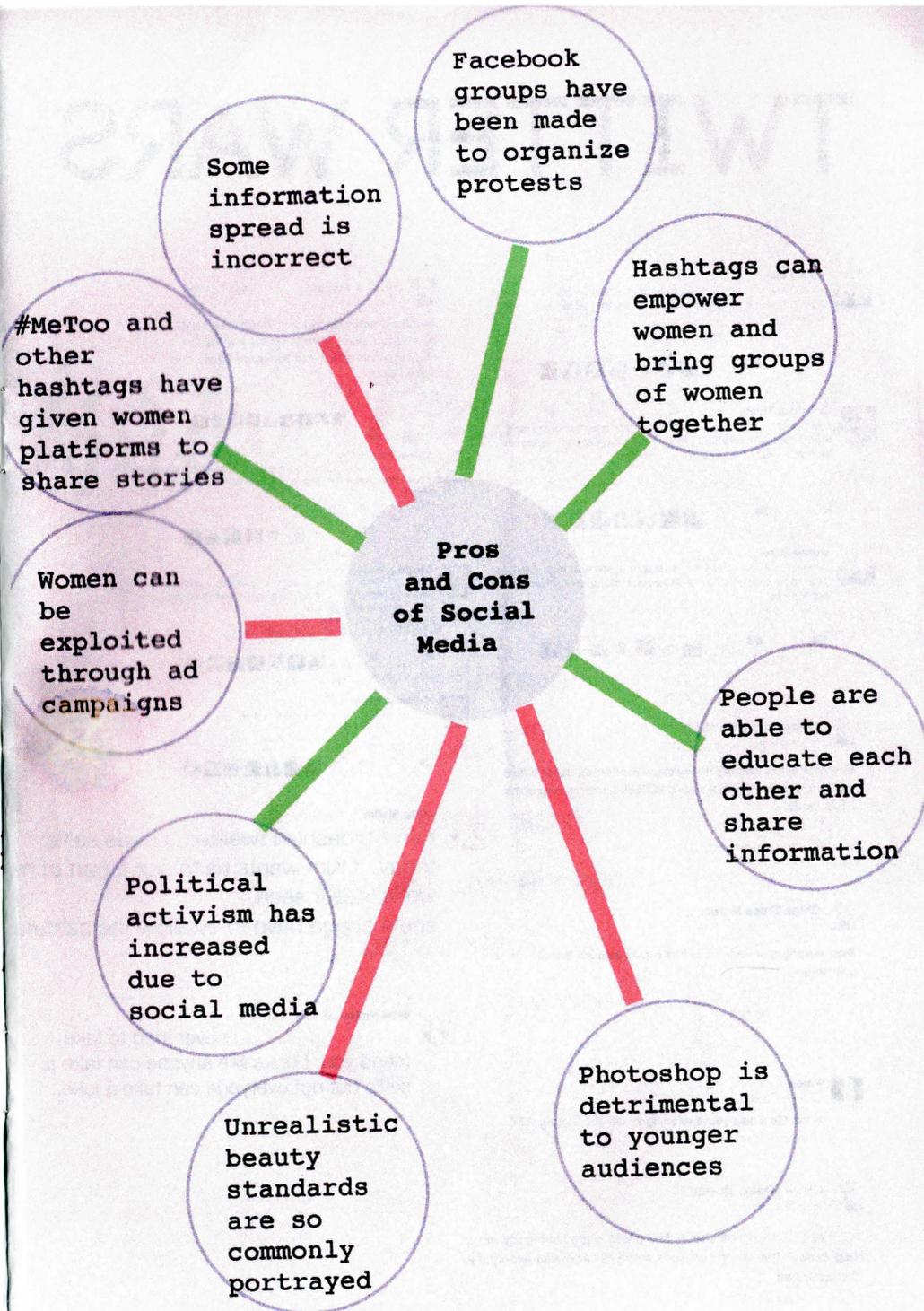


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## Sources:

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- <https://www.nytimes.com/interactive/2018/06/28/arts/metoo-movement-stories.html>
- <https://streettrotter.com/wellness/10-self-esteem-social-media-campaigns/>
- [instagram.com](https://www.instagram.com)
- [twitter.com](https://www.twitter.com)
- [youtube.com](https://www.youtube.com)



# TWITTER WARS

**Danny Zuker** @DannyZuker  
 @realDonaldTrump Since you're unable to manufacture decent comebacks maybe you could outsource the job to China. LOL  
 #Trumpelitsen  
 Collapse Reply Retweet Favorite More  
 197 466

**Donald J. Trump** @realDonaldTrump  
 Lightweight @DannyZuker is too stupid to see that China (and others) is destroying the U.S. economically and our leaders are helpless! SAD.  
 Collapse Reply Retweet Favorite More  
 67 39

**Danny Zuker** @DannyZuker  
 @realDonaldTrump I'm def too stupid to see how manufacturing your shitty clothes in China while you bloat about them isn't hypocritical.  
 Collapse Reply Retweet Favorite More  
 146 328

**Chloë Grace Moretz** @ChloeGMoretz  
 Everyone in this industry needs to get their heads out of a hole and look around to realize what's ACTUALLY happening in the REAL world  
 8:49 AM · 18 Jul 2016  
 8,941 14,267

**Chloë Grace Moretz** @ChloeGMoretz  
 Stop wasting your voice on something so petulant and unimportant  
 6:48 AM · 18 Jul 2016  
 5,771 10,282

**Khloë** @khloekardashian  
 Is this the a hole you're referring to @ChloeGMoretz ???  
 pic.twitter.com/f56SBFvNW

**Chloë Grace Moretz** @ChloeGMoretz  
 @khloekardashian fact check: first photo is me filming my movie Neighbors 2, the second photo is some girl who was wrongfully photographed  
 7:53 AM · 18 Jul 2016  
 10,243 15,891

**Donald J. Trump** @realDonaldTrump  
 Just tried watching Modern Family - written by a moron, really boring. Writer has the mind of a very dumb and backward child. Sorry Danny!  
 Collapse Reply Retweet Favorite More  
 140 96

**Danny Zuker** @DannyZuker  
 @realDonaldTrump Doesn't like the show I work on but then we've never tested well with the racist, hypocritical, multiple bankruptcy dem  
 Collapse Reply Retweet Favorite More  
 215 452

**Donald J. Trump** @realDonaldTrump  
 @DannyZuker WHO ON EARTH IS DANNY ZUKER????? A lightweight moron who only gets attention by attacking Trump.  
 Collapse Reply Retweet Favorite More  
 32 26

**Donald J. Trump** @realDonaldTrump  
 @DannyZuker Danny - You're a total loser  
 Collapse Reply Retweet Favorite More  
 99 129

**Bette Midler** @BetteMidler  
 Kim Kardashian tweeted a nude selfie today. If Kim wants us to see a part of her we've never seen, she's gonna have to swallow the camera.

**Bette Midler** @BetteMidler  
 @KimKardashian: I never tried to fake friend you. Looks like anyone can take a selfie but not everyone can take a joke...

Positive Pages & Celebs

@zendaya  
 @michelleobama  
 @feminist  
 @emmawatson  
 @reese witherspoon  
 @caradelevigne  
 @alessiasmusic

# Social Media Influences

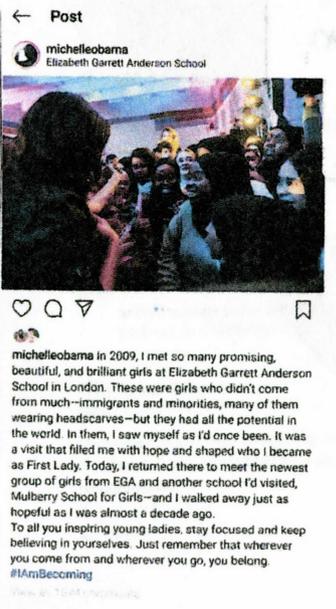
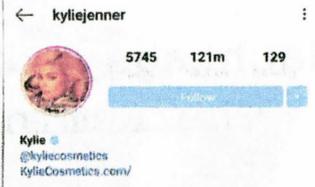
(Michelle Obama)



Michelle Obama has also been in the spotlight (mainly because she was the first lady of the United States for 8 years). But more recently she is in the spotlight because she has just released a new book called "Becoming" and is now going on book tour promoting her message. Michelle Obama has always been a positive influence on her social media and seems to just promote love and equality. She openly fights for women's rights and other more controversial topics, and really is a role - model for young people growing up in today's society.

(Kylie Jenner)

The Kardashian/Jenner family has always seemed to be in the spotlight in some way, so it is no surprise that a member of that family would be considered as a social media influencer. Many members in this family are very active on their social media (except Rob), and enjoy posting many different photos for their fans. Kylie Jenner has recently been in the spotlight, especially with her new child Stormi and her relationship with Travis Scott. Kylie has a large following group that includes many young women. The images that she posts aren't really promoting a body positive message, but instead really proposing the beauty myth. Young women may look at her profile and believe that they need to be skinny with a big butt, boobs, and lips to be considered "pretty". She also promotes the use of other ailments to get rid of bloating (which is natural in many women), because its not "cute."



# Hashtags Are Changing Women's Lives, The Feminist Movement and More...

Why we should #BelieveWomen #HeForShe #EverydaySexism



Celebrities show their support of the #TimesUp movement by wearing black in solidarity of those affected by sexual assault and rape.

## HOW SAYING #METOO CHANGED THEIR LIVES

Ashley Judd, Gwyneth Paltrow, and 18 others beyond share their stories about this powerful hashtag in a moving article by New York Times.



Women from around the world gather in protest using these hashtags as a symbol of resistance.

#IAmANastyWoman



PLAYLIST

## GIRL POWER

Doesn't  
Run the World (Girls)  
Beyoncé

You're black, white, beige, chola descent  
You're Lebanese, you're Orient  
Whether life's disabilities  
Left you outcast, bullied, or teased  
Rejoice and love yourself today  
'Cause baby you were born this way

This Way  
Gaga

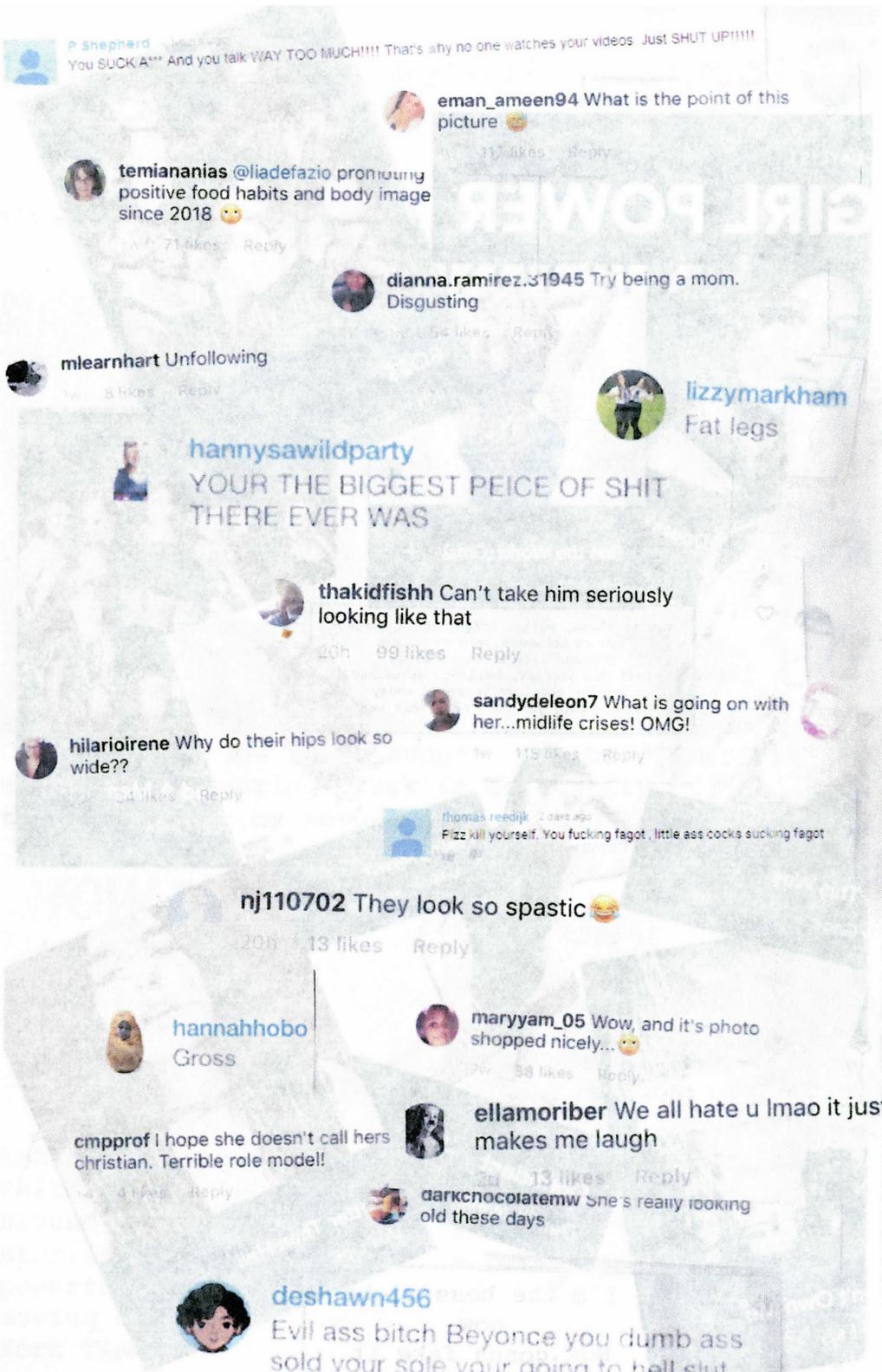
GRACE  
YOU DON'T OWN ME  
PERDUE ELLY

Feeling Myself  
Niki Minaj, Beyoncé

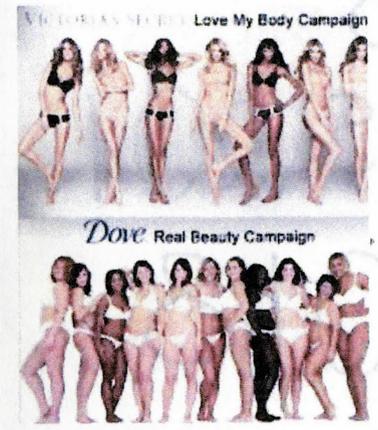
Confident  
Demi Lovato

Hotter Than Hell  
Dua Lipa

I'm the boss right now  
Not gonna fake it



# Social Media Beauty Campaigns



#bodypositive  
7,863,755 posts

Follow

#bodypositive is a top hashtag on Instagram where women can share their bodies in a positive environment, without feeling pressured by unrealistic beauty standards.

This campaign has largely been seen on Twitter and Instagram and talked about among influencers. It juxtaposes the skinny standard to "real bodies" of most American women.



This #lessismore campaign went viral on Instagram, where it showed the power of Photoshop and how these images are largely altered to fit certain body standards.

This campaign was done by Always Tampons, and it takes the saying "like a girl" and turns it into an empowering video on Youtube for young girls.



Women's  
Studies 101

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