

Abstract

The paper presents ways by which social media could be used as an agent for social change, in order to promote sustainability among various communities. Social media relates to a wide range of network and mobile applications used for surfing the internet and its social context. The rapid development of technological capabilities, in this and other digital areas, has generated profound changes in the ways by which the public utilize, store and exchange information. It has also transformed the ways in which the public communicates with economic, cultural and governmental institutions. This paper reviews developments which are affecting the global community as a whole and focuses on characteristics of the Israeli market. It notes generational and digital gaps and identifies the Y generation as a major opportunity for social change, which could include the adoption of goals for sustainability. The paper presents the dilemmas which arise from social media as agents of change, including wide criticism and failures which can occur from dependence on the social media.

The paper presents several case studies of companies, campaigns and organizations that operate mainly in Israel.