

# Discussions around future of media and social activism in Nigeria

Padman Africa has partnered with Social Media Week in Lagos, Nigeria, to discuss how stories have the power to influence and drive cultural change and government policy.



Social Media Week Lagos.

Social Media Week Lagos (SMW Lagos) produced by AFRIKA21 returns to Lagos, Nigeria for its 7th edition February, 4 – 8, 2019. The first African city to host the annual event, to date over 35,000 people have participated in SMW Lagos.

The Social Media Week Lagos 2019 theme, *STORIES: With Great Influence Comes Great Responsibility*, will explore the power in the stories we tell; and how as content creators, policymakers, brands, journalists and citizens we can influence our community, customers, audience and constituents for the greater good.

The conversation will bring together a diversity of perspectives to discuss the most productive ways to harness collective influence to drive African innovation, improve consumer experiences and bring people together.

Informed by the theme, *State of the Period*, issues discussed will centre around the known issues participants want the incoming government to address, specifically in relations to health, such as the fight against “period poverty” and responsible tourism.

## Social media for good

As the February 2019 elections draw closer, this is the best time for the media and bloggers to tell a formidable story of how social media drives social good, and how Government should listen to the engagement of users with various issues of the day, including the hashtag #SMWFreePeriods, to provide free sanitary pads to girls in Public Secondary Schools, Shelters, Slums and Prisons.

“At Social Media Week Lagos 2019, we’re assembling Padman Africa chapter leaders in secondary schools and universities, and recognising aspiring activists in the menstrual movement. We’ll be joined by an impressive roster of speakers ranging from activists, influencers, brand representatives, legislators, and more.

“We’ll be sharing updates leading up to State of Period Lagos 2019 via our Social Media channel. At the event, Padman Africa Period Purses and Padbank would be unveiled to the Guests. *State of the Period* is part of the larger Social Media Week conference hosted in 12 cities around the world. *State of the Period* will take place on February 8, 2019,” Padman said in a statement.

*State of the Period* will be held at the SMW Lagos Campus located at Landmark Center, a state-of-the-art event space in Lagos, Nigeria. State of the Period will join over 100 other panels discussions, masterclasses, digital installations, experiential talks, and networking sessions exploring a wide range of topics including business, entertainment, education, technology and politics.

For more, visit: <https://www.bizcommunity.com>