

KONY 2012: Internet social networks used for worldwide change

Written by Luis Noble

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You've seen them. You've shared them. Internet phenomenons. "Memes," photos, videos or stories shared online through email, Twitter, Facebook and even Google +. Most of the time the forwards sent to us are jokes or pop culture references, but social networks can create worldwide change. Change was achieved with the Egyptian revolution in 2011, which was organized and succeeded mostly because of Twitter and other social media. That is the kind of impact Invisible Children and the TRI Foundation are trying to accomplish with their new campaign, KONY 2012.



A video (below), which went live on YouTube March 5, is taking full advantage of the social media revolution – bringing to light the 20 years of organized crime led by Ugandan war lord Joseph Kony. Kony's most atrocious crimes involve kidnapping children from thousands of Ugandan families, making the boys into murderous soldiers for his army and the girls into sex

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slaves. These injustices have gone on for more than two decades and have only begun making prominent headlines since the beginning of the Invisible Children movement in 2003. Nine years later, the fight is far from over and Kony is more and more elusive. Kony 2012, through social media, aims "to make Joseph Kony famous, not to celebrate him, but to raise support for his arrest and set a precedent for international justice."

The Kony 2012 movement is not only about Uganda. It is about creating a world where such atrocities are not only condemned, but brought to justice. It isn't a partisan program, it isn't only a commercial venture, it is a call for worldwide change and YOU can help.

Take some time out of your day and watch the documentary then

SHARE THIS VIDEO:

HOW TO HELP:

Donate to Invisible Children: <https://www.stayclassy.org/checkout/donation?eid=14711>

Purchase KONY 2012 products: <http://invisiblechildrenstore.myshopify.com/>

Sign the Pledge: <http://www.causes.com/causes/227-invisible-children>