

The Impact of Social Media in Creating Social Justice Reform in The South African Political Sphere During Election Campaigns

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Abstract

This study focuses on the impact of social media in creating social justice reform in South African politics during election campaigns. The study seeks to (1) examine the impact of social media in creating social justice reform in the political sphere during election campaigns, (2) establish the influence of social media on voters' behaviour during election campaigns and (3) propose strategies that political parties can employ to enhance their communication strategies during election campaigns. Social media engagement (SME) theory was used as the main theoretical framework of the study. Qualitative research methodology was adopted in this study to achieve the study's objectives. Data was collected from the previous literature and was analysed through descriptive analysis. It was discovered that social media platforms do not only help to inform society but also to encourage political discourse and allow candidates and elected officials to not only communicate with but interact with voters in numbers. This study intends to contribute to the increasing knowledge on the efficacy of social media in creating social justice reform during elections.

Keywords: Election campaigns, social justice, social media, politics, reform

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