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Social Media and Campaigns for Social Good
Case Study: Michele Hajal Fight with Lymphoma Cancer

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Abstract:
The consumption of social media has increased dramatically worldwide. It has become a tool for people to create awareness on various topics. Social media has become an effective way in reaching mass audiences. This research focuses on the strength of social media in raising donations for good causes. The problem was approached using content analysis and survey. This study was guided by the following questions: (1) Does social media increased the support toward Michele Hajal's case? (2) What is the role of social media influencers in Michele's campaigns? And (3) What are the factors that had spread the message in social media? The research sampled Michele Hajal social media campaign to answer these questions. The findings reveal that social media does indeed play a major role in increasing the support for a social cause, revealing the importance of factors used as well as the role of social media influencers.

Keywords: *Awareness, social cause, social media, lymphoma cancer, donations, fundraising*

1. Introduction

1.1. Background of the Research

According to StatCounter, the social network most preferred in Lebanon is Facebook with usage of approximately 42, 38%. The Second most preferred medium is YouTube with 31.64%, the third is Twitter with 10.38% and the fourth is Instagram with 1.69% (Statcounter, 2019). Nowadays, more companies are getting into the internet market. Therefore, the number of users on social media will continue to increase.

The original use of social media was to connect people with each other and entertain them, but these functions have evolved over time. Many companies have ventured online to meet their customer's needs. Nonprofit organizations such as UNHCR have also ventured online to raise awareness about the refugees, the issue of climate, the poverty etc... nonprofit organizations use social media as a tool to reach potential donors by informing them about the present and future projects. Social media can be used to inform supporters about a cause and raise donations towards a need in society (Kiunga, 2016). This engagement by companies, non-profit organizations and individuals has seen a rise in social media campaigns.

A social media campaign includes the use of social networking sites to attract the attention of an intendant group. Social media campaign is then considered as an organized push to help a goal using at least one social networking site (Kiunga, 2016)

The purposes of social media campaigns vary according to the organization. Companies use social media campaign to reach consumers and increase the sales revenue. Nonprofit organizations use social media campaigns to raise awareness on an issue and appeal for people participation to raise funds. In the past, people used to raise funds through homemade cakes and simple events. With the use of Facebook, Twitter, Instagram and YouTube, individuals can reach millions of people to support their causes. For example: 30,000 runners raised $7.3 million in the Flora London Marathon through the online platform Just giving (Agrawal, 2016).

Social media is connecting people across the world by allowing them to work together towards a common goal and achieve amazing things. The number of online donations is increasing every year, especially in London with £2.4bn online donation via mobile. In addition, the percentage increased with 13% from last year, which make social media a fundraising opportunity that is going to grow (Steiner & Miranda, 2014).

Social media made it easier to ask for donations using fundraising badges. It is free and easy to use platform, since people can donate by PayPal or credit card safely. People can draw attention to their cause by posting photos or short videos with hash tags that illustrate the problem that they are facing and the ways attempting to tackle it (Steiner & Miranda, 2014).

1.2. Statement of the Problem

Social media is known for posting pictures, videos and status updates, as well as communicating with others. It is also accused for changing the societies negatively, due to its huge impact on human behavior. However, we rarely see discussion about the positive side of social media, which can save lives via fund raising.

Social media has the potential to cause social change. Social media is a set of platforms that can group people together toward a societal problem or a crisis (Kiunga, 2016).

Social media has been associated with a lot of negative things such as privacy violations, moral decadence, terrorism and prostitution, identity theft and pron. However, social media have the power to be demonstrated for good causes in society.

In addition, every social media campaign is different than the others, which lakes a proper documentation that outline organized evaluation on the power of these campaigns. Furthermore, Lebanese social media campaigns are relatively few but they are increasing. Having social media influencers to participate in a cause to attract the public needs to be addressed in the research. Finally, we should understand the factors that help spread the message in social.

1.3. Significance of the Study

The significance of the study lies in investigating social media's efforts in raising awareness about Michele Hajal fight with Lymphoma cancer. The study's strong points also lie in examining the intervention of media including TV and online magazines and newspapers in this case, and how they reacted to Michele Hajal case. It will also shed light on the impact of influencers who participated in these campaigns. It will consequently help to better understand the factors that helped in spreading the message in Lebanon.

The findings of this thesis will be a continuation of the work many social media analysts who have contributed greatly in covering and analyzing social media benefits, and perhaps add to their perspective the great value of social media in funding these cases. The research will open up newer fields of interpretation and analysis of social media benefits in Lebanon. The research will provide a reminder to those who are suffering from cancer to not lose hope, and will provide a reminder that great things can be achieved.

1.4. Research Questions and Research Plan

In this research, a description of Michel Hajal campaign on social media, and its role in tackling the issue of Lymphoma cancer and making the topic a national one, gathering the attention of most if not all Lebanese people, in order to initiate complete awareness toward the cause. To better understand the material and accomplish the research's goals, we need to answer these research questions.

- RQ1: Does social media increased the support toward Michele Hajal case?
- RQ2: What is the role of social media influencers in reaching the campaign goals?
- RQ3: How do messages in social media campaigns diffuse and spread?

2. Literature Review

The majority of people around the world have been using social media in their daily lives. This research will figure out the social good of social media. This chapter review literature on communication and social good. It concentrates on the use of social media for social good. It also discusses the different factors used to run the campaigns successfully. This chapter also discusses the role of social media influencers as well as the diffusion and reach of messages and how social media campaigns are evaluated and analyzed. Theories such as collective action theory and reciprocal effect are also addressed.

2.1. Communication and Social Good Campaigns

According to Keyton, Communication is defined as the transmitting data and basic comprehension starting with one individual then onto the next (Kiunga, 2016). The term Communication is derived from the Latin word "communis" which means common. For communication to have taken place, a common understanding must be reached (Kiunga, 2016). A person communication skill affects their personal effectiveness, which means that communication is a powerful and essential parameter. Communication drives people interactions and exchanges. It is considered as people's way of exchanging information. Communication campaigns deliver messages designed to change human behavior by stimulating existing perceptions and views (Bales & Gilliam, 2006). Campaign messages can be transmitted through various channels. The channels range from traditional such as TV, radio, print media and new media such as social media. Public communication campaigns have been using social media in order to evolve and be more effective.

2.2. Social Media

Kiunga defined social media as any online platform or channel with the potential for user generated content through interactive capability (Kiunga, 2016). The users can communicate more directly with others and share content freely.

Social media fill a critical need in any organization since it provides a way for people to interact directly with it (Kiunga, 2016). People engage in social media to build relationships and communicate with others as well as know the latest news in the world. Social media have exploded in popularity based on people's desire to share opinions, make connections with others and participate in different kind of events. The most platforms used to collect donations are Facebook and Twitter. Facebook allow users to build a personal profile and follow other users, comment on people posts, upload videos and photos and post status updates. In addition, Twitter is a micro blog, a form of digital messaging, that allow users to post status updates or tweets, and also re-tweet others users posts. Social media bring together people interested in a particular subject matter such as donating.

2.3. Changing of Fundraising

People used to work hard to raise funds and rely on fundraising income in order to support their cause. They rely on money brought in from charitable trusts, grants, companies or individual contributors.

The world of mass media has rapidly changed, with the intervention of social media. Social media enables individuals to reach people who are interested in helping others. It can attract randomly people online and it can inform them about different causes in society.

Social media encourages the feedback from everyone interested. It encourages voting, commenting and sharing information. It is seen as a two-way conversation.

Since social media users are increasing on a daily basis, the ability to reach more people has also increased. This is a great opportunity for people who could use these sites to address their causes and reach a broader range of supporters.

Social media is considered as a promotion tool due to its low costs. People can make use of social media and reach thousands of people without any costs. It can give them the opportunity to share information about their cause to seek and receive feedback.

In addition, bringing people together toward a specific cause is less expensive with the use of social media than traditional methods (Kiunga, 2016). People are no longer obliged to be physically present to rally on a cause (Kiunga, 2016).

2.4. News Media User's Eager to Support Causes... Just Not With Their Wallets

A study conducted by cone consumer in 2009 revealed that the majority of respondents (79%) use new media tools and believe that people should use these resources to raise money or awareness for their special causes. In addition, 60% of respondents have supported a cause at some point. 27% of respondents have aided financially where only 4% have supported a cause using Twitter tweets.

Respondents stated that the emotionally compelling causes, the easy to use and quick tools as well as the incentives for involvement have motivated them to support a cause through social media (Cone marketing, 2009).

In contrast, 39% of respondents don't support a cause virtually because they don't trust that their effort would actually go to the intended cause. They also believe that there is a lack of connection between the person and the donor which express caution over submitting financial support online. 22% of respondents stated that they are overwhelmed by the number of causes on social media which discourage them from helping. On Facebook, there are over 390,000 causes which requested donors support (Causes Exchange, 2010).

2.5. Examples of Social Media Good around the World

A recent study found that participants who use social media like Facebook, Twitter and YouTube to communicate and send messages to others regularly, are more likely to fundraise by 40% (Barry, 2011).

Another study showed that Twitter users set higher fundraising goals by at least three times more and raise 10 times more money online than other social media users. People who combine multiple social media tools in their campaign achieve the strongest fundraising success. They might increase their fundraising percentage by as much as 40% compared to others (Barry, 2011).

In USA, the American Association of Fundraising Council stated that Americans donated more than $298.42 billion in 2011 to their favorite causes despite the bad economic conditions. This number increased by 4% from 2010. People who share belief and passion for a special cause encourage nonprofits fundraiser and engage in 73% of donations.

American Red Cross used their Twitter account that had 150,000 followers and their Facebook account that had 190,000 followers to send a donate message across their social media accounts in order to raise money for the earthquake that occurred in Haiti. They were able to raise $ 5,000,000 within a week, and more than $20,000,000 in a matter of months through social media.

Moreover, Mark Aka, a Canadian citizen, who had suffering from testicular cancer, had only 25 days to raise money for his cause. He made a challenge on social media that if he gets 25,000 likes in 25 days for Stanfield's Clothing, an underwear manufacturer, then the company would donate $25,000 to the Canadian cancer society to support testicular cancer. Mark's fans supported his cause, and within 25 days he overachieved the challenge with 50,000 Likes and received the award successfully. Also, Oregan food bank created Twitter and Facebook pages to increase donations, registered runners, volunteers and awareness in Portland metro area. The donations increased by 50%, the registered runners by over 25%, and the volunteers number doubled (Petersen, 2012).

In 2009, Livestrong challenge involved the purchase of yellow gel bracelet for 1$. The campaign resulted in raising $10,800,000 and it achieved its purpose.

Save the Children partnered with Zynga, the company behind the social media game "Farm Ville", to raise money for all people affected by the earthquake and tsunami in Japan. Save the Children were able to raise $ 1,000,000 from social media Farm Ville players.

The World Food Program (WFP) is the world's largest humanitarian agency fighting hunger worldwide. On Facebook, they posted a photo, which results in over 80 comments and 140 likes. In contrast, on YouTube they posted a video and raised $36,000 on World Food Day, which helped in feeding over 650,000 children (Petersen, 2012).

2.6. Role of Social Media Influencers in Social Media Campaigns

The word of mouth and the recommendation by users are considered as the most effective forms of advertising. When a person recommends a product to others, its credibility is more believable than the company's message. Therefore,

individuals have the ability to influence and affect the decisions and the behaviors of others. These individuals are considered as influencers. Influencers have the trust and the goodwill of their followers over time. They are likeable people with an authority to influence others in their networks.

Influencers in social media are bloggers who have a high number of followers on their accounts and use critical casual power. These individuals can be celebrities, such as singers, actors, or experts in a particular field.

Influence is defined as the power to change or affect something or someone. It is the power to cause change without a person forcing the change to happen (Kiunga, 2016). It is also defined as the ability to be a convincing power. Thus, influencers can't make people do something, but they apply a different kind of force which is more vital.

The digital influence report by the Technorati stated that bloggers are the third most powerful online influencers when it comes to purchase decisions and that they have incredible influence. The study revealed that 31% of consumers stated that they bought the product because they have been influenced by the information online. Though, influencers are not only limited to bloggers. People with a high number of followers on social media specially Facebook, Instagram, Snapshat and twitter are also considered influencers.

Researchers have overlooked two very important elements when it comes to social media influence, which are the area of interest as well as passion and enthusiasm. The area of interest constitutes the sphere of influence, which means that the influencer should have an area of interest and stick with it. For example, a blogger who writes on fashion will not be as effective in influencing purchase decision if they recommend a cooking book. In addition, passion and enthusiasm are also important factors for influence. Influencers should be passionate of a brand to affect the purchase decisions. Therefore, they have to be a brand advocate (Kiunga, 2016). True advocacy can only be driven by the passion about the product and the brand (Kiunga, 2016).

Furthermore, the 4 Rs (reach, relevance, resonance and relationships) are important for the influencer and brand engagement to be successful (Kiunga, 2016). Reach is the number of people influencers brings together. Relevance is how the brand or product fits in the influencer's area of interest. Resonance is the influencer's ability to evoke feelings in the followers. Relationships mean the relation the influencers have with the audience as well as the relationship with the product or brand.

2.7. Diffusion and Reach of Messages in Social Media Campaigns

Researchers have looked into how information spread on social media. Social media enable customers to express their opinions publicly and cause their opinion to spread online (Kumar & Mirchandani, 2012). Negative comments and feedback can also be spread easily, which could be false rumors about companies and could affect the company reputation badly (Zhang, Jansen, & Chowdhury, 2011). Researchers studied how social media messages spread rapidly online and how social media can be used to engage people in campaigns. Quantitative and qualitative analysis is required to evaluate the trends and the diffusion of messages. The quantitative analysis looks at the spread of information, while the qualitative analysis shed the light on the factors that cause the information to spread to others or not.

2.7.1. Cascading

Cascading the practice by which a message spreads to the audience by first being passed to the receiver (González-Bailón, Borge-Holthoefer, & Moreno, 2013). The receiver carries it on to another set of receivers and then to the next to create a network of people who have received the message. Cascading enables users to be part of the process of social media message diffusion. Diffusion gathers people with same interest on an issue. On twitter, when a person tweets a message, it is seen by all the people following him (Borge-Holthoefer, Rivero, & Moreno, 2012). This means that when one of the followers sees the tweet and re-tweets it, the tweet is now seen by a new number of followers and it keeps spreading in many ways (Bosley et al., 2013). The posts that are shared have the potential to multiply.

Facebook possess different algorithms than Twitter, which makes cascading not seen much. It employs the use of shorter chains that can cause the message to spread wide (Rogers et al., 2012).

2.7.2. Spread Pattern Analogies

The spread pattern of messages on social media is compared to the group of ants that used swarm intelligence (Banerjee and Agarwal (2012). This means that the ant's movements are not random. The swarm is intelligent as a group since each ant follows it. This makes predicting the ant behavior much easier. Social media messages diffusion is compared to the spread of a virus because they are self-replicating and fast diffused. The spread of the message across each social media platform is seen as an infection of sorts to the person that receive the message (Doerr et al., 2013). A model developed in 1920 to understand the spread of viruses has also been used to see the spread of messages in social media and understand online message diffusion (Coombs (2002). The messages on social media may spread from one place to another, in the same way viruses spread from one location to another.

2.7.3. Comparing Message Reach to Adoption of Innovations

The spread patterns of messages on social media are compared to the model of dispersion of innovations. This dispersion is a procedure by which an innovation is conveyed through specific channels after a period of time among people from a given social framework. This model was introduced by Rogers in 1995. It shows how people respond to new innovations and how they adopt them. This model was also used to examine how news spread among the public (Valente & Rogers, 1995). The position of the users who trigger the spread of the message first- and the-time intervals of the message online are also important factors (González-Bailón et al., 2013). After a message is posted on Facebook or

tweeted on Twitter, there may be a lag before the first person see it and share it (Fan, Geddes, & Flory, 2013). In addition, how the message evolves from one person to the next is also an important factor. A message that started out positive may become negative and vice versa depending on the opinion given by the person that share it (Fan et al., 2013). Thus, the diffusion of social media messages is seen as an interaction between people online.

2.7.4. Network Patterns and Roles
The diffusion of social media messages relies on the performance of the person in the network. The network is a set of interconnected nodes (Castlls, 2009). Some social media users have more followers than others; therefore, they are more connected than others. Thus, connectivity is not evenly dispersed across social media. The user with many followers has a dominant position in the network and plays the gatekeeper role (Gruzd, Wellman, & Takhteyev, 2011). They can decide which message to share with others or not. The users who don't have many followers are considered as weak links, but they are also considered as very important for diffusion (Granovetter (1973),

2.8. Factors Influencing Dissemination in Social Media

2.8.1. Characteristics of the Issues Involved
Every user has his own friends or followers on social media accounts. The posts that passed depend on what people like to share with others or not. The message that possesses high social value is likely to be shared by many different users which increase the instances of exposure (Kiunga, 2016).

The characteristics that promote dissemination in social media are worthwhile, express need and emotions, have entertainment value, and have news value and people want to be identified with. The content should be worthwhile in order to be shared in social media; it should benefit the receiver personally (Borge-Holthoefer et al., 2012). The content that increase people knowledge or provide solution to a particular problem or offer the receiver a true benefit and value true value and benefit (Bates & Riedy, 2012). In addition, the post that is related to emotions or needs is more likely to be passed. For example: emotional experiences related to a brand (Stieglitz & Dang-Xuan, 2013).

The message should also have qualities like humor and entertainment to move the participants from initial nervousness into more relaxed conversations (Byron et al., 2013, p. 40). Hence, positive messages are generated and spread easily among people. The message should have news value like social media messages related to a well-known organization or a well know celebrity. Finally, people use social media to engage with products, services and brands they want to identify with (Williams et al., 2012). The spread of message depends on societal factors. Therefore, messages shared on social media are less likely to include information related to taboos, since social media content is incorporated into identity management and practices of self-presentation (Byron et al., 2013, p. 41). People use social media to express their views, depict their experiences and share what they witness around them. Accordingly, such motives influence how a message is communicated online.

2.8.2. Characteristics of the Media Involved
The feature of social media platform may facilitate the diffusion of information on a small or large scale. Facebook and whatsapp emphasize on the strengthening of friendships, while twitter is based on weak ties that is suitable for factual exchange (Zhao, Wu, & Xu, 2010). Social media have many features that enable fast diffusion, like ease of searching, connecting with others, and ease of finding what one is looking for and sharing.
The ease of sharing is related to how the social media platform facilitates exchange. Twitter ability to signpost materials makes it easy to pass on links to YouTube videos or using hashtag on Twitter (Robichaud et al., 2012). Facebook facilitate the involvement with friends though likes, and comments that strengthen relationships (Rogers et al., 2012). Ease of connecting is higher in Twitter than Whatsapp because Twitter users are free to follow others which results in weak ties.

2.9. Theories Relating to Social Change Campaigns

2.9.1. Collective Action Theory
Collective action is any type of organized social or political act conveyed about by a group of individuals with a specific end goal to address their necessities. Collective action is a subject of interest to people working in a variety of different disciplines, such as sociology, social psychology, and economics. Groups of people with basic interests are required to follow up on their normal advantages much as single individuals are frequently anticipated to act on behalf of their own advantages. This feeling about group conduct is every now and again found in prevalent examinations as well as in insightful works. The view that group's demonstration to serve their interests is based upon the suspicion that the people in groups act out of self-intrigue. On the off chance that the people in a gathering benevolently ignored their own welfare, it would not be likely that all things considered they would look for some narrow minded basic or gathering objective. In the social sciences, Martijn van Zomeren, Tom Postmes, and Russell Spears conducted a study of previous research on collective action in 2008 (Kiunga, 2016).

Social identity model of collective action (SIMCA), with three key concepts examined through the literature. These three concepts were perceived injustice, efficacy, and identity. Injustice is how fairly or unfairly individuals feel their group is being treated by institutions. Efficacy examines whether or not people feel they can bring about change. Identity, specifically social identity, examines how strongly people believe they belong to a defined group. In SIMCA, the strongest

force among the three was identity, which often led to stronger senses of efficacy and injustice. All three were related strongly enough statistically that they seemed to predict further social action (Kiunga, 2016).

2.9.2. The Reciprocal Effect

The reciprocal effect is related to the relationship between the topic and media. When a particular event or issue gets media attention, it influences the way people react towards it (Oaks &Sage, 2010). It also suggests that media have a powerful and immediate effect on people (Oaks &Sage, 2010). Media would change the thoughts and behaviors of people toward Michel Hajal case. This approach is immeasurable, but we will analyze the public opinion through the reactions of this coverage in the press.

3. Methodology

The reason of this research is to shed the light on the role of social media in increasing the support toward Michele case. In addition, the research will address the importance of social media influencers in reaching the campaign goal, and how the message diffuses and spread. This chapter will consist of the methodology that focuses on the study of the mediums used and a questionnaire distributed to 70 people. We will go through the research approach, the sampling, the instrument and the procedure.

3.1. Research Approach

My approach is based on qualitative and quantitative social aspect, a case study that will highlight how social media increased the support toward Michel Hajal case in Lebanon, through a content analysis. The proposed research questions will also be tested by estimating a survey of 70 members of social media.
The case study will support my research by adding proofs on how social media and social media influencers can help saving people's lives and how it can attract the attention of important TV stations, newspapers and magazines. In addition, the study will highlight the important factors used that help in the diffusion of the message.

3.2. Sampling

Sampling is the process of obtaining data from a specific population. This study will choose a purposive sampling method to social media influencers and the mediums that have supported Michele case on their social accounts.
The research will analyze how social media sites and social media influencers were used to increase the reach of Michele campaign.
In addition, a questionnaire will be used to measure the opinions of Lebanese people toward social media and social media influencers. The population that will be studied will include participants from young adults18 to 35 years old who use social media sites. The questionnaire will be conducted on Google docs and will be sent to the sample by a link to their phone.

3.3. Instrumentation

3.3.1. Population

The included population is the related news to the topic selected out of newspapers, magazines, TV stations and social media outlets of social media influencers in year 2018-2019.
Concerning the survey, the questionnaire will be distributed to 70 people through their mobile phone.

3.4. Procedure

I will screen all the news that covered Michel Hajal case and I will critically analyze them, through content analysis. In addition, we will analyze the social media platform used, the use of social media influencers, the reach of the campaign and the impact in terms of impressions made. The research will also analyze the findings of the questionnaire.

4. Content Analysis and Discussion

Michele Hajal, a 24 years old Lebanese clinical dietitian has been fighting Non-Hodgkin's Lymphoma Stage 4 since January 2018. She did aggressive chemotherapy for 4 consecutive months and had an excellent response in Lebanese Hospital. On July 2018, lymphoma cancer relapsed again and she had to do Stem Transplant. Unfortunately, her lymphoma cancer was refractory to the chemotherapy that she got before the transplant so her only hope is to do a CAR-T cells therapy in USA. She needed $740,521 to do the operation in USA.
Michele was planning to get married next year, so she decided to use social media to save her life and have the chance to live again. Michele opened a Facebook page named Support Michele Hajal with the hashtag #fightwithMichele which had 16,434 likes. The page contained pictures and videos of Michele, where she introduced herself as well as her case. Soon, Michele case attracted the attention of media who knew about her case from social media platforms. Two TV programs interviewed her live on Lebanese broadcasting channel to know more about her case and to support her. Many online magazines and newspapers published article about her case. In addition, well known Lebanese social media influencers also supported her on social media especially Twitter and Instagram. With the help of social media, Michele was able to raise the money and do the treatment in USA. Below is the coverage of online newspapers, magazines, and TV interviews with Michele Hajal.

4.1. Media coverage of Michele Hajal case

4.1.1. Vogue Magazine

Vogue magazine is a magazine that covers fashion, beauty, and celebrity news as well as fashion shows. Emma Day wrote an article in October 1, 2018 about Michele Hajal case. She stated that the Lebanese singer "Elissa" sent a message of love to Michele, a finalist in Miss Lebanon 2016, who is fighting cancer shortly after getting engaged. She stated that Michele was diagnosed in January 2018 and had a successful chemotherapy before relapsing in July. She added that Michele needs a special treatment in USA which cost $750,000 and is hoping to undergo it ahead of her wedding in 2019. She stated that "Elissa: shared the image of Michele fundraising page and asked God to be with her (Day, 2018).

4.1.2. Al Arabiya

Al Arabiya is the Arab world's leading 24-hour news station. It covers a deep understanding of Arab societies, economies and cultures. It wrote in 30 September, 2018 that Lebanese singer "Elissa" tweeted in support of the young cancer patient Michele Hajal. They stated that "Elissa" was very touched by the story of Michele, who is fighting cancer at the age of 24. They added that Elissa's tweet came in support of the campaign launched on social media to raise $750,000 under the hashtag #michelehajal, who is suffering from lymphoma cancer. Michele, who was a Miss Lebanon contest in 2016, reached the final stages. She completed the first stage of chemotherapy treatment after being diagnosed in January 2018, but the cancer appeared again and necessitates a special treatment in USA which will cost $750,000 (Al Arabiya, 2018).

4.1.3. Annahar Newspaper

Annahar newspaper is a Lebanese newspaper that covers political, independent Lebanese news daily. It posted a picture of Michele Hajal along with a message "Help Michele, she is a fighter" with a hash tag #fightwithmichele on 3 October 2018. Annahar newspaper shared "Adele Jamaeldine" post on twitter which asked for support to participate in the campaign of Michele Hajal in order to secure the cost of her treatment. They also added the tweet of the Lebanese singer "Elissa" who supported Michele by saying "Michele is a fighter. Help her. She can survive and she will."

Annahar newspaper stated that Michele was known for her appearance in Miss Lebanon in 2016, when she was ranked third runner-up. She did a treatment for lymphoma cancer in Lebanon, but she needed another treatment available in USA, which costs about $ 700,000 to complete. Hence, the idea of Michele's fans was to launch a donation campaign for it, in an attempt to raise the amount within a month, especially after losing any hope for help from officials (Annahar, 2018).

4.1.4. IMLebanon

IMLebanon covers the latest news from Lebanon and the world. They posted in November 27,2018 an article about Michele stating that after being missing out on social media for about a month, the young Michel Hajal, who is fighting cancer, appeared in a new image from the MD Anderson Cancer Center in Houston, USA, accompanied by her boyfriend and friends. That stated that Michele thanked all those who called her and sent her messages. She said that she is better and that she will get the CAR-T Cells treatment on Thursday. She also said that she needs people prayers. IMLebanon added that Michele published pictures while participating in campaigns supporting her, thanking the Lebanese for standing by her side (IMLebanon, 2018).

4.1.5. Lebanon Debate

Lebanon Debate covers Lebanese news around the clock. It published an article in 28 December, 2018 about Michele Hajal. They stated that the young "warrior" Michele Hajal announced her victory over cancer after she managed to go through all stages of treatment from Lebanon to reach the most difficult operation she underwent in the United States of America, after she managed to raise an amount of $ 740,521. They added that Michel posted a picture of her on her Facebook page as she emerged victorious from the treatment center where she stayed for more than a month. Michele said: "Thank you Jesus. I was born again. This is the gift of life. Thank you, Saint Charbel. You were and will continue to be my inspiration." They stated that Michel thanked her family, her fiancé, her friends and her second family on Facebook. She also thanked her doctor in Lebanon, Dr. Hadi Ghanem. Finally, they wished Michele continued health, joy, success and love (Lebanon Debate,2018).

4.1.6. Al Mada

Al mada is an independent newspaper in Iraq that covers Lebanese and Arab news daily. They wrote an article about Michel Hajal on 28 December, 2018. They stated that Michele, the third runner-up of Miss Lebanon in 2016, won her battle with lymphoma cancer. They added that Michele wrote on Facebook: "Goodbye Anderson Cancer Center! You were more than good for me. Thank you, Jesus … I was born again! This is the gift of a lifetime. Thank you, Saint Charbel, without forgetting my doctor in Lebanon, Dr. Hadi Ghanem" (Almada, 2018).

4.1.7. Nbn

Nbn covers the latest news in Lebanon daily. They published an article about Michel Hajal on 28 December 2018. They stated that the Lebanese young woman Michel Hajal succeeded in defeating cancer after many years of treatment in Lebanon to reach the last stage she passed through surgery in the USA. They added that Michel posted a photo of her on

her Facebook page and she was at the top of the triumphant joy of the American treatment center, where she stayed for more than a month. They stated that Michele said: "Bye MD Anderson Cancer Center, it was more than good for me. Thank you, Jesus, I was reborn. This is a gift of a lifetime. Thank you, Saint Charbel. You were and will continue to be my inspiration." They also said that Michele thanked her family, her fiancé, her friends and her second family on Facebook, without forgetting to send a word of thanks also to her doctor in Lebanon (nbn, 2018).

4.1.8. Beirut.com

Beirut.com covers Beirut news daily. They wrote an article about Michele Hajal in 28 December, 2018 stating that the 24-year-old girl who was diagnosed with Non-Hodgkin's Lymphoma shortly after her engagement party, gathered lots of attention on social media when she failed all the treatments in Lebanon. They added that Michele's fight with cancer brought Lebanese people together within a campaign titled #Fight With Michele aiming to collect money and raise the designated amount for her treatment CAR-T CELLS THERAPY in USA. They also stated that Michele traveled to MD Anderson Cancer Center where she was treated and is now cancer free according to the FB page @fightwithmichele. Finally, they congratulated Michele (Beirut, 2018).

As we can see, many newspapers and magazines had covered Michele Hajal case. They had written articles about her case, which have helped in increasing exposure toward her illness. This conform with the reciprocal effect discussed in chapter 2, since Michele case got media attention, which influenced the way people reacted towards it.

- TV coverage of Michele Hajal case

Lahon w Bass

The TV program "Lahon w bass", a satirical criticism program that receives guests from various fields, aired on LBCI interviewed Michele Hajal in Season 4 Episode 3 after hearing her story on social media sites. Below is the dialogue that happened between them in 11 November 2018 (Episode duration: 16:23 minutes).

Hicham Haddad: Welcome Micha, how are you?

Michele: I am fine.

Hicham: You look awesome

Michele: Thanks

Hicham: We want to win. In "Lahon w bass" we only talk about positivity, fun and happiness. I am not only a TV presenter; I am sharing with you that also my brother aged 26 years old had cancer in blood. We had fought this disease in 3 to 6 months. Today, I will support you to win your battle and raise the amount of money that you need to travel to USA and get the treatment there. First, tell us how you feel.

Michele: I am very excited to be with you today because I love your TV program. It is so fun and I don't like to appear in TV programs that are considered as clichés. I don't want to repeat my story every time, I want to spread positivity and let people see that what I am facing right now is not something bad.

Hicham: Of course, we want to think like that in order to beat the cancer. You were a Miss Lebanon contestant, and I know that you were upset because I mimicked you in one of my earlier episodes.

Michele: I am not upset. My mom didn't like what you said about me earlier in Miss Lebanon.

Hicham: What does your mom says when she sees me on TV?

Michele: She loves you, but she stopped seeing your program for 2-3 weeks.

Hicham: Do you want to see what I said earlier about you?

Michele: Yes

Hicham: I never meant to hurt you. It was a joke

Michele: Yes, I know. I said Theresia instead of Theresa. It was my fault and you mimicked me.

Hicham: What are your talents? I noticed that your voice is similar to the singer Marita Hallani. Do you like to sing?

Michele: No, my voice is not good.

Hicham: Do you like to act?

Michele: I like to act but I don't know how.

Hicham: How long are you going to stay in USA?

Michele: From 1 to 2 months. It depends on the complications.

Hicham: We hope that they will be no complications. We want to use this episode to increase the support that you got from the Lebanese people because you deserve it. You are lovely, cool and beautiful. Tell us about your work.

Michele: I am a dietitian.

Hicham: They told us that you love pizza

Michele: Yes, especially the "go cheese pizza".

Hicham: I see that your fiends are like bodyguards. They follow you wherever you go.

Michele: Yes, they are like my bodyguards. We are laughing so much together these days.

Hicham: I want to know your fiancé Maroun. Welcome Maroun to our program. God bless you both. We hope that you will pass this period successfully. How you feel? How you are supporting Micha?

Maroun: We are fighting this disease from January. We were strong. Micha is very strong. We are together since 2009. It has been 9 years and we want to marry in August 2019.

Hicham: What do you want to name your future baby boy or girl?

Maroun: We cannot decide yet.

Hicham: Am I invited to the wedding?

Michele: Yes of course

Hicham: Who contacted you from the celebrities?

Michele: Many celebrities called me, while others visited me in hospital like Nadim Njeim, DJ Rodge, the politician Elias Hankach, the singer Cyrine Abdelnour and the singer Joseph Attieh. Joseph Attieh is helping me to raise the money needed for surgery. He will sing in Caprice on Thursday 18 November and all the money will go to support my cause.

Hicham: How much money do you still need?

Michele: Around 100,000$

Hicham: Michele we want to support you to fight this disease. See you all in caprice this Thursday to support Michele.

Michele: Thank you all for your support.

- "Lahon w bass" Season 4 Episode 15

Hicham Haddad interviewed Michele after her return from the treatment stage in USA. Below is the dialogue that happened between them in 10 January 2019 (duration: 9:18 minutes).

Hicham: We want to celebrate the hero that we interviewed earlier and who promised us that she will celebrate in our program when she will be back from her treatment. Hi Micha.

Michele: Thank you for the surprise.

Hicham: We want to thank you for the will and the hope. We love you and I knew that it will be a second interview.

Michele: Thank you for the support.

Hicham: Everything is fine?

Michele: Yes, last week I was sure that I am cancer free.

Hicham: We defeated this bastard.

Michele: 100%

Hicham: How was your treatment? Describe it in two sentences.

Michele: It was very hard. I faced few hard things.

Hicham: You were off on social media for 10 to 15 days.

Michele: Yes, I was in the intensive care. The oxygen level decreased and I couldn't talk. I was in the hospital for three weeks with my parents and my friends.

Hicham: You are strong. Thanks to all the prayers you are still with us.

Michele: Sometimes I forget that I am saved. Thanks God

Hicham: Any future projects?

Michele: I will come back to my diet clinic soon and I want to open a charity that supports lymphoma cancer.

Hicham: You lost weight

Michele: Yes, I lost 10 kilos.

Hicham: How is your immunity now?

Michele: Good, I am taking precautions.

Hicham: So, did you agree on the name of your first child?

Michele: Yes, we will name him Peter.

Hicham: and the girl?

Michele: Moon

Hicham: Your case made you famous. People loved you. Do you consider having a TV program or participate in an acting role?

Michele: No not yet. Thank you LBCI.

Hicham: You deserve a lot

- Btehla el Hayat

Btehla el Hayat is a daily social program from Monday to Friday on LBCI. They interviewed Michele in 28 February 2018 after knowing Michele's story on social media. The presenters Mia Saaid and Cynthia Zeinoun started the episode by introducing the dietitian Michele Hajal, who won't let the cancer beat her. They stated that Michele is still continuing her work in her diet clinic.

Below is the dialogue that happened between the presenters and Michele (Duration: 18:30 minutes).

The presenters: Welcome Michele Hajal. Your voice brought you to our TV program; we want to take power and confidence from you. Tell us your story.

Michele: I was diagnosed one month ago with lymphoma cancer. First, I had a light cough and low blood pressure so I went to the hospital to make a checkup. I insisted to do an x-ray for the chest, where something little appeared. After one week, I did blood test and the doctor informed me that I had cancer.

The presenters: How was your reaction when you knew that you had cancer?

Michele: I took the news very simply. I did my own research and I knew that my disease is curable. So I decided that I want to beat it. I am relieved and happy. It is a good experience for me, since I am taking support from my parents, my sisters, and my fiancé and from all the people who are praying for me.

The presenters: You are taking the subject with positivity. The doctors said that the brain influences the disease. Tell us how much the people around you can influence you positively or negatively?

Michele: The people around me can influence me so much, especially my parents, my sisters, my fiancée and my friends. They gave me a push to stay strong and my Dr. Hady Ghanem is also supporting me.

The presenters: How are you helping your parents to stay strong?

Michele: There are many people who are dying from simple diseases. People are scared from cancer, but I did my own research and read about the treatment. Also, I gave my disease a nickname "lympho". People should think positively in

order to know how to solve problems. I am still going to the university and I am taking selfies. I am a very positive person but my positivity increased so much. I don't want to stop anything in my life; I am still studying by Skype call directly from the class. The same goes to my work.

The presenters: They said that the psychological state of the person influence the cancer.

Michele: When the person takes the news positively, and fights the disease in a positive way, its psychological state helps him. The doctor also confirms this notion.

The presenters: Is your fiancée supportive?

Michele: Yes, I was engaged two months ago. He is helping me to fight this disease.

The presenter: What do you think and say when you sit alone with yourself?

Michele: I never said why me? I say that I hope that I don't suffer a lot. I pray so much for the Saints and for Saint Charbel. When I pray, I thank him and I ask him to make the people around me happy.

The presenters: We hope that you get well soon. Do you have an advice for the people who are watching you?

Michele: Don't lose hope. Live every day happily and don't think about silly stuffs. Enjoy every moment and never give up. Bad moments will pass.

The presenters: Are you still going to your diet clinic?

Michele: Yes of course, I am following up with my patients and my own diet. I stopped sugar since it feeds the cancer cells. I only eat sugar from the fruits. I eat protein, beans and a lot of vegetables. I am trying to fight the cancer cells along with the chemotherapy.

The presenters: What do you say about your experience in Miss Lebanon?

Michele: It was a very nice experience. I like to remember those moments.

The presenters: What do you say about the relationship between the doctor and the patient?

Michele: My Dr. is a very good person as well as professional in his work. He is very supportive and he answers all my questions all the time.

The presenters: Do you agree that the doctor should be honest with the patient?

Michele: Yes, the doctor told me everything. He even described me the extreme part that might happens to me.

The presenters: We wish you a speedy recovery and we hope that your prayers will be responsive.

As we can see, the reciprocal effect which is related to the relationship between the topic and media is applied in this section. Michele Hajal case got media attention, she was interviewed three times on Lebanese broadcasting channel.

This confirms with the notion that media have a powerful and immediate effect on people (Oaks &Sage, 2010). Media changed the thoughts and behaviors of people toward Michel Hajal case. The public opinion supported Michele which is proven through the reactions of this coverage in the press.

4.2. Strategies Used to Create an Effective Social Cause Campaign on Social Media

Many strategies can be used to mobilize people toward a social cause campaign. First, the campaign should be framed in a way to create emotional impact on people. Michele post on Facebook was very touching and very emotional going into details of how she was engaged and how much she is in love with her fiancée. She also showed people how she fought the first stage of the treatment, and how she refused to give up on her work and university. Michele also showed moments of her participation in Miss Lebanon, and how she had opened a diet clinic in her hometown. This story drew people to give beyond what had been requested because they wanted to help Michele to get back to her normal life.

Combining several social media platforms: It was seen that Michele combined three social media platforms (Facebook, Instagram and Twitter). Facebook and Instagram were used to post photos and videos of Michele, while Twitter was used to share the #fight with Michele among Lebanese people.

Use of social media influencers: Michele campaign did better when it was pushed by social media influencers like singers, previous Miss Lebanon contestant, politicians, and actors...these social media influencers had high number of followers, are loved and passionate, which helped in increasing the exposure toward Michele's campaign.

Having a call to action: Michele campaign had a call to action, which is an effective factor. The call to action ranged from sharing the post on peoples walls for the sake of increasing exposure, and donating money. The call to action was simple and clearly communicated, and it was aligned with the overall objective of the campaign.

4.3. The Factors Used to Conduct Online Campaigns

Reach and impact of the campaign: the first factor that contributes to the successful of the campaign is reaching many people. High reach is the first step towards a successful campaign. Since Michele Hajal campaign on Instagram and Facebook attracted the attention of people, the media also covered her case. People knew about the cause and started to donate money.

Meeting the objective: the objective of Michele campaign is to raise $750,000 in order to pay the treatment costs in USA. Since the main aim of Michele campaign is to raise funds, and then reaching the amount of money is enough to show the campaign success. In Michele case, many people shared and retweeted the cause, while others donated money.

Offline activity success: beyond online participation, Michele campaign was successful in its offline activities. This was shown in the event conducted by the singer Joseph Attieh at Caprice on Thursday night. All the money collected from this event was donated directly to Michele cause. Michele was able to raise $100,000 in one night.

Continuity of discussion beyond the hashtag: Michele campaign was successful because the discussion it begun continued past the lifetime of the campaign. #fightformichele campaign went beyond raising money and caused the creation of a

lymphoma cancer organization that support people with lymphoma cancer. The discussion went further, which attracted the attention of media who covered the news.

4.4. Factors of Online Message Diffusion

Diffusion is defined as the spread of a message online from the originator to many people who have seen it, which make it a trending topic.

The diffusion of a message depends on the person who shared it, their reputation and their audience. Michele has many followers, and her message was shared by many social media influencers who have also many followers, thus the message was retweeted more. The number of followers is important since diffusion is related to probability. If the influencer has 100,000 followers the probability of people sharing his message is higher than a person who has 1,000 followers.

The quality of the message: Michele's message contained photos and videos which spread faster than a message with a plain text. In addition, the videos were short since people don't like to watch long videos.

The channel used: the channel used affected the spread of the message. Michele message was posted on Facebook and Twitter which was easily shared using the share or retweet button by people. In contrast, Michele message posted on Instagram is not easy to share, it required a specific repost application. Thus, it was not spread as much as that one shared on other social media sites.

4.5. Social Media Influencers

Social media influencers push the campaign on social media and help with amplification of the message. Social media influencers mean the success or the failure of the online campaign. They spread the message to their high number of followers, which enhance the reach and the impact of the message. Influencers assist in explaining the campaign details by informing their followers about the campaign (the date, the place, the bank account…). They are considered as the face of the campaign since they give it a personal touch.

The social media influencers who participated in Michele Hajal case are: Joseph Attieh: Joseph is a singer who has 1.2 Million followers on Instagram and 557,000 followers on Twitter. Joseph Attieh conducted a fundraising event for Michele at Caprice Beirut on Thursday October 18, 2018. He sang for free and all the money raised was donated to Michele case. Thus, the event was fully booked and the ticket price was 50$ with open bar. Michele was able to raise $ 100,000 in one night.

Elissa: Elissa is a Lebanese singer who has 14.5 Million followers on Instagram and 13.9 Million followers on Twitter. Elissa tweeted in 29/09/2018: "I am really touched by the story of Michelle. I remember her from Miss Lebanon 2016 and here she is fighting cancer today at 24. God be with you dear. And we are all here to help." Her tweet had 513 retweets and 1933 likes.

Adele Jamaeldine: Adele is a comedian who has 53.7 followers on Twitter and 275,000 followers on Instagram. Adele tweeted "Michele Hajal has raised 80,000$ out of 740,000$. She has till the end of October to cover the remaining amount. So, twitter, who's willing to be part of a fundraising project for Michele?" her tweet received 509 likes and 363 retweets.

Rina Chibany: Rina Chibany is Miss Lebanon 2016. She has 104,000 followers on Instagram and 5955 followers on Twitter. Rina posted Michele fundraising video with a message: "Michele needs your help! Join the fight #fightwithmichele". The video had 6,160 views on Instagram.

Shanttavitian is a famous hairdresser in Beirut. He has 45.100 followers on Instagram. He posted Michele picture on his Instagram account and said "Join us Tuesday to #fightwithmichele all haircut profits will be donated to Michele Hajal. Be many!" His post had 1,251 likes.

Thus, social media influencers helped in spreading the message among people online.

4.6. Questionnaire response analysis

Among 70 participants, 68 persons completed the questionnaire.
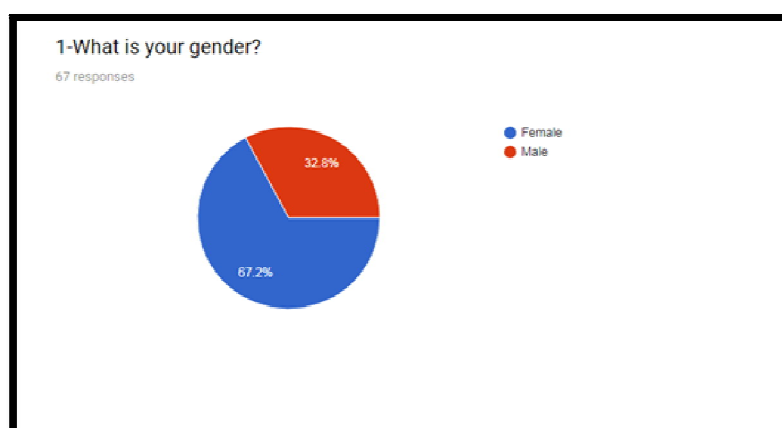

Figure 1: Gender of the Participants

This pie chart shows that 67.2% (45) of respondents are female, while 32.8% (22) of the respondents are male.
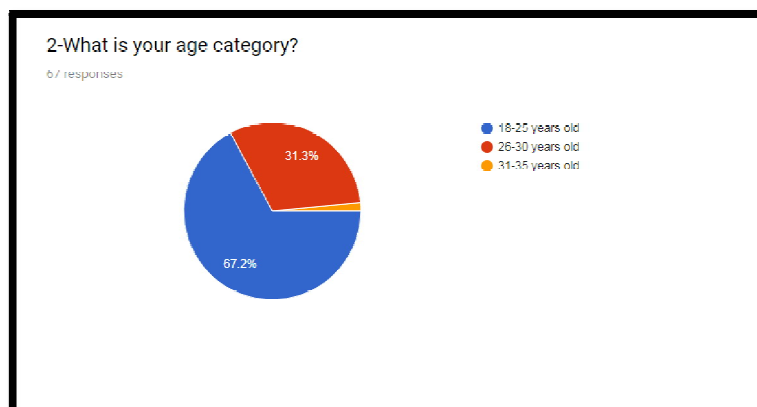

Figure 2: Ages of the Participants

This figure shows the age categories of respondents who participated in the questionnaire. 67.2% (45) of the respondents are aged 18-25 years old, 31.3% (21) are aged betweem26-30 years old, while only 1.5% (1) of the respondents is aged 31-35 years old.
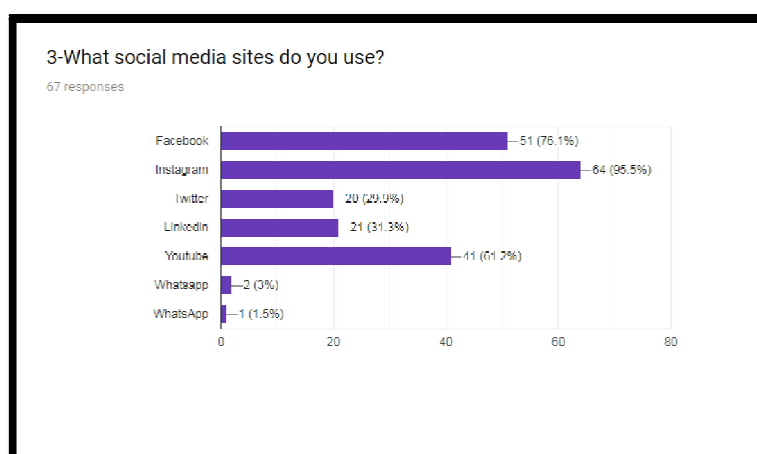

Figure 3: Usage of Social Media Sites

This figure shows that of the total sample size, 95.5% of the respondents have an account on Instagram, 76.1% of the respondents have a Facebook account and 61.2% have a YouTube account. In addition, 31.3% of the respondents have LinkedIn account and 29.9% have a Twitter account.
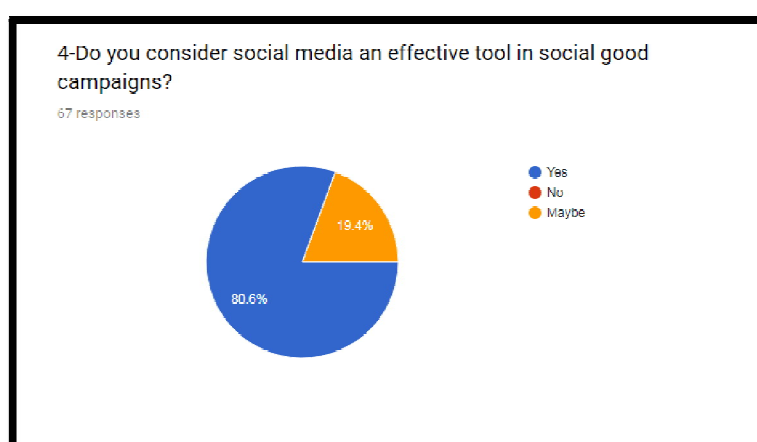
Figure 4: Effectiveness of Social Media

This figure shows that 80.6% of the respondents consider social media an effective tool in social good campaigns, while 19.4% might consider that. None of the respondents didn't consider social media as an effective tool in social good campaigns.
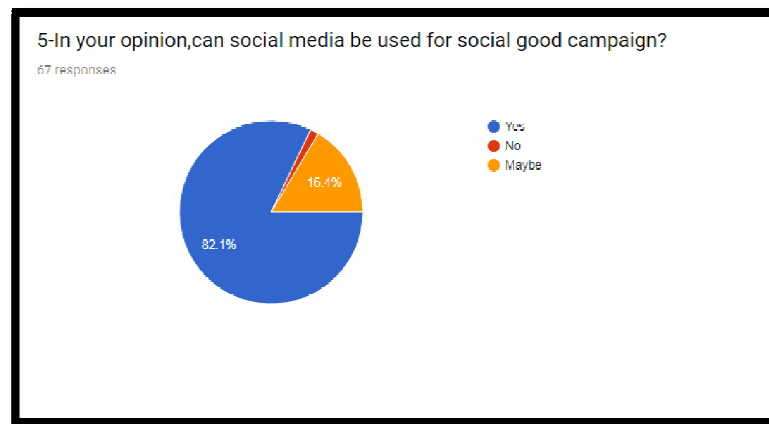
Figure 5: Usage of Social Media

From this pie chart one realizes that 82.1% of the participants consider social media as a tool used for social good campaign, while only 1 participant disagreed. 16.4% of the participants think that social media might be used for social good campaign.
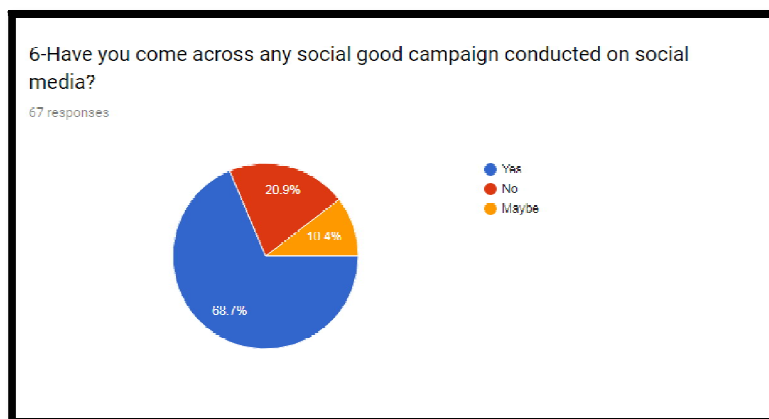
Figure 6: Exposure to Social Good Campaign

This pie chart shows that 68.7% of the participants came across a social good campaign conducted on social media, while 20.9% of the participants didn't. 10,4% of the participants stated that they might came across a social good campaign conducted on social media.
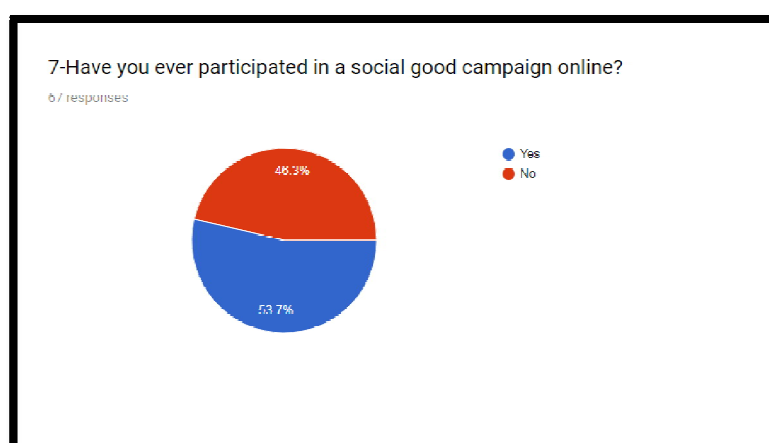
Figure 7: Participation in Social Good Campaign

We see from this chart that 53.7% of the respondents have participated in a social good campaign online, while 46.3% didn't participate.
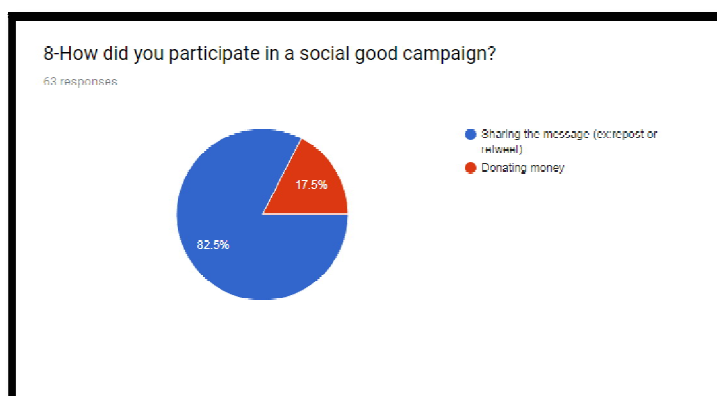
Figure 8: Participation in A Social Good Campaign

Figure 8 shows that 82,5% of the respondents participated in a social good campaign by sharing the message, while only 17.5% of the respondents donated money.
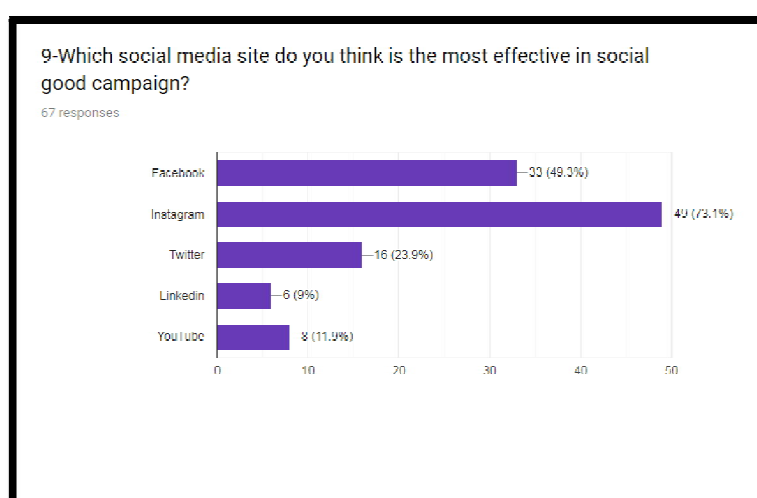
Figure 9: Effectiveness of Social Media Site

The results shows that 73.1% of the respondents consider Instagram as the most effective tool in social good campaign, while 49.3% of the respondents consider Facebook as the most effectibe tool in social good campaign. In addition, 23.9% of the respondents voted for Twitter, 11.9% of the respondents voted for YouTube, whule only 9% of the respondents voted for LinkedIn.
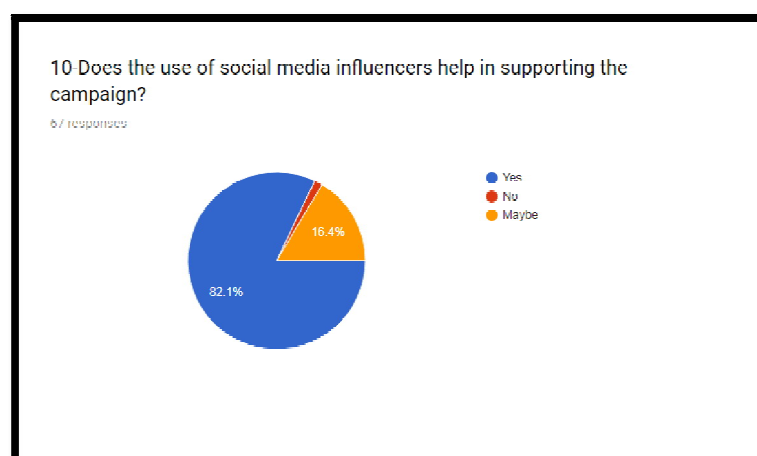
Figure 10: Use of Social Media Influencers

The results show that 82.1% of the respondents consider that the use of social media influencers help in supporting the campaign, while only 1 respondent didn't agree. 16.4% of the respondent stated that the use of social media influencers might help in supporting the campaign.
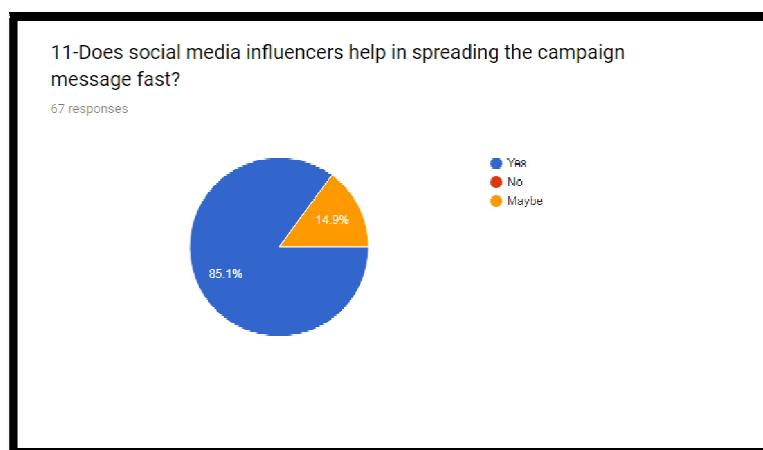
Figure 11: Use of Social Media Influencers

From this pie chart one realizes that 85.1% of the respondents agree that social media influencers help in spreading the campaign message fast, while none disagreed. In addition, 14.9% of the respondents consider that the use of social media influencers might help in spreading the campaign message fast.
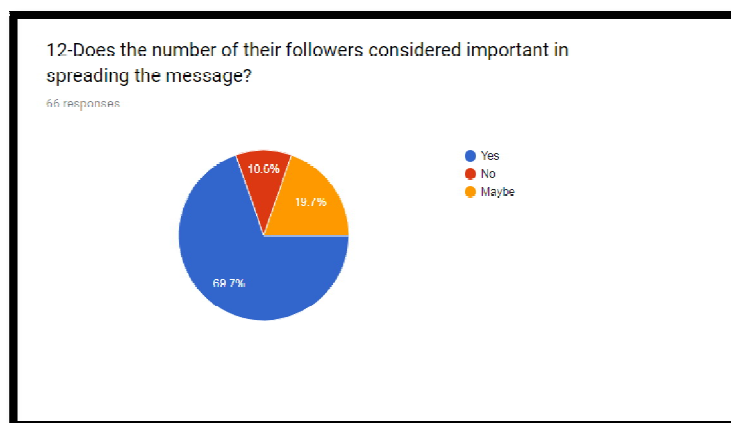
Figure 12: Number of Followers

Figure 12shows that 69.7% of the participants consider the number of followers important in spreading the message, while 10, 6% of the participants didn't agree. In addition, 19, 7% of the participants consider that the number of followers might be important in spreading the message.
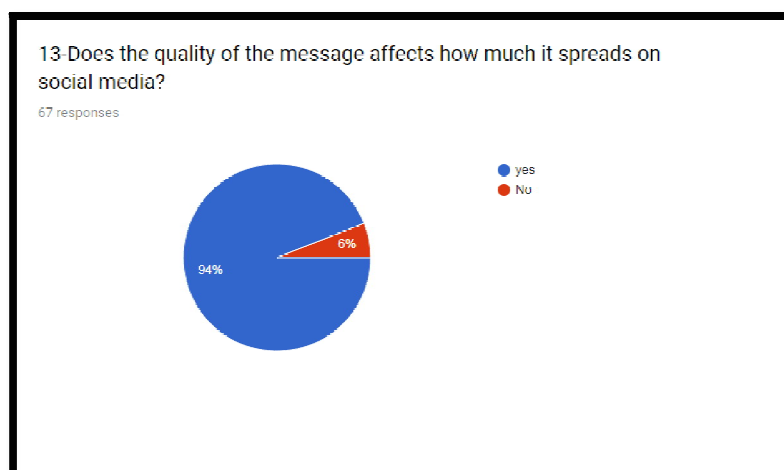
Figure 13: Quality of the Message

This pie chart shows that 94% of the participants consider that the quality of the message affects how much it spreads on social media, while only 6% of the participants didn't agree.
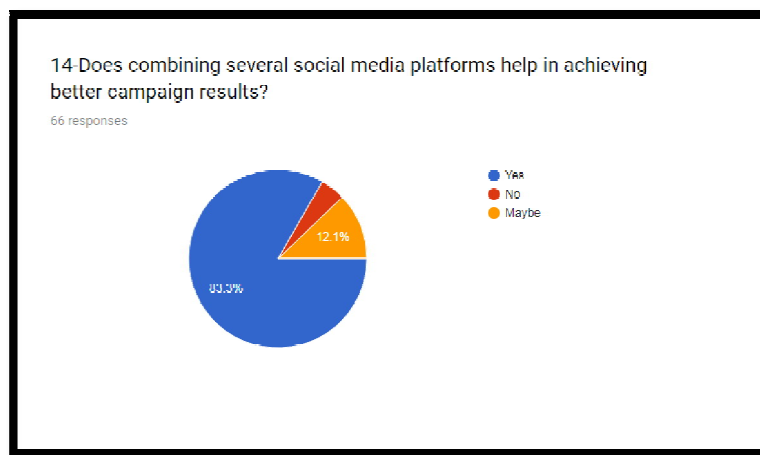
Figure 14: Combining Several Social Media Platforms

This pie chart shows that 83,3% of the participants consider that comning several social media platforms help in achieving better campaign results, while 4.5% of the participants didn't agree. 12.1% of the participants consider that combinunng several socoal media platforms might help in achieving better campaign results.
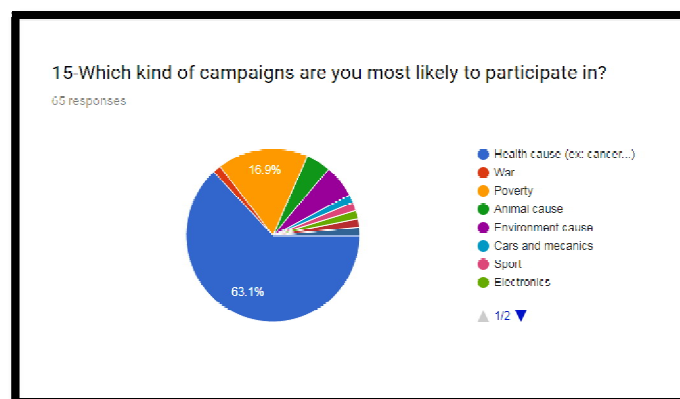

Figure 15: Kind of Campaigns

This pie chart shows that the majority of the respondents 63.1% are most likely to participate in health causes, while 16.9% are most likely to participate in poverty causes. Only 6.2% of the respondents participate in environment cause, while 4.6% participate in animal cause.

These findings indicate that the majority of the respondents consider social media an effective tool in social good campaigns and that social media can be used for social good campaign. In addition, the majority of the respondents had come across a social good campaign on social media and that they have participated online. The majority of them shared the message by reposting it or re-sharing it on their walls, while others donated money. Furthermore, the majority of the respondents consider Instagram as the most effective tool in social good campaign. Hence, the majority of the respondents consider that the use of social media influencers help in supporting the campaign, and help in spreading the campaign message fast. Respondents also consider that the number of social media influencers is important in spreading the message and that the quality of the message is a very important factor. They also consider that combining several social media sites help in achieving better campaign results. Finally, the majority of the respondents are most likely to participate in health causes. All these findings confirm with the notions discussed in chapter 2.

5. Conclusion

This research has shown that social media campaigns is very important, and may increase and evolve in the future. Each campaign should follow specific strategies in order to stand out from the high number of campaigns online. Social media sites are improving their message targeting algorithms which will improve the campaigns professionalism. Social media campaigns are growing offline as well, which was proven in Michele Hajal case. It grew from one hashtag on Facebook, to TV, magazines and newspaper coverage.

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Appendix

Figure 16

Figure 17

Figure18

Figure 19

10-Does the use of social media influencers help in supporting the campaign?

○ Yes

○ No

○ Maybe

11-Does social media influencers help in spreading the campaign message fast?

○ Yes

○ No

○ Maybe

Figure 20

12-Does the number of their followers considered important in spreading the message?

○ Yes

○ No

○ Maybe

13-Does the quality of the message affects how much it spreads on social media?

○ yes

○ No

Figure 21

14-Does combining several social media platforms help in achieving better campaign results?

○ Yes

○ No

○ Maybe

15-Which kind of campaigns are you most likely to participate in?

○ Health cause (ex: cancer...)

○ War

○ Poverty

○ Animal cause

○ Environment cause

○ Other...

Figure 22