



#NiunaMenos: How A Movement Can Create And Maintain Political Salience Through Social Media

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'Ni Una Menos', an Argentine feminist movement, has spread throughout Latin America largely due to its use of social media. The organisation is able to hold to account both the Argentine government and society overall, keeping women's rights in the spotlight. This study examines 'Ni Una Menos' Twitter account since its formation in 2015, in order to understand how the organization has evolved over time, and how it continues to fight for women's rights.

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