



55%

PICTURE+TEXT
GROUP
SUPPORTIVE



25%

PICTURE+TEXT
GROUP
SUPPORTIVE



25%

PICTURE+TEXT
SINGLE PERSON
SUPPORTIVE



25%

PICTURE
SINGLE PERSON
WITH SIGN
SUPPORTIVE

Google images



50%

PICTURE
WITNESS



40%

TEXT
SUPPORTIVE



50%

TEXT
SUPPORTIVE

facebook



60%

PICTURE+TEXT
GROUP
SUPPORTIVE



70%

PICTURE+TEXT
SINGLE PERSON
SUPPORTIVE



26%

PICTURE+TEXT
SINGLE PERSON
SUPPORTIVE



50%

PICTURE
SINGLE PERSON
WITH SIGN
PUBLIC FIGURE
SUPPORTIVE

Instagram

23apr

2 1st tweet:
#bringbackourgirls

26apr

3 the social media
campaign starts

30apr

4 march in Abuja

7may

5 Michelle Obama

11may

6 Boko Haram video
claims to show
kidnapped girls

image major patterns