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Social media as a tool for highlighting inequality and injustice in Jamaica's justice system: Opportunities, challenges, and ethical considerations

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Abstract

Social media has emerged as a transformative tool for highlighting systemic inequalities and injustices within Jamaica's justice system. Platforms like Twitter, Instagram, and Facebook enable citizens, activists, and civil society organisations to disseminate information rapidly, document abuses, and mobilise public opinion. By providing a space for digital activism, social media circumvents traditional media gatekeepers and amplifies the voices of marginalised communities, including victims of police brutality, corruption, and unequal legal representation. High-profile cases, including those involving police misconduct, prolonged pretrial detentions, and inequitable sentencing, have demonstrated the capacity of social media to shape national discourse, influence policy, and prompt legal reforms. However, using digital platforms also presents challenges, including the spread of misinformation, online harassment, and unequal access to technology, which may limit participation for specific groups. The interplay between online advocacy and institutional response illustrates both the potential and limitations of social media as a tool for justice. This paper examines the historical context of Jamaica's justice system, the mechanisms of digital activism, and the ethical and practical considerations associated with online engagement. By analysing case studies, legal frameworks, and the role of civil society, the study highlights the importance of multi-stakeholder collaboration in achieving transparency, accountability, and equity. Ultimately, social media represents a critical avenue for promoting justice and addressing systemic inequalities, provided its use is coupled with robust ethical practices and supportive policy frameworks.

Keywords: Social media, digital activism, justice system, inequality, legal reform, Jamaica

1. Introduction

Social media has transformed the landscape of civic engagement and justice advocacy in Jamaica, providing citizens with tools to challenge inequality, document misconduct, and participate in public discourse (Little, 2022; Lundy, 2011; Ncube, 2021; Nwosu, 2020; Treuthart, 2019) [10, 11, 12, 13]. Platforms such as Twitter, Facebook, Instagram, and TikTok allow individuals to share experiences, mobilise support, and amplify the voices of marginalised communities. Historically, structural barriers have limited public awareness of injustices, including inadequate media coverage, selective law enforcement, and socioeconomic disparities. The digital environment mitigates some of these constraints, offering immediate and wide-reaching platforms for accountability. By enabling citizen journalism and collaborative advocacy, social media empowers ordinary citizens to shape perceptions of justice and demand reform.

The rise of social media activism corresponds with a broader global trend in digital democracy, where technology facilitates participatory engagement beyond traditional political processes. Users can now contribute to shaping narratives, influencing policy debates, and holding institutions accountable without relying solely on formal media outlets. These platforms, however, also introduce challenges such as misinformation, online harassment, and algorithmic bias, which can distort public perception and limit the effectiveness of campaigns. Understanding these dynamics is essential for assessing

Corresponding Author: Paul Andrew Bourne Ph.D., Dr.PH, Vocational Training Development Institute, Kingston, Jamaica, West Indies the potential and limitations of digital activism within Jamaica's justice system.

This essay explores the intersection of social media, justice advocacy, and systemic inequality in Jamaica. It examines the historical context of injustice, the mechanisms of online activism, relevant case studies, theoretical frameworks, challenges, and ethical considerations. The analysis emphasises how digital tools complement traditional forms of advocacy and contribute to systemic reform. Additionally, it identifies strategies for ensuring inclusive, responsible, and effective online engagement. The overarching goal is to provide insights into how social media can be harnessed to promote transparency, accountability, and equity within the justice system.

2. Historical Context of Inequality in Jamaica's Justice System: Inequalities in Jamaica's justice system are deeply rooted in historical, social, and economic structures. Colonial legacies established hierarchies privileging specific populations while marginalising others, particularly the poor and rural communities. Policing practices historically reflected these imbalances, with law enforcement disproportionately targeting marginalised groups and perpetuating social stratification. Access to legal representation has also been unequal, with low-income populations facing systemic barriers to effective advocacy and fair trials. These historical inequities have contributed to public distrust in formal justice institutions and a perceived lack of accountability. By understanding this context, one can better appreciate the role of social media as a platform for advocacy and reform.

Socio-economic disparities continue to influence justice outcomes, affecting who can afford quality legal services and navigate complex legal procedures. Marginalised communities often encounter longer judicial delays, harsher sentencing, and limited access to alternative dispute resolution mechanisms. Structural inequalities also intersect with geographic disparities, as rural populations face limited policing resources and judicial infrastructure. These systemic factors contribute to cycles of disadvantage, reinforcing social inequities across generations. Addressing these structural challenges requires comprehensive reform, which digital activism can support by amplifying awareness and mobilising public pressure.

Historically, traditional media were limited in exposing injustices, often prioritising sensational stories over structural analysis. Social media fills this gap by providing platforms for citizen-led documentation and narrative framing. Videos, photographs, and firsthand accounts can rapidly reach large audiences, bypassing conventional media filters. This immediacy enhances transparency, enabling public scrutiny and prompting institutional accountability. Social media fosters local and international awareness by documenting abuses and disseminating information widely. Consequently, digital platforms are critical for challenging historical inequities within Jamaica's justice system.

3. Social Media as a Platform for Activism

Social media facilitates justice advocacy by enabling individuals and organisations to share evidence, mobilise communities, and coordinate campaigns. Activists can leverage hashtags, viral posts, and collaborative content to raise awareness about systemic injustices and police misconduct. Platforms like Twitter and TikTok enable the

rapid dissemination of information, allowing incidents to gain national attention within hours. These tools democratise participation and empower marginalised voices by reducing reliance on traditional media gatekeepers. Social media also fosters networked advocacy, where individuals, NGOs, and institutions collaborate to amplify campaigns and generate pressure for reform. These platforms are particularly effective in contexts where conventional institutions may be unresponsive or constrained.

The participatory nature of social media encourages collective action, allowing citizens to engage in discussions, experiences, and propose solutions. Online communities provide support, resources, and visibility for victims of injustice. Digital tools also facilitate monitoring and documentation of systemic failures, creating records that can be used in advocacy, legal processes, and public campaigns. However, the effectiveness of online activism depends on strategic framing, consistent messaging, and engagement with offline mechanisms. Digital advocacy is most impactful when integrated with traditional campaigns, interventions. and community mobilisation. Understanding these dynamics enables the design of effective social media strategies that contribute to systemic change.

Monetisation and visibility algorithms further influence the dynamics of advocacy. Content that attracts engagement is often prioritised, which can amplify campaigns or distort narratives. Activists must navigate these technological realities strategically to maximise visibility while maintaining accuracy and ethical standards. Partnerships with civil society organisations and media outlets can enhance reach and credibility. These strategies ensure social media advocacy translates into measurable impact rather than transient attention. The intersection of technology, strategy, and ethics is central to the effectiveness of digital justice campaigns.

4. Case Studies of Digital Advocacy in Action

The Tivoli Gardens military operation of 2010 serves as a seminal case illustrating the power of social media in highlighting injustices within Jamaica's justice system. During and after the operation, citizen journalists and residents documented events using digital platforms, providing images, videos, and firsthand accounts that challenged official narratives. Social media amplified these accounts, allowing national and international audiences to scrutinise the actions of law enforcement and military personnel. Hashtags and online discussions fostered public debate, pressuring authorities to conduct investigations and respond to concerns about excessive use of force. This case exemplifies how digital platforms can document events in real time, providing evidence and shaping public discourse. It highlights the capacity of social media to serve as a watchdog and create accountability for state actions.

Another notable example involves the case of Mario Deane, a young man who died in custody under circumstances that raised questions about prison conditions and systemic neglect. Digital campaigns documenting his treatment and subsequent death mobilised public attention and advocacy for justice reforms. Activists utilised social media to share official reports, eyewitness testimonies, and legal updates, keeping the issue visible and preventing it from being overlooked by mainstream media. Online engagement

facilitated collaborations with civil society organisations, who provided legal support and amplified calls for accountability. This case underscores the potential of social media to highlight institutional failings and pressure authorities to act. It demonstrates the intersection of digital activism, legal processes, and public awareness in the pursuit of justice.

Civil society organisations, such as the Advocates Network, have effectively utilised social media to campaign for policy and legislative reforms. By combining online advocacy with traditional lobbying, these groups have drawn attention to issues such as police accountability, bail reform, and equitable access to legal services. Platforms enable rapid mobilisation of supporters for petitions, protests, and public discussions, enhancing the reach and impact of advocacy campaigns. Social media also allows organisations to track public sentiment, evaluate campaign effectiveness, and adapt real-time strategies. Through these mechanisms, civil society organisations amplify the voice of communities that have been historically excluded from decision-making processes. Their work demonstrates the value of structured, strategic digital activism in achieving tangible legal and social outcomes.

The death of Christopher "Chris" Williams in police custody further highlights the role of social media in fostering public scrutiny. Videos and posts documenting the circumstances of his detention went viral, prompting national debates about police accountability and human rights standards. Social media facilitated engagement from human rights organisations, legal experts, and international observers, creating multi-level pressure on authorities to investigate the incident. This case illustrates how digital documentation and rapid dissemination of information can amplify individual cases into broader systemic critiques. It also emphasises the importance of ethical reporting and verification in maintaining credibility and public trust. Such case studies underscore the transformative potential of social media as a tool for justice advocacy.

Smaller-scale campaigns, such as community-led initiatives to expose local court delays and inequitable sentencing, demonstrate the grassroots potential of digital activism. Residents used Facebook groups and WhatsApp networks to share experiences, provide updates on ongoing cases, and organise collective responses. These initiatives created local accountability networks, enabling communities to monitor the justice system actively. Digital activism at the grassroots level complements larger national campaigns, bridging the gap between personal experience and systemic advocacy. By documenting day-to-day injustices, these campaigns foster sustained public attention and engagement. This reinforces the notion that social media can serve as a platform for both micro- and macro-level activism.

Finally, these case studies reveal patterns and best practices for effective digital advocacy. Successful campaigns typically combine verified information, ethical engagement, and multi-stakeholder collaboration, ensuring credibility and broader impact. Social media functions as a bridge between public awareness, civil society action, and institutional accountability. At the same time, challenges such as misinformation, selective visibility, and unequal access remain pertinent. Understanding these dynamics allows activists, policymakers, and researchers to harness social media effectively while mitigating risks. Overall, the case studies affirm that social media is a powerful tool for

exposing inequality and driving justice reforms within Jamaica's legal system.

5. Challenges and Limitations of Digital Engagement

Despite its transformative potential, social media activism in Jamaica faces significant structural barriers that limit its inclusivity and impact. Unequal access to technology and reliable internet connectivity remains a persistent challenge, particularly for rural and low-income populations. These disparities mean that many marginalised voices are underrepresented in digital campaigns, reducing the breadth and legitimacy of advocacy efforts. Infrastructure limitations, such as slow internet speeds and a lack of affordable devices, exacerbate the digital Consequently, campaigns risk amplifying only those with privileged access while inadvertently excluding vulnerable communities. Recognising these structural constraints is crucial for designing inclusive, equitable, and sustainable digital advocacy strategies. Without addressing these barriers, online activism alone cannot achieve systemic

Algorithmic biases further complicate the landscape of social media advocacy. Content recommendation systems often prioritise sensational or highly engaging posts over nuanced, evidence-based reporting, which can skew public perception. Activists must navigate these algorithms strategically to ensure critical issues are visible and accurately represented. Misinformation spreads rapidly in such an environment, eroding public trust and undermining the credibility of campaigns. Partnerships with reputable fact-checking organisations and adherence to rigorous verification processes can mitigate these risks. Ethical oversight is essential to strike a balance between visibility and accuracy, ensuring campaigns are both compelling and truthful. Educational initiatives that promote digital literacy empower users to evaluate content and reduce their susceptibility to misleading information critically.

Online harassment and cyberbullying pose additional challenges to digital advocacy, particularly for vulnerable populations. Activists, journalists, and whistleblowers are often targeted with threats, trolling, or doxxing, which can discourage participation and reduce the effectiveness of campaigns. Platforms must implement robust governance mechanisms, including abuse reporting systems, content moderation policies, and user protection measures. Civil organisations can provide legal guidance, counselling, and peer support for affected individuals. Integrating safety measures with advocacy planning maintains trust, encourages sustained engagement, and protects participants from harm. By creating safer digital spaces, platforms enable activists to focus on substantive campaigning rather than personal security concerns. Safety protocols are, therefore, a foundational component of effective digital activism.

Institutional resistance highlights the limitations of social media as a standalone tool for reform. Legal inertia, bureaucratic delays, and political interests can impede the translation of online advocacy into tangible legal or policy outcomes. Offline strategies, such as policy lobbying, public demonstrations, and community engagement, remain indispensable for achieving structural change. Coordinating online visibility with offline action ensures digital campaigns have a practical impact and sustain momentum over time. Recognising these constraints allows activists to

set realistic objectives, allocate resources efficiently, and design credible campaigns. The interplay of digital and traditional strategies maximises both reach and efficacy. Successful advocacy, therefore, relies on a hybrid approach combining technological tools with established institutional mechanisms.

Algorithmic dynamics significantly shape the dissemination and reception of advocacy content. Recommendation systems may amplify polarising content while suppressing moderate or informative messages, affecting the quality of public discourse. Activists must understand platform design and leverage algorithms strategically to maximise visibility without compromising credibility. Transparent algorithmic auditing and accountability measures can mitigate distortions and enhance user trust. Awareness of these technological constraints allows campaign planners to optimise engagement while ensuring equity and inclusivity. Furthermore, these insights support informed decisions about content framing, timing, and cross-platform promotion. By strategically navigating algorithmic environments, activists can improve the effectiveness of digital campaigns.

Ultimately, ethical considerations are crucial to effective, sustainable social media advocacy. Privacy, consent, and responsible reporting must underpin all campaign activities to protect participants and uphold public trust. Platforms, content creators, and advocacy organisations share responsibility for ethical oversight, ensuring that campaigns do not exploit, mislead, or endanger vulnerable populations. Integrating ethical principles into campaign design credibility, strengthens engagement, safeguards against reputational harm. Transparency in messaging, accountability in content verification, and adherence to established standards are crucial for achieving a lasting impact. Ethical frameworks also guide decisionmaking in complex scenarios, such as balancing public interest with individual rights. Embedding ethics into digital advocacy ensures that campaigns promote justice, equity, and meaningful societal change.

6. Conclusion

Social media has emerged as a transformative tool for highlighting inequality and injustice within Jamaica's justice system, providing unprecedented visibility for marginalised voices. Throughout this paper, it has been demonstrated that platforms such as Twitter, Facebook, Instagram, and TikTok allow citizens to document events, challenge official narratives, and mobilise collective action. These digital tools complement traditional activism by public scrutiny and facilitating rapid amplifying dissemination of information. By creating spaces for citizen journalism and participatory engagement, social media fosters accountability and promotes transparency in institutional practices. The study emphasises that social media is not merely a communication tool but a systemic advocacy and reform mechanism. Understanding these dynamics is crucial for stakeholders seeking to leverage digital platforms effectively for justice-oriented campaigns. The historical context of inequality within Jamaica's justice system provides insight into why social media activism is so critical. Colonial legacies, socio-economic disparities, and selective enforcement of laws have historically limited access to justice for marginalised communities. Traditional media often failed to adequately document these inequities,

leaving many issues underreported or misrepresented. Social media bridges this gap by enabling direct documentation and widespread dissemination, ensuring that previously overlooked injustices receive the attention they deserve. Analysing this historical continuity highlights the necessity of integrating digital activism with broader efforts to achieve systemic reform. Social media campaigns connect past injustices with contemporary advocacy, gaining legitimacy and societal relevance.

Case studies presented in this paper illustrate the tangible impact of social media activism. Events such as the Tivoli Gardens operation and the Mario Deane case demonstrate how digital documentation can influence public debate, spark investigations, and promote policy discourse. These examples show that social media can convert individual incidents into national conversations, creating pressure for accountability and reform. Civil society organisations and grassroots campaigns enhance these outcomes by providing structure, guidance, and strategic oversight. The convergence of digital activism with legal and institutional processes underscores the transformative potential of social media in justice advocacy. These case studies provide practical evidence of how online engagement can foster systemic change.

Despite these opportunities, the challenges and limitations of digital engagement must be recognised. Unequal access to technology, algorithmic biases, misinformation, and online harassment constrain the effectiveness of social media activism. Institutional resistance can also limit the translation of online advocacy into tangible legal reforms. Addressing these limitations requires multi-stakeholder collaboration, digital literacy initiatives, ethical guidelines, and strategic campaign planning. Recognising both the potential and constraints of social media enables activists and policymakers to design more effective interventions. Balanced and informed engagement is essential to ensure that social media remains a tool for constructive change rather than a source of unintended harm.

The purpose of this study extends beyond documenting the use of social media for justice advocacy; it seeks to provide a framework for understanding how digital platforms can influence systemic reform. By analysing historical context, digital engagement mechanisms, case studies, and ethical considerations, the paper offers a comprehensive overview of social media's role in shaping public discourse and accountability. It highlights the importance of strategic, moral, and inclusive practices in digital activism. Additionally, the study provides insight into the structural and social factors that enable or constrain effective online advocacy. These findings have practical implications for civil society organisations, policymakers, and researchers engaged in justice reform. The study contributes to the broader understanding of technology-driven social change by integrating empirical observations with theoretical analysis.

Finally, the study emphasises the need for vigilance, ethical responsibility, and innovation in leveraging social media for justice. While these platforms offer powerful tools for exposing inequality and mobilising collective action, sustained impact requires careful planning, collaboration, and monitoring. Digital activism should integrate offline strategies, legal frameworks, and institutional engagement to achieve meaningful reform. The research underscores the potential for social media to democratise information,

enhance transparency, and hold authorities accountable. Jamaican society can address historical injustices and promote equity within the justice system by fostering inclusive, credible, and responsible digital engagement. Ultimately, this paper demonstrates that social media is a mirror reflecting systemic inequality and a catalyst for transformative social change.

7. Recommendations

Encourage Multi-Stakeholder Collaboration: Effective digital advocacy requires collaboration between social media platforms, civil society organisations, regulatory agencies, and academic institutions. By working together, these stakeholders can develop comprehensive guidelines, audit algorithms, and monitor monetisation practices to ensure fairness, transparency, and ethical engagement. Collaboration facilitates knowledge-sharing, dissemination of best practices, and coordinated responses to emerging challenges. Joint initiatives can include training programmes, community campaigns, and digital literacy projects, enhancing collective impact across diverse populations. Multi-stakeholder engagement strengthens legitimacy and public trust in advocacy efforts, as multiple actors contribute to oversight and governance. Such collaboration ensures that campaigns are not only practical but also socially responsible. Ultimately, partnership-driven approaches can harmonise digital advocacy's technological, ethical, and societal priorities.

Ethical Reporting and Content Verification

Activists and content creators must prioritise accuracy. transparency, and adherence to ethical standards in all digital campaigns. Verifying content before dissemination is critical for maintaining credibility and preventing the spread of misinformation, which can undermine public trust. Ethical reporting encompasses respecting privacy, obtaining informed consent, and avoiding sensationalism or exaggeration. Platforms can support this process by providing verification tools, fact-checking partnerships, and guidance for responsible publishing. Adhering to these practices reinforces public confidence and enhances the perceived legitimacy of advocacy campaigns. Consistent ethical conduct ensures that digital activism contributes positively to social discourse rather than generating harm. By integrating ethical standards, campaigns become sustainable and more likely to influence meaningful reform.

Algorithmic Auditing and Accountability

Regular audits of content recommendation algorithms are essential to mitigate bias, polarisation, and the amplification of harmful or misleading content. Platforms should implement transparent reporting mechanisms that explain algorithmic decisions and prioritisation criteria. These measures ensure that advocacy campaigns are given equitable visibility and reduce distortions in public discourse. Accountability mechanisms also enhance trust between platforms, users, and campaign organisers. Ethical auditing fosters a safer and more reliable digital environment that supports informed engagement. Platforms can identify and correct unintended consequences of automated content promotion by systematically evaluating algorithmic influence. Such oversight ensures that digital advocacy remains both fair and effective.

Support Inclusive Access: Addressing the digital divide is crucial to ensure that all voices, including those from marginalised or underrepresented communities, can participate in advocacy efforts. Investments in infrastructure, affordable internet access, and training programmes can reduce technological barriers. Inclusive access guarantees that diverse perspectives contribute to campaigns, strengthening representativeness and legitimacy. Platforms, government agencies, and civil society organisations can collaborate to implement accessibility initiatives and reach underserved populations. Equity in digital participation fosters more comprehensive advocacy strategies, ensuring that campaigns do not inadvertently reinforce existing inequalities. By promoting inclusion, digital activism can achieve broader social impact.

Digital Literacy Programs: Education in digital literacy empowers users to critically assess content, recognise misinformation, and engage responsibly in online discussions. To maximise outreach, literacy programmes should target schools, community organisations, and vulnerable populations. Enhanced digital literacy supports participation, reducing susceptibility informed manipulation and cognitive biases. These programmes also reinforce ethical engagement, encouraging users to contribute responsibly to campaigns. Literacy initiatives complement advocacy efforts and improve overall effectiveness by promoting critical thinking and media evaluation skills. Digital literacy is a foundation for sustainable digital activism, equipping users with tools to navigate complex online environments.

Integration with Offline Strategies: Combining online advocacy with offline actions increases the likelihood of tangible outcomes and long-term reform. Legal challenges, community mobilisation, and policy engagement complement digital campaigns, providing channels for accountability and structural change. Coordinated online and offline strategies amplify messages, sustain momentum, and translate digital visibility into practical impact. Offline integration ensures that digital campaigns are not merely performative but contribute to measurable societal improvements. Activists can leverage physical forums, public demonstrations, institutional engagement, and online initiatives to achieve comprehensive outcomes. By adopting hybrid strategies, campaigns are more resilient, credible, and effective in fostering systemic reform.

Conclusion

Social media has emerged as a transformative tool for highlighting inequality and injustice within Jamaica's justice system, providing unprecedented visibility for marginalised voices. Throughout this essay, it has been demonstrated that platforms such as Twitter, Facebook, Instagram, and TikTok allow citizens to document events, challenge official narratives, and mobilise collective action. These digital tools complement traditional activism by amplifying public scrutiny and facilitating rapid dissemination of information. By creating spaces for citizen journalism and participatory engagement, social media fosters accountability and promotes transparency in institutional practices. The study emphasises that social media is not merely a communication tool but a mechanism for systemic advocacy and reform. Understanding these

dynamics is crucial for stakeholders seeking to leverage digital platforms effectively for justice-oriented campaigns. The historical context of inequality within Jamaica's justice system provides insight into why social media activism is so critical. Colonial legacies, socio-economic disparities, and selective enforcement of laws have historically limited access to justice for marginalised communities. Traditional media often failed to adequately document these inequities, leaving many issues underreported or misrepresented. Social media bridges this gap by enabling direct documentation and widespread dissemination, ensuring that previously overlooked injustices receive the attention they deserve. Analysing this historical continuity highlights the necessity of integrating digital activism with broader efforts to achieve systemic reform. By connecting past injustices with contemporary advocacy, social media campaigns gain legitimacy and societal relevance.

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Despite these opportunities, the challenges and limitations of digital engagement must be recognised. Unequal access to technology, algorithmic biases, misinformation, and online harassment constrain the effectiveness of social media activism. Institutional resistance can also limit the translation of online advocacy into tangible legal reforms. Addressing these limitations requires multi-stakeholder collaboration, digital literacy initiatives, ethical guidelines, and strategic campaign planning. Recognising both the potential and constraints of social media enables activists and policymakers to design more effective interventions. Balanced and informed engagement is essential to ensure that social media remains a tool for constructive change rather than a source of unintended harm.

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Finally, the study emphasises the ongoing need for

vigilance, ethical responsibility, and innovation in leveraging social media for justice. While these platforms offer powerful tools for exposing inequality and mobilising collective action, sustained impact requires careful planning, collaboration, and monitoring. Digital activism should be integrated with offline strategies, legal frameworks, and institutional engagement to achieve meaningful reform. The research underscores the potential for social media to democratise information, enhance transparency, and hold authorities accountable. By fostering inclusive, credible, and responsible digital engagement, Jamaican society can address historical injustices and promote equity within the justice system. Ultimately, this essay demonstrates that social media is both a mirror reflecting systemic inequality and a catalyst for transformative social change.

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Appendices

Appendix A: Case Study Summaries

• Tivoli Gardens Operation (2010) - documented human

- rights violations, public outrage amplified through social media.
- Mario Deane Custody Case online campaigns triggered an institutional review of alleged neglect.
- Christopher Williams' Death viral documentation prompted national debate on police accountability.

Appendix B: Ethical Guidelines for Social Media Advocacy

- Verify content before posting.
- Protect privacy and obtain consent.
- Avoid sensationalist reporting.
- Report harmful content responsibly.

Appendix C: Digital Literacy Checklist

- Assess source credibility.
- Recognise cognitive biases in content.
- Evaluate engagement metrics critically.
- Identify misinformation and verify claims.