

One consequence of the #Metoo social action for individuals was that victims felt empowered to share their own stories of sexual harassment and assault. Often victims of sexual harassment/assault are wrongly made to feel it is their fault and so they do not openly talk about the horrific experience, #Metoo helped to break down some of this invisibility. Half a million people responded to Milano's original #MeToo Tweet in the first 24 hours. This shows that lots of people were inspired by these stories and were very grateful to have a platform to share their stories. These individuals most likely never have had a way of sharing their stories before. Meghan Markle confirmed this when she said, "Women don't need to find a voice, they have a voice. They need to feel empowered to use it, and people need to be encouraged to listen." This is a really positive consequence of the social action for individuals. ①

One consequence of the #MeToo social actions for society was that people are becoming more knowledgeable of what sexual harassment is and ways to prevent it. Sexual harassment is a complicated issue because in some areas of society it is seen as normal and people do not realise how big of an issue it is because it is so hidden. The #MeToo social action campaign educated people on how big the issue is which resulted in society becoming more educated about sexual harassment/assault. Google searches about the definition of sexual assault and harassment, EZYInsight reports, have been gradually on the rise since October. Google searches for "workplace harassment" have been on a gradual upward trend since October, too. This shows that society is taking note of the #MeToo social action and are educating themselves on what the issue is and how to prevent it. This is a positive long term consequence for society because it hopefully means the cases of this issue decrease. ②