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## **Ending the Silence of Sexual Assault Victims: The #metoo Campaign on Twitter**

in Yook., Bora and Zifei Fay Chen (eds.) 21st International Public Relations Research Conference, 8-10 March 2018

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2018, pp. 343-356

A grassroots movement exploded on Twitter after actress Alyssa Milano invited users who had been sexually harassed or assaulted to tweet with the hashtag #MeToo. This study examines opinion leadership within the context of social network analysis and explores how users engaged with the campaign and others on Twitter.

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