

[Abstract]

Social media platforms have played an important role in demonstrations and protests, such as the Occupy! movement, the Arab Spring (Castells, 2015) and the #metoo movement (Xiong et al., forthcoming), and have influenced elections such as Trump (USA) (Allcott and Gentzkow, 2017) and Bolsonaro (Brazil) (Paquet-Labelle, 2018). Social media platforms are proliferating; some are focused on social networking for different purposes, such as Facebook, LinkedIn or Academia.edu; others are designed for media sharing, YouTube, Flickr or Pinterest, while platforms such as Twitter and Tumblr are focused on microblogging (McCay-Peet and Quan-Haase, 2016).

Unsurprisingly, research examining social media has been growing in the past few years (McCay-Peet and Quan-Haase, 2016) and as a result organizational studies scholarship examining social media is accelerating (e.g. Barros, 2014; Tremayne, 2014; Dolata and Schrape, 2016; Flyverbom et al., 2016; Glozer, Caruana and Hibbert, 2019; Flyverbom, Deibert and Matten, 2019). However, this is still a nascent area of study within the area. For example, social movement studies have examined how social media platforms impact the cycle of protests but have focused mainly on specific sets of hashtags and the time frames of protests.

However, it is important to investigate how social movement organizations (SMOs) are translating its practices into social media and how its activism is this reconfigured, if we want to understand how organizations influence society. As social media platforms become more prevalent in our societies, it is critical to examine what they afford in terms of activism. Hence, questions such as do social media platforms provide new spaces for activism for SMOs? How SMOs are translating their practices to social media platforms to achieve their objectives and influence society? And what are the characteristics of this activism enacted via social media platforms?

To address this gap, we examined how one SMO, Greenpeace Brazil (GPBR), translates its actions into a social media platform, Twitter. Thus, we investigate how @GreenpeaceBR affords GPBR's practices. Adopting a Critical Realist approach to technologies (Bhaskar, 2012), we argue that Twitter has specific materialities' that enable and constrain human agency (Faiclough et al., 2002). Thus, organizations exert agency and influence society while choosing how to use such technologies within their activities. We argue that such affordability

(Leonardi & Vaast, 2017) characterizes activism in the era the era of social media platforms, specifically on Twitter. In doing so, we unpack the characteristics of what we labelled as the platform activism.

Our paper contributes to organization studies of social media in three ways. First, we advance the understanding of how a particular organization reconfigures its practices and organizing into Twitter. Secondly, we identify Twitter's main affordances for SMOs and activism. Third, while doing so, we reconfigure the idea of activism in the era of social media, further elaborating the concept of platform activism. Departing from Tufekci (2017) we argue that platform activism is a way of influencing society by exploring social media platforms, which one of them is the Twitter. This activism does not focus on debate and conversations; rather the contrary, it is an activism in which the organization control the terms of the discourse (i.e. words, topics, and with whom to engage). Furthermore, platform activism affordability lies on user engagement, information dissemination and awareness, and campaigning (in the sense of fighting for a particular social or political aim). Therefore, platform activism is a way of organizing social life in the digital space.