



### Strengths

1. Show or contextualize a violation or its aftermath
2. Put a face on human rights advocacy by telling a personal story
3. Function as a catalyzing tool that can drive an advocacy strategy forward
4. Detail specific cases or incidents that are emblematic of patterns
5. Be a democratic and participatory medium
6. Serve as a shield
7. In online advocacy, there is an instant global reach, and the power is pushed to the margins
8. Online call to action and context is readily available, easy to engage with, and share further

### Limitations

1. Must be there or have somewhat immediate access
2. Limitations in covering structural issues
3. Not a “silver bullet” that will guarantee change alone
4. Weak for deep quantitative analysis and complex procedural issues
5. Technological divide still exists and does not change/remove issues of representation, and process can be less participatory during editing
6. Can jeopardize lives
7. Global reach might not be truly global or needed
8. Online platforms render the context impersonal, group-specialized or informal; can lose context easily
9. Must follow-up to close the feedback loop and secure change (either online or offline)

Notes:

