

We The People

Program 179

The Power of Social Media



Good day to you. Traditional business and the traditional lives we lead are rapidly changing. The paradigm or rules by which we live have been mastered by the vast communication system called the internet. Just like a spider's web its massive gossamers connect and interconnect across all manner of things in our lives. It brings many positives and some negatives but it is here to stay and it has been the final piece in creating a worldwide market place.....the lonely planet no more. People of all ages use it from banking to purchasing and just staying in touch. I have a daughter who lives in England and I stay in contact via Skype, where I can see and speak with her and my latest granddaughter and what a blessing that is. The internet plays a huge role in war and national border disputes, in navigation and in all things legal and illegal. It is a tool and we determine what we use it for. It represents a level of freedom we have never experienced before and in that sense it's changing the way democracy works by potentially improving it and making real freedom of speech available. Governments don't like it because of this and bureaucracies hate it as we challenge all manner of things using this great communication highway whenever we wish.

The specific areas I want to touch on are some aspects of social media. The **social aspect** is simply using the internet as a platform to stay in touch with each other and to post pictures of our lives and to learn about our fellow travellers. It's also a platform to alert others about the environmental damage occurring around the planet and the real cost to us all. Most of us see younger people wandering around head down texting each other or listening to music and they seem oblivious to the rest of us. However there is a far more useful way to communicate and traffic our feelings to each other and to government and this is called **community campaigning**. There are numerous groups and they include ***The Sum of Us, Get Up and Change dot Org***. These groups disseminate information, take up petitions and bring pressure to bear on governments and big business across the world. If you want to add your voice to many others and make a difference, then join the campaign network of your choice and choose which issue you want to be part of and make a difference. It costs you nothing except a little time although you can donate a few dollars too if you wish. Causes included animal welfare, environmental issues, immigration and asylum seekers, banking, corruption, education, the pension, over population and the list goes on and on. Today over 3 billion people are connected to the internet and the growth continues unabated. It is because of this that so many individual voices can be pooled to build a strong influential chorus and bring direct pressure to bear on Government and big business. The results of this pressure are spectacular as we the people finally have a say in real time. We can now speak back moment by moment and let the servants of the people know precisely what we want.

This is something I strongly recommend to all listeners regardless of age or health you can and should participate and do it from home. As Winston Churchill said, never, never, never give up and we mature folk have hard earned wisdom and therefore a duty to participate as we watch so many values being lost and society being driven by greed, avarice and indifference. You can of course choose the matters you want to support and many may not suit but you have the power of choice and as a matter of interest I usually sign a petition 'on line' at least once a week. I mentioned three organisations being ***The Sum of Us, Get Up and Change dot org*** and there are more, many more. The latter has over 96 million followers alone and if you add that to the others it's a real force to be reckoned with. Through them we are winning battles with coal seam gas mining, pollution, banking cartels, equality, equity, women's rights, food production, logging, conservation, whaling, sustainability and all manner of things including saving the Broadwater.

The peoples voice on social **media campaigning** is a good thing as we forge an alliance with each other we can make change occur for the better. Government of the people, by the people, for the people never worked so well.

Until next time this is Kent Bayley