

Evaluating the Role of Celebrity Endorsements in the Success of ENDSARS Protests in Nigeria

Nwokeocha Ifeanyi Martins
Heritage Polytechnic, Eket, Nigeria
Email: giftedmartins41@gmail.com

Police brutality or excessive of force by law enforcement can be legally define as a civic right violation, where law enforcement agencies officers exercise due force against a subject. Use for torture as interrogative technique and other wanton abuses of human rights remain some of the major flaws of Nigeria police force which has attracted public odium, opprobrium, and condemnation to the force. Torture described as one of the most extreme forms of violence, resulting to both psychological and physical consequences, is sometimes considered as an indispensable interrogation mechanism for mechanism for gathering strategic intelligence. Afeez(2020) worried by the incessant reports of human right abuse of the member of the police force, the former inspector-General of police, Ibrahim Idris, once warned the special Anti-Rubbery Squad operative against torture and extrajudicial killings, saying “no policeman in the world had the right or authority to kill crime suspects.” He admonished the SARS personnel to always respect the right of every Nigerian, noting that this was the way they could change the negative public perception about them.

Protest against police brutality previously have arisen in Nigeria, as advocates and researchers have documented extensive evidence of human rights abuses by SARS officers and other NPE personnel. In a 2016 report, Amnesty international asserted that SARS officer routinely committed torture and other abuses against detainees, many of whom were arrested arbitrarily, detained in communication, and forces to “confess” or pay bribes to secure release.

The EndSARS movement began in 2017, as Nigerians shared experience of police brutality via social media and demonstrated in several cities to call for SARS’s dissolution. In response to those protests, the government pledged an “immediate reorganization” of SARS and an investigation into allegations against the unit. Reported abuses nevertheless persisted. In June 2020, Amnesty International remained pervasive. The 2020 End SARS protest have been noteworthy for their size, direction, and reach. Demonstration began in early October and intensified as celebrities all over the world expressed support for the protesters and as a government crackdown on marchers in mid-October provoked further demonstrations. Many activist deemed the disbanding of SARS on October 11th as inadequate, comparing it to past reforms that broadly failed to curb SARS misconducts, some also have called for broader governance improvements.

Ajeez (2020) stated that as unrest continued, governors in several state have imposed curfews or banned protesters. On October 20, army and police reportedly used live fire to disperse demonstrators in Lekki and Alusa areas of Lagos, Nigerian’s commercial capital, killing several and injuring hundreds. Various world leaders criticized the crackdown; on October 22, secretary of state Micheal Pomped condemned the use of excessive force by military forces who fired on unarmed demonstrators in Lagos” calling for Nigerian security services to show maximum restraint and respect fundamental rights for demonstrators to remain peaceful.

Therefore, international bodies and personalities tends to hear of this brutality in real time, because the awareness and role/ function were created by social media of which most of these international bodies participated through. Media platform handles. It is therefore upon this foundation that the society seek to examine and evaluated the role of social media in the success of EndSARS protest.



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LITERATURE REVIEW

An Overview of Social Media

According to Kaplan and Haeleinn (2010), there are many different definitions of what social media are (and are not). At their root, social media are understood to be web-based platforms that enables and facilitate users to generate and share content allowing subsequent online interaction with other users (where users are usually, but not always, individuals).

Taprial and Priys (2013) describe social media as: a “all web based applications which allows for creation/exchange of users-generated content and enable interaction between users. These could be in the form of social networking sites, blogs, internet, forums, bookmarking sites, online communities sites, and Q and A sites etc..” Social media platforms such as Facebook have a dramatically different structure that previous media technologies used in new reporting. Content can be relayed among users with no significant third party filtering, fact-checking, or editorial judgment. An individual user with no track record or reputation can in some case reach as many readers as most reputable news organizations can. The issue of inaccuracy in online news got the chairman of channels media Group, Mr. John Momoh to lament on the use of social media in promoting new content on brutal issues than traditional channels like the television, radio, newspaper, magazines, etc.

Therefore, social media have the ability to increase the distribution of news and contents and build a network through which his content can be disseminated. Statistic from social bakers indicators that as far back as July 2019, Facebook surpasses email as the number one platform used to share and to promote content on issues. Social media are increasingly becoming the primary way through which many people find out about, respond to, and share news. It turns the information on a static webpage into content that is sharable in a way impossible to replicate on any other electronic platforms. In the March 2010 Rew Internet report, titled “The strength of Internet Tie”, more than half (52%) of people surveyed who get their news online used social media. Furthermore, a replica of that study in 2017 reports that 67% of internet users have contributed to the creation of news, commented about it, or disseminate it via posting on social media sites.

Kplan and Haenlein (2010) classified social media six different classes as follows:

1. Collaborative project (Wikipedia)
2. Blogs and Miero blogs (twitter)
3. Content communitis (Youtube)
4. Social Networking site (Facebook: 2go, BB chat)
5. Virtual game World (World if ware craft)
6. Virtual second World (second life)

MOBILE SOCIAL MEDIA

When social media is used in combination with mobile devices, it is called mobile social media. Social media is a group of mobile marketing application that allows the creation and exchange of users generated content. Due to the fact that mobile social media runs on mobile devices, it differs from traditional social media at it incorporates new factors such as the current creation of the user, time delay between sending and receiving. According to Kaplan (2020) social media can be divided into four types:

1. Space Timers Location And Time Sensitive. Exchange of messages with relevance for specific location and time (Facebook, 2go, BB chats)
2. Quick Timers (Time Sensitive). Transfer of traditional social media application to mobile service to increase immediacy (posting twitter messages, status update (2go), and updating display picture.

3. Space Locators (Location Sensitive). Exchange messages with relevance for one specific location which is tagged to certain place (Yelp, Skype).
4. Slow-Timer (Neither Location Nor Time Sensitive). Transfer traditional social media application to mobile devices (reading a Wikipedia entry)

CHARACTERISTICS OF SOCIAL MEDIA

The social media are significantly differently from the traditional or old media in that they are digital, interactive, dispersed, hyperlinked, virtual and convergent. These are the key characteristics of social media as stated by Leister (2003):

1. Digital. When the issue of social media is raised, the term which features most and which distinguishes it from the old media is digitally, social media basically is digital while the old media is analogue before the advent of digital technologies, most media contents were produced through analogue process. As a result, traditional mass media were physical artificial which circulated the world as copies and commodities. Henry (2006) asserted that digitalization enables various forms of physical properties such as text, sounds, images, and voice which are encoded in a single numerical binary code. Another feature that distinguishes social media from old media is that the social media tends towards a permanent state of flux while the old media is fixed. They are fixed because they are not subjected to manipulation as digitally produced contents.
2. Interactivity. Interactivity is another characteristics that differentiates the social media from the old media. Liu and Schrum (2002,p.54) defines interactivity as the degree to which two or more communication parties act on each other, on the communication methods as on the messages and the degree to which such influences are synchronized? Bradshaw and Rohumaa (2011) note that successful social media engages the user interest and ultimately empowers them as citizens. This implies that social media communication technologies that enable of facilities users and information. Social media therefore offers a significant increase and an opportunity to manipulate and intervene in media; according to Leister (2003) these opportunities are often referred to as the interactive potential of social media. Also, the social media changes continuously because it is constantly modified and redefined by the interaction between users emerging technologies, cultural changes, etc.
3. Hypertextuality. Hypertext is another feature of social media which distinguishes it from the old media. The social media offers higher opportunity to navigate information from one link to another. This means that the age of information and communication world is linked more than ever. For instance, while using the internet, one can jump from text to text easily; this feature of linking does not exist in old media.
4. Dispersal. This is another key feature which distinguishes the social media from the old form of mass media. A shift from centralized production it dispersed and lightly individuals system that involves consumers in the production process. The social media enables consumer in the production process. The social media enables consumers for greater level of participation from interactivity to actual production compared to traditional media. This new tool and technology enables consumer to achieve, annotate, appropriate and recirculate media content. Social media technologies help consumers not only to consume but also be a media producer, distributor and publicist (Eoin, 2007). In other words, these social tools (media) enable consumers to decide on what to hear see and read only the materials they select in advance.
5. Virtuality. This is another characteristic of the social media which distinguishes them from the old media. Leister (2003) explains that in the modern world, every day experiences are

technologically simulated in so many aspects. Virtual worlds, spaces, objects, environment, and identities about in discourse about the social media. Oike application of the social media technologies include 3D, screen based multi-media and the transformation/convergence of older media as in digital cinema, video and computer animation. The core objective of virtual reality is to provide the user with the sense of feeling of being present in the environment (created artificially) and interacting directly with the objects and taking the control of events. Examining the two kinds of virtual reality in which digital technologies offer a possibility of experience, Liester (2003) proposed two kinds, viz. immersive virtual and online virtual realities. Online virtual realities imply the internet being the other place where people experiences virtual reality. This is an imaged space where participants on forms of online communication feel themselves to be. It also associates with the experience of watching film and television, reading books and text, or contemplating photographs and painting.

6. Convergence. Convergence means multiple forms of media contents merged into one new technology for instance, we can read newspaper online, listen to music on. 1-phone, as simultaneously capture a photo using the same gadget. Convergence also implies the flow of content across multiple media platforms or the circulations of media contents across different media that system altered the relationship between existing technologies, industries, markets, genres and audiences.

FUNCTIONS OF SOCIAL MEDIA

There are several functions social media plays in the society where it seems to be operational these functions are as follows:

1. Informational function. Information is one of the most important functions of social media and the primary aim of most communication. Communication dissects of all technical means to pass information. To inform means to pass or give knowledge to someone. And knowledge is power. Presently, in different parts of the world, there has been an upsurge in the quantum of information available to the information and communication. People can even from the remotest part of the world access these information is no longer the presence of the rich or intellectualist. An event in any part of the world could be accessed in any parts of the world within seconds
2. Education Function. Part of the reason people seek information is to be educated. The social media play an invaluable role both the informal and formal education of members of the public, through social media; people are educated on issues and events in and around them. In modern societies, communication forms part of a broader set of transformation caused by gradual change in the environment. The educational value of media content and their impact on intellectual development are considered to be of primary importance. That is why different governments and policy makers have incorporated social music in the educational system. Even when the content of a music message is not primarily to educate, the educational function cannot be ruled out.
3. Entertainment Function. In some first World countries, especially where social music compete for attention of the people, entertainment is one of the greatest weapons social media use however, this entertainment function tends to dwindle in the developing world where the governments place much emphasis on development communication. In such a situation, other functions of social media placed above the entertainment function. However, the trend in changing with the revolution going on the media and the ever increasing taste of the people. Any medium that fails to incorporate entertainment in whatever it does will definitely lose the patronage of the people especially the youths. This

craze for entertainment led to advent of none-entertainment situations such the Africa magic, magic world, etc.

4. **Preservation and Transmission of Culture.** Culture is the totality of a people's way of life-then learned, socially, transmitted, customs, knowledge, material objects, and behavior (Schaefer, 2004). It can also be the values members of a group hold, the language they speak, the symbols they receive, the norms they followed and the material goods they create, from tools to clothing. Today, communication has played an important role in the effort to many nations to preserve their indigenous culture and adequately pass it from one generation to the other. But, the advancement in information and communication technologies which gave the industrialized nations an advantage in the information super high way is, rather than advancing this cause (promoting of indigenous culture), leading to the cultural domination of the less developed countries though dumping of foreign culture material.
5. **National Integration and Unification.** In Nigeria, a number of barriers to national integration are known to have been posed by the country's multi-ethnic multi-religious and multi-lingual composition. Some could be said of other multi-nation states. In such a situation, national integration as development becomes a function of the extent to which these groups can be galvanized to identify with and aspire to common national goals (Konkwo, 2009). National integration is one of the functions of the social media in the nation, especially, the third world or developing world where ethnicity, religious tolerance, political and other differences polarize the people and prevent them from achieving national objectives. In such a situation, the media play an important role in ensuring the different ethnic nationalities and religious groups appreciate and accommodate their religious, political and ethnic difference. Through this, they ensure that the unity of the country and its component units are preserved.
6. **Socialization Function.** In the present age where advancement in information and communication technologies are the proliferation of social media have made everyone an active consumer of content, the social media play an invaluable role in socialization. In this, people are made aware of and consciously or unconsciously internalize societal values, norms and the worldwide and behavioral pattern of the society they belong to. The social media through their daily coverage of events influence the people that they internalize the societal norms and other body of knowledge that they operate effectively in the society. Before the advent of the mass media, this socialization function was solely played by the family, peer groups, schools, the church and other social organizations.
7. **Provide Forum for Public Debate.** Social media provides the forum for public debate and discussion of topical issues in the society. By throwing such logical issues in the comt of public opinion, the social media, through discussion, no doubt, help in public opinion formation. When people through the media discussion, express these views and opinions as variegated as may be, contend among themselves in a free market place of idea; and as time goes on, lead to the formation of aggregated opinion which can then be said to be the opinion of the people. Presently, the social media is seen as the most vocal in the globe. This is because, the world is turning into a global village where people in different nations of the world, are interacting with themselves as people in the same confined environment.

CONCEPT OF ENDSARS PROTEST

According to Uwazuruike (2020), EndSARS protest started as a call for the disbandment of Nigeria's special Anti-Robbery Squad (SARS), a unit of the Nigerian Police Force that has earned notoriety for its brutality and human right violations and exploitation continued.

In October 2020, reports of in provoked shootings of a boy in the streets of Delta State by SARS operatives were shared on social media. Although, the Nigerian police denied the shooting in this particular case, it was not enough to quell public anger as more videos of police shootings were shared across social media platforms. Celebrities and activities rallied for support on Twitter, Instagram, and Facebook and, in a matter of days, protesters lined the streets of Lagos and Abuja demanding an end to SARS. Pressured by the publicity that the protests had generated, the Nigerian government swiftly announced the disbandment of SARS. This move, however, was not enough to appease the protesters in light of similar pronouncements made previously by the government. For instance, December, 2017, the inspector General of police (IGP) announced that SARS had been banned from conducting stop as search operations following several report of harassment. This ban was publicly re-announced by the IGP in 2018 and 2020, reflecting the ineffectiveness of previous orders.

Similarly, in 2018, Nigeria's acting president announced an overhaul of SARS, stating that the National Human Rights Commission would investigate cases of abuse. This statement was followed shortly by the announcement of a centralized FSARS (Federal Special Anti-Robbery Squad) which would come under the supervision of the inspector general by police as opposed to the previous version which was under state commissioners of police. Mere weeks later, the IGP announced the disbandment of FSARS, stating that the unit would go back to being decentralized and under the command of state commissioners. In light of past practices and disappointments, protesters added to their list of demands, calling for compensation of victims of SARS brutality, retaining of police officers, and trial of indicted SARS officials.

ROLES OF SOCIAL MEDIA IN ENDSARS PROTEST

From the account of the World Development Indicator (2013), more than half of Nigerians use the social media. Oka (2015) in a study of social media, as has been observed earlier, it is not inconceivable that the number of social media users in the world have risen considerably in Nigeria in the last couple of years. It is without saying that social media is vastly used in Nigeria.

Therefore, indication from the World Development Indicator (2013) and Oka (2015) also have revealed that most popular social media networks, in Nigeria include Facebook, Twitter, Whatsapp, 2go, Badoo, etc. have contributed to the participation of users in the EndSARS protest (Ogu, 2020). According to Ogu (2020) there are available of roles that social media have exhibited and influenced on the EndSARS protest which cannot be under pinned in media studies as research. These roles emerged on the platform of proliferation of technological devices accessible to persons in the world. Onungwe (2020) stailed that as result of this growth, people easily react to social, cultural and political event in Nigeria on the social media as like EndSARS protest that emanated from social media voice against police brutality.

The willingness of Nigerian to react to those events inundates them on those events and issues; they become apathetic to them as substituting knowledge for action (Onungwe, 2020). This, the social media established a platform for discussion on socio-political issue (EndSARS Protest) in Nigeria and have mass Nigerians and foreigners politically apathetic and inert. The social media display of huge information to the individuals and information overconsumption contributed to EndSARS protest obesity (Esitti, 2020) social media gives individuals the opportunity to express their ideas, feelings and dissatisfactions on the cyberspace which erupted to social protest among the youths in Nigeria and other nations against SARS elimination.

According to Esitti (2020) the social media brought to fore the issue of police brutality against people in the Nigerian society. Before now there has been a social issue of police brutality against human dignity which has led to loss of lives in the Nigerian society. This ill practices by police against human brought the attention of social media users to combat and start cyber protest towards eliminating in human behaviors of the police. The protest escalated due to the heavy participation of prominent celebrities both local and international, to bring the attention of the Nigeria government towards dissolving the department in police (special Anti Rubbery squad – SARS) (Roy, 2020). Therefore, social media awareness function deployed brought the cyber protest to social protest in the society. Although was bloody but became a tomb of reality. This notwithstanding, brought to for the indispensable function of social media as assisted by the internet (Roy, 2020).

EFFECT OF HASHTAG IN ENDSARS PROTEST

Establishing that social media platforms significantly contributed to the planning of the ENDSARS protest, the place of Hastags cannot be erased. A hashtag is a word or phrase preceded by a hash sign often used on social media websites to identify digital content on a specific topic. This is popular used on Twitter, a micro blogging and social networking site with over 1.3 user accounts and about 145 million daily users.

According to Mosacto(2014) the ability of hastags within Twitter is to diffuse and amplify information and ideas across social media has afforded new media outreach opportunities for activists. The ENDSARS hashtag was started by Segun Awosanya in 2017 as he used it to carve conversations about the police brutality that thrived. However, upon the incessant killings of citizens by men of the SARS, the hashtag gained prominence on Twitter, a micro blogging platform with over 500M tweets put out on a daily basis.

With the help of the trend table on Twitter, where trending words/hash tags are made visible, it was easy to identify social issues amongst others. The ENDSARS protest trended fiercely, and this helped create an agenda and spread the news about police brutality in Nigeria, and through these international bodies, celebrities, and other agencies got aware of the protest and joined their voices as it became an international crusade. Jack, CEO of Twitter, joined in Solidarity by creating an emoji for the end SARS hashtag which was the famous Wakanda sign in the Nigerian flag print.

CELEBRITY ENDORSEMENTS IN ENDSARS PROTEST

The term celebrity is associated with people who are frequently in the public eye and typically have a high profile, listenership, readership or following. They could be known for sports, music, and entertainment, among others. They are used to endorse services, products, ideas or organizations (Black Jay et al 1995) Endorsement is a channel of communication where celebrities act as spokesperson of the brand and by extending their popularity and personality they certify the brand's claim and position, (Kotler, 2009).

There's is undoubtedly a huge impact of celebrity endorsement among the consumers through validating a service, idea or even organization. Therefore celebrity endorsement is a marketing strategy whose purpose is to use one or multiple celebrities to advertise a product or service and in this case, to reach a greater audience represented by the celebrity's fan base. In the case of the ENDSARS protest, many celebrities both National and international lended their voice to the protest. National stars like Davido, Wizkid, Burnaboy, DJ Switch, Timi Dakolo, ETC and many international celebrities like Kanye West, Beyoncé, Rihanna, Anthony Joshua, and international bodies. This celebrity endorsement aided the mobilization of young people to partake in the protest. It also facilitated the agendum because with each celebrity

lending their voice, it added pressure to the matter and gave room for more public debate over the matter.

REVIEW OF EMPIRICAL STUDIES

The following studies were found relevant to this study;

Solomon, I.H. (2014) The Evolution of social protest in Nigeria; The Role of Social Media in the “Occupy Nigeria” Protest. International Journal of Humanities and social science intervention. Published Online at www.ijhssi-org vol.3 Issue 11 September, 2014 (Pp.33 – 39)

The paper examine social protest in the forms of general strikes and mass demonstrations have always been employed by activist and union leaders to press home their demands and grievances in protest against social malaise such as high cost of living, poverty, unemployment corruption and repressive military rule in Nigeria since independence from Britain. The paper examined the #Occupy Nigeria ‘protest Movement and the role played by the use of social media sites such as Facebook, Twitter for coordination and mass mobilization especially among young educated people who are at the forefront of internet use in the country.

The method of information for this story is qualitative. Data was collected mainly through interview and two national dailies were studied – Punch and Nation Newspapers. The paper frills that the mass protests which were coordinated by a coalition of civil society organizations and labour unions with the goal of persuading government to reverse the removal of fuel on social media such as Facebook and Twitter. The Phenomenon of the use of social media as a driver of social protest is a new innovation in social protest in the country. The paper concluded that with the immersing use and spread of the internet in the country the platform of social media will increasingly be used to pressure on government to address more public issues. Therefore, this study relates to the work at hand on the basis that they seemingly examine social protest prompted by social media and how successful this social protest has seemingly become as helped by social media.

Peter, O. (2015). Social Media and Academic Performance of Students in University of Lagos. A published Research Project, Department Of Educational Administration, Faculty of Education, University of Lagos.

This study was carried out to ascertain social media and academic performance of student in the University of Lagos. The objectives of the study were, to examine the level of students addictiveness of social media network that the students are more exposed to and the influence on their academic performance; ascertain how the use of social media has influenced the academic performance of students in University of Lagos; ascertain the difference in students’ usage of social media network by gender and; ascertain how age has influence on students usage of social media network.

The survey research method was employed for this study as well as the use of questionnaire as the major research instrument. A total population of 24, 661 undergraduate were selected for the study with 378 student drawn as sample size for the study. Findings of the study revealed that, students’ addictiveness to social network has a significant influence on academic performance; students’ exposure of social media network has significant influence on student academic performance, use of social media has significant influence on the students’ academic performance, there is a significant influence on students’ usage of social media network by age.

The study recommended that students should be educated on the influence of social media on their academic performance; student should be monitored by teachers and parents on how they use these sites; teacher should ensure they use the social media as a tool to improve the academic relevance of these sites instead of using them for negative purposes. However, the reviewed studies are related to the one at hand. Apart from both studying social media influence and roles, both centered on its successful effects on issues.

THEORETICAL FRAMEWORK

The following theoretical frameworks were found relevant for this study:

1. Agenda Setting Theory

The theory traced to Walter Lippmann as far back as 1922. It is noted that as Lippmann did not specifically use the term agenda setting. The theory holds that the media is the determinant factors of important issue of public awareness. McCombs and Shaw worked in this theory by investigating presidential campaigns in 1968, 1972, and 1976 and discovered that there was remarkable relationship between important issues that formed the content of the media messages and the messages used by voters or what the voters said

The two important assumptions of the agenda setting theory therefore are: the press and the media do not reflect reality; they filter and shape it, and the second is that the media concentration on a few issues and subject lead to the audience member's perception that those issues are more important than other they do not report.

This theory, more than any other, actually underlines the pervasive role of the media. Corroborating this point, Cohen (1963) as noted in Eze (2011) asserts that the press is significantly more than a purveyor of information and opinion. It may not be successful, much of the time in telling people what to think, but it is stunning successful much of the time in telling people what to think about. And it follows from this that the words works different people depending not only on their personal interest, but on the map that it drawn for them by the writers, editors and publishers of papers they read.

The more an event is given attention by the media, the more public awareness and concern for that event grows and more likely to be successful. Many researchers have proven that repetition of a message in the media will increase the number of people hearing the message. The agenda setting theory therefore underlines that the mass media especially, the social media, have an important role to play in influencing behavior through cognitive change among individuals and society. Therefore, this theory is seemingly related to this work on the basis of the awareness and function they perform in carrying out successful events or phenomenon; especially social media.

2. Social Responsibility Theory

The theory was developed in the 20th Century in the United States from the Hutchins Commission Report on a free but responsible press. The commission set up to areas and circumstances under which the press of the United States is succeeding or failing. According to Siebert et al, "freedom carries concomitant obligations; and the press which enjoys a privilege position under the government is obliged to be responsible to society for carrying out certain essential functions of mass commission". They also note that the goal of the social responsibility system is that media as a whole is pluralized, indicating "a reflection of the diversity of society as well as accessed to various points of view."

The underlying principle of the social responsibility system is that every one, that wants to express a view should be given access to the press, which is bound by professional ethics. If the press fails to live up to expectation, the government can step in. in other

words, if the press cannot control themselves and be responsible, then the government should control them. In this theory, the media house obligations to the public that amount to the forms of public stewardship. These obligations were expressed in the words, “informativeness,” truth, accuracy, objectivity and balance. Therefore, the theory explains that the media are socially responsible entity that ensures every ethical standard guiding the practices, must be observed. Therefore, this theory is related to the work at hand on the platform of ensuring that their roles are performed within the limitation that their ethical standards provide.

DISCUSSION

It is worthy to state here that since inception of October, 2020, demonstrations in the thousand have thronged Nigerian cities, calling for an end to police brutality in the country and demanding justice for victims of police violence and extrajudicial killings. The EndSARS protest has elicited global sympathy and support, with world leaders such as United Nations Secretary-General Antorny Guterres and United States Secretary of state Mike Pompeo tweeting in support. Other political figures and celebrities have also used the hash tag or referenced the movement to either support the promoters or demand an end to the government Crackdown on protesters. These includes former United State Secretary of State – Hillary Clinton, U.S. President-elect Joe Biden, boxing heavy weight champion Anthony Joshua, Arsenal footballer Mesut Ozil, and American rapper Kinyan West. For Several days in October 2020, the hash tag EndSARS was the number one trending topic on global Twitter CEO Jack Dorsey launching a special emoji for the movement.

The success of this movement was promulgated by the social media. Here, the users of social network sectors made a feast on the issue by fostering the protest via the social media handles. Preponderance of social networking site becomes a great purveyor that guaranteed the success of the protest. Through the protest because a ‘blood rainy’ protests that have set a mark in Nigerian History which cannot/may not be easily erased from the mind of Individual in Nigeria or abroad.

Therefore, a certain arguementorial question still abode as to whether or not, the EndSARS protest would have been successful without the social media. The truth remains that, in this technological age, where the world is shrinking into t global village, information travels with the speed of light via, the use of application of the social media. This is because, every existing individuals in the world now lives and exist on the internet. This means has promoted interactivity among individuals of different nations of the world who by social network handles/sites exist on the internet; thereby sharing matters of the society that is of humanity concern.

SUMMARY

The import of social media and its significance in societal matters cannot be over exaggerated as it has a vivid influence on the extent to which the matter travels or not. Social media functions or role on political, social, economical, cultural, etc. issues cannot be hidden in a butshell. Its functions are usually transparent and visible due to its contribution to the matter at hands. The social media is embellished with the power to either halt a matter or societal crisis or becomes a transmitter that will enhance the issues escalation. A societal matter that is handled on the internet cannot escape escalation when mismanaged. This is because; internet users or bloggers are nosing for societal issues that are of public interest, to promote on their blogs.

It is on this wise that the issue of EndSARS protest in Nigeria was a successful protest due to the escalation of the issue by society medical users/bloggers who by their interest on the issue gave a wide online publication to surmount the issue. But be that as it may, EndSARS protests in Nigeria were globally known due to bloggers involvement on the matter. Therefore, in evaluating the success of the protest, social media performed the function of information, education, mobilization, integration, etc. to ensure that individual youth and other traditional media give their voice, time, and report/coverage to end policy brutality and violence against human right with harsh tag. #EndSARS. Though, not disputing the fact that, the protest led to 'blood bath' in some states in Nigeria and Covid19 palliatives were hoarded and also, led to some business crumbling; it still was successful.

CONCLUSION

Unarguable is the fact that social media functions and enhancement factors towards ensuring the success of social or civil unrest, cannot be pinned down in a dark. Social media functions are not restricted to interactivity but it also promotes an issue among bloggers or users. It is no wonder why ENDSARS protest became a successful phenomenon. It is worth stating here that, the ENDSARS protest on its own would not have been successful if not emerged from the social media who gave successful if not emerged from the social media who gave voice and transmitted it to other individuals and media houses. This simply means that social media exact some certain advantages over the traditional/conventional media of which 'wider reach' is one of it. Therefore, like every other media of mass communication, the social media role in promoting the ENDSARS protest in |Nigeria was a success. This is because some known celebrities, top leaders in foreign nations and other concerned individuals in other nations and in Nigeria gave a voice to the protest using their different social media handles – blogs, twitter, Facebook, Skype, Instagrams etc, hence resulting to a successful protest

RECOMMENDATIONS

The following where the recommendations of this study:

1. Social media should be the medium to which political. Social, economical, cultural etc. matters are discussed to gain a quicker response from the concerned leaders. Based on this, the media men should be adequately skilled on the usage of social media handles in deliberating on issues with fellow users on some social media platform
2. Issues of civil unrest, cultural/ethical conflict, political conflict societal instability, social insecurity etc. should be brought to fore in social media platforms for rapid upsurge of the matter.
3. Social media users should create more platforms that will aptly discuss media agents so as to attract quicker attention form the concerned people
4. Social media is the best platform to carry out or begin a protest as regards to a public figure. So, any protest of such manner should be ventured on the social media.

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