

The #MeToo social action was effective in changing people's perceptions about sexual abuse/harassment but wasn't very effective in making much change when it comes to laws or regulation that would prevent sexual abuse/harassment from happening any more.

One strength of the #MeToo social action is that it got the attention of lots of celebrities and they got involved as well. As this social action started predominantly on social media it was a big strength that celebrities were using the hashtag to take part in the action. If this hashtag was just used by people who did not have many followers or publicity it would not have spread so vastly. The fact that celebrities like Lady Gaga with 78.5 million Twitter followers used this hashtag shows that it spread so much faster than if it was just a normal person with only a few followers. ①

One weakness of the social action is that the social action was very focussed on stories of women describing their sexual harassment/assault at the hands of men. This was an issue because men felt like they were being labelled as perpetrators of sexual assault/harassment. The reality is that men are victims of sexual harassment/assault as well but they were not as encouraged to share their stories. Men were also seen as the problem not as allies that could help solve this issue. ②

The #MeToo campaign was appropriate because it gave victims of sexual assault/harassment a way of sharing their stories in a less intimidating way. It would have been less daunting for these people to share their stories on social media or simply just typing "#MeToo" compared to actually telling someone face-to-face which might seem too overwhelming. Even if victims did not feel ready to share their own stories, seeing other people's experiences and stories online would have made them feel less alone. One thing that wasn't appropriate was that #MeToo was literally everywhere on social media. You couldn't avoid people talking about their traumatic experiences. This wasn't appropriate because not everyone wants to see that, especially people who have been through abuse/harassment, who might have found this triggering to their trauma. Not everyone would be ready to share their stories or hear about other people's stories but you couldn't really avoid it when the #MeToo posts were all over Facebook, Instagram, Twitter etc. ③