



When Migrants Become Influencers Via Social Media

Radicalization and the Use of Social Media Among Hong Kong Immigrants

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Abstract

- *In this session, Carmen uses Hong Kong immigrants in the UK as a case study to explore the use of technology and social media in immigrant communities. She starts by contextualizing the homesickness and well-being of immigrants. She will talk about how Hongkongers are using social media to build solidarity, radical welcoming and manifestations of sanctuary. She concludes by highlighting the use of social media for research and practice.*

Hong Kong Exodus



1980s 300,000+ citizens

1984 The Sino-British Joint Declaration

1990s 60,000+ citizens /year

1989 The Tiananmen Square incident

2010-2020s

2014 The Umbrella Movement began

2020 Beijing-imposed National Security Law



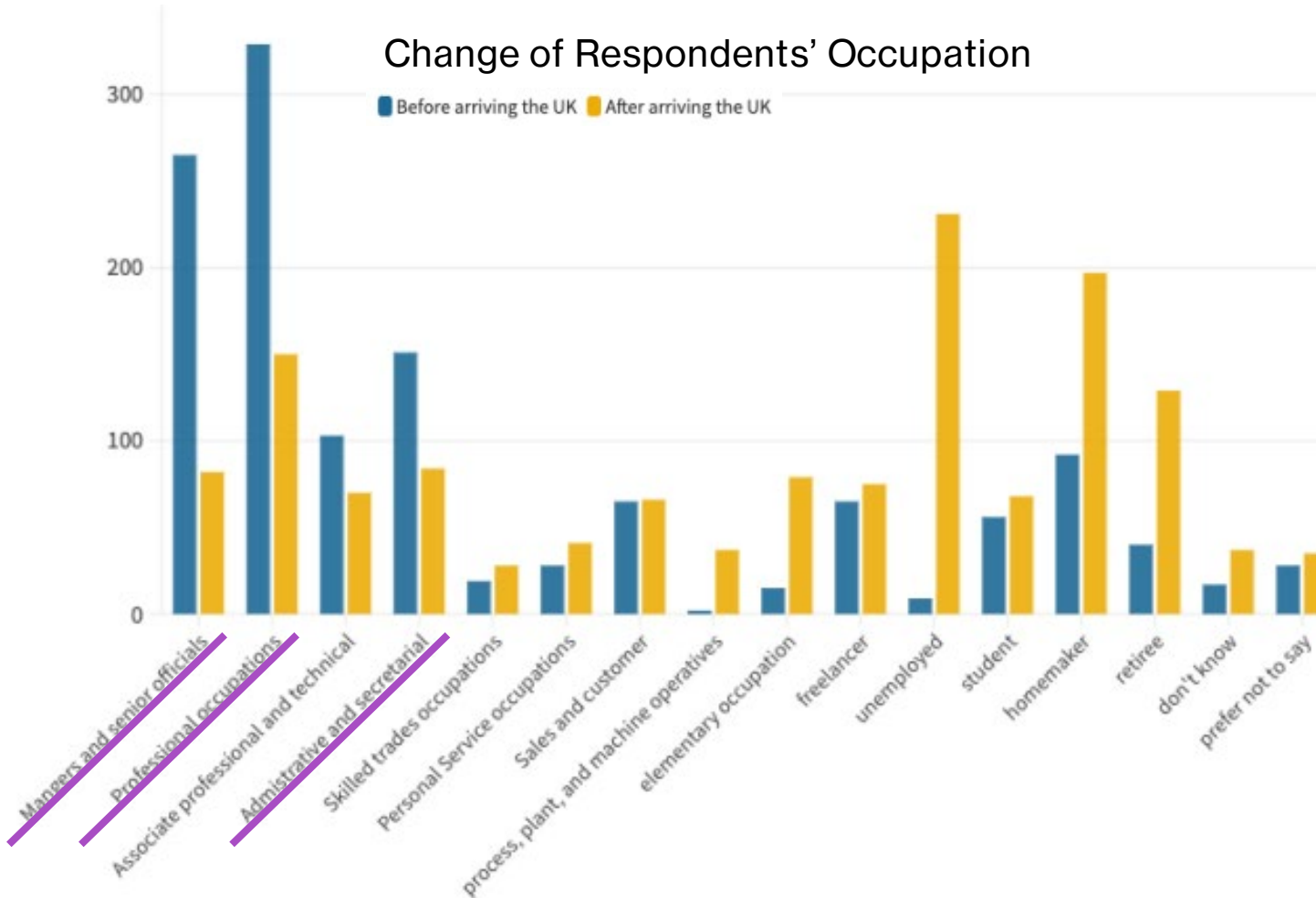
**2020 Lifeboat Scheme -
BN(O) Route**

Allow British Nationals (Overseas) (BN(O)) status holders to relocate to the UK to live, work, and potentially apply for citizenship after obtaining settled status.



Untapped Talent Pool

Profile of Hong Kong Migrant (Yue, 2023)



Age & Gender

57.6% Middle Age (30-49)

Gender Ratio: Female>Male

Education Level

78.4% Tertiary education

29.7% Master's degree or above

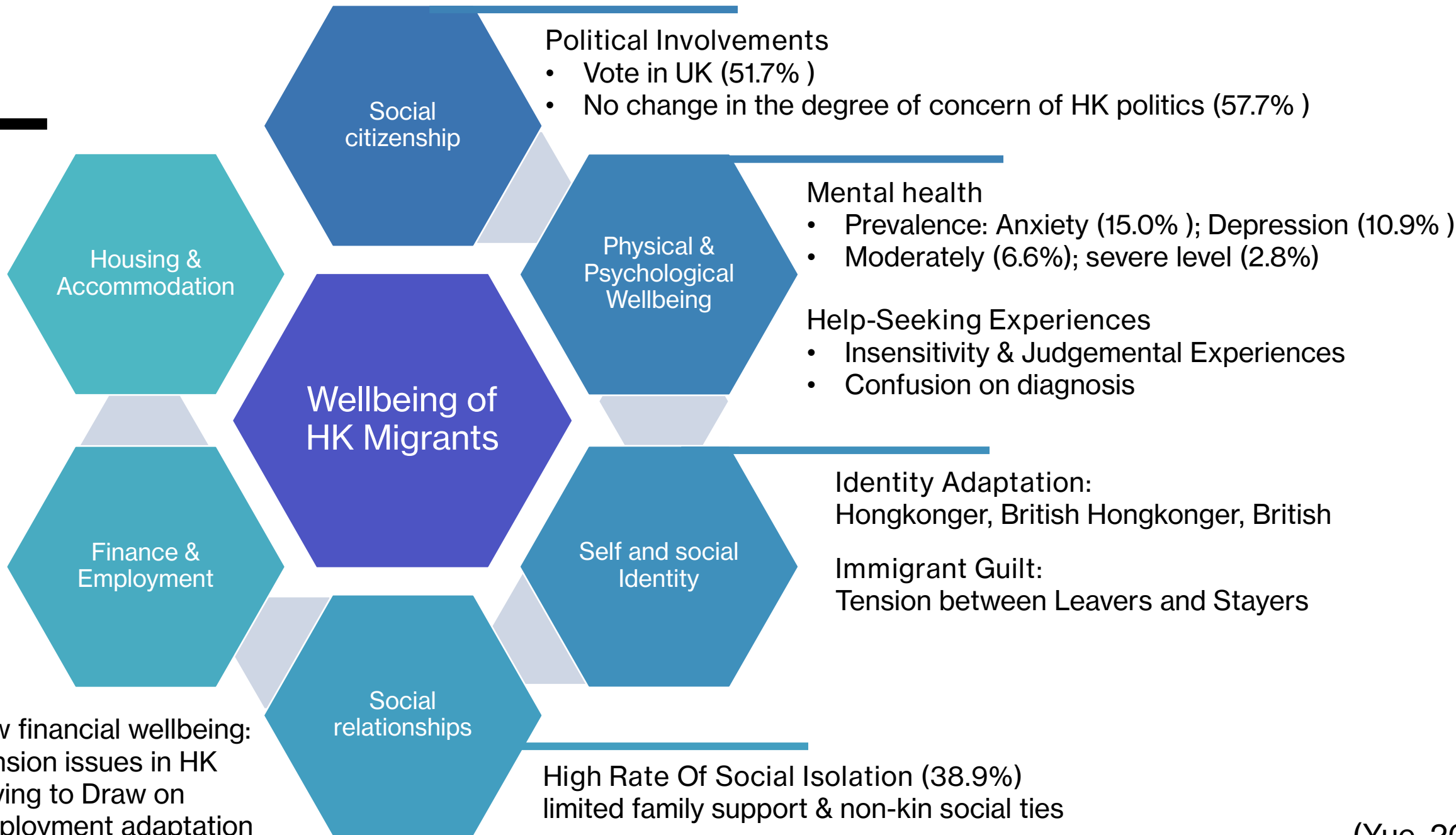
Family Structure

72.2% Married or cohabiting with partners

31.0% Have two or more children

23.3% Having only one child

(N=1,310)



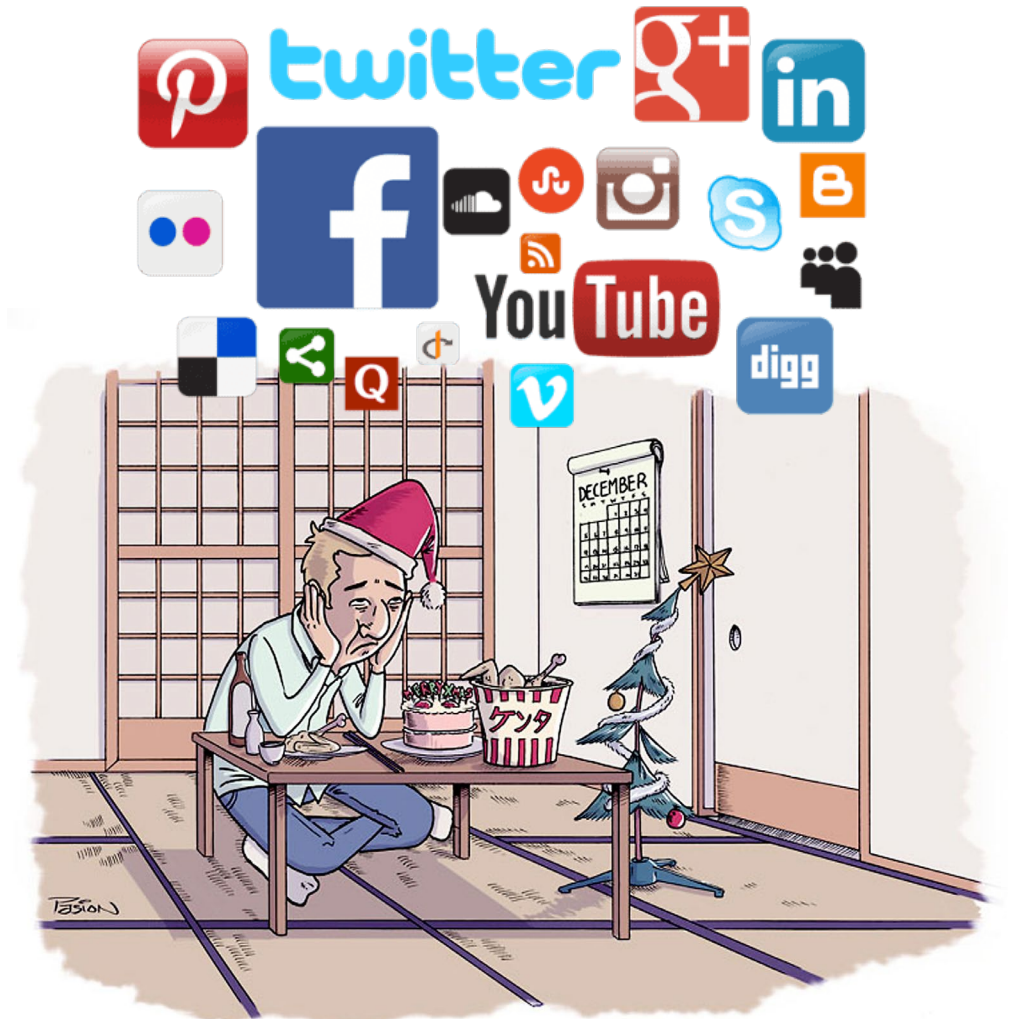
Homesickness & Well-being of Immigrants

(Acilar, 2024)

Homesickness occurs during a time of change and is a natural response to loss and adjustment. It can cause feelings of stress or anxiety, caused by the separation from people and places that you know.

Homesickness Symptoms

- Preoccupied thoughts of home
- Feelings of grief, depression and anxiety
- Feeling isolated, lonely or withdrawn
- Loss of confidence
- Lack of concentration
- Disturbed sleep



London Hong Kong Welcome Programme

Through the Local Welcome Hong Kong Fund, over £200,000 was allocated to seven key Local Authorities in the capital:

- The London Borough of Hackney
- The London Borough of Haringey
- The London Borough of Kingston
- The London Borough of Richmond
- The London Borough of Sutton
- The London Borough of Tower Hamlets
- The London Borough of Waltham Forest.

Groups and organisations have been granted:

- Welcoming Hongkongers H.O.M.E. Project
- Kingston BEATS
- Project TEMP
- Hong Kong Aid
- UK Welcomes Refugees
- Hearth Talk.

**United Kingdom & Hong Kong
Connectivity Exhibition**
AN UNBREAKABLE LINK

Community Connecting
Congregation
31 Mar 2023. 5-7pm

Taste of Hongkong-style milk tea
and egg tart

Live guitar performance

Tour around the exhibition

Historical artifacts display

1/F, Reading Biscuit Factory
1 Queens Walk, Reading. RG1 7QE
Enquiry: admin@readinghongkongers.co.uk

Supported by:
READING COMMUNITY FUND HONG KONG MARCH

Applications for the Hong Kong Empowerment Fund are now open. The Fund is established to support Hong Kong Civil Society in London to deliver integration support to the Hong Kong British National (Overseas) (BN(O)) community.

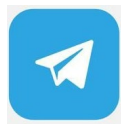
- Growth grants: up to £15,000
- Collaboration grants: up to £50,000

Close on 27 March 2024

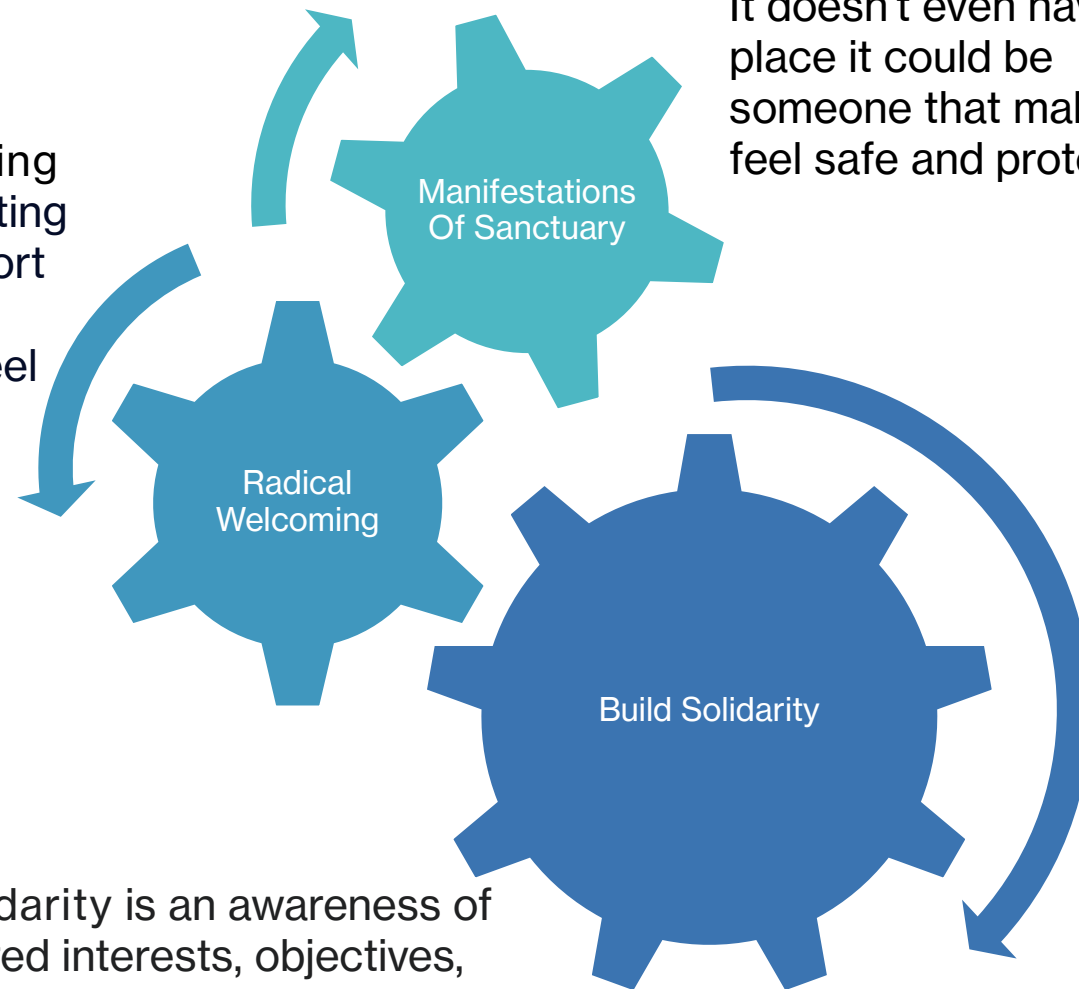
Use of Social Media

We Are Social and Meltwater Digital 2023 Report

Hong Kong emerged as the third market with the most social media users as of the beginning of 2023, a report found. This went up from 6.68 million users in 2022, which made up 88.1% of the city's total population.



Radical Welcoming
A practice of putting extraordinary effort and emphasis on making people feel welcome
(Alang, Letcher, Mitsdarffer, et al., 2024)



Sanctuary is a place of refuge and protection. It doesn't even have to be a place it could be someone that makes you feel safe and protected.

Solidarity is an awareness of shared interests, objectives, standards, and sympathies creating a psychological sense of unity in groups or classes.



HONG KONG LINK UP
香港連繫



Manifestations
Of Sanctuary



Radical
Welcoming



英國港僑協會
HONGKONGERS IN BRITAIN

Build Solidarity



WE THE HONGKONGERS



Hong Kong Well UK
英國心泉



GUILDFORD HONGKONGERS
僑 福 香 港 人

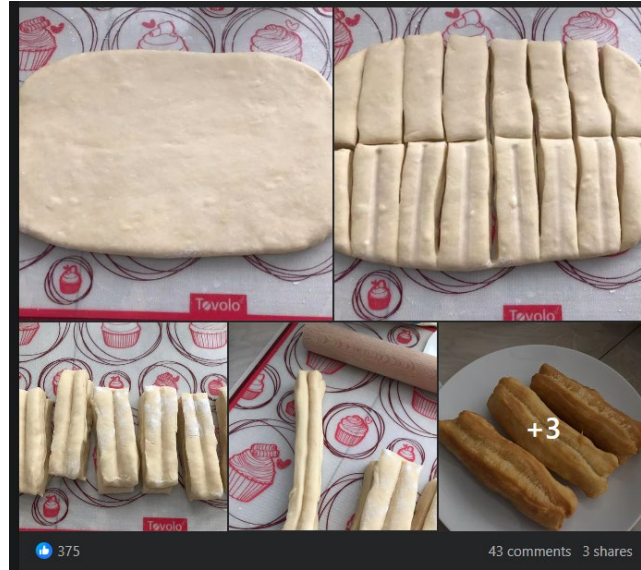


Building Solidarity via Food

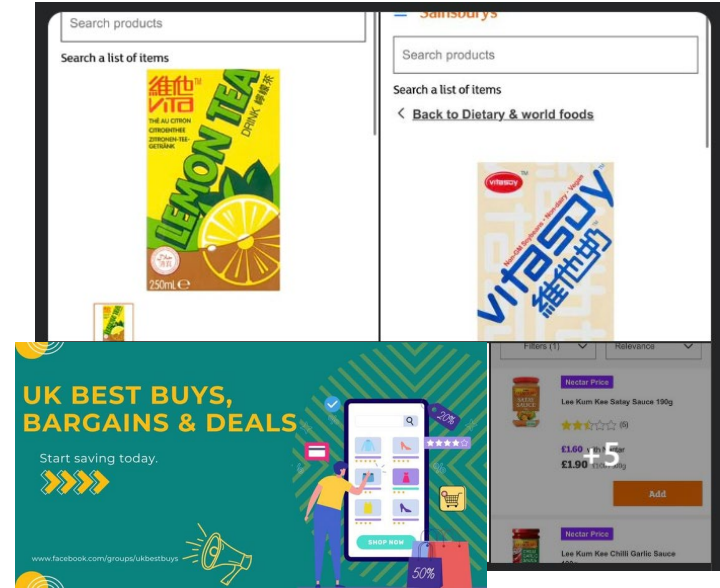
Food is culture, habit, craving, and identity.

- Jonathan Safran Foer

Experiments with Local Ingredients



Shopping Tips



Online Store & Instruction



Immigrant Entrepreneurs' Culinary



Radical Welcoming

Resources on Visa & Licencing

 Life in the UK Test 入籍英國考試攻略
26 June 2023 · 🌐

When walking your dog in a public place, you must ensure:

- A) That your dog does not play with other dogs
- B) That your dog wears a collar showing the name and address of the owner
- C) That your dog wears a high visibility jacket
- D) That your dog does not bark



PIC*COLLAGE

Support in Settling In UK Life



THE 852 HOME REMOVALS

祝願大家龍年
身體健康
龍精虎猛
事事如意

買樓都要留意
你夠唔夠抽?


英國揸車
駕駛態度有問題
安全意識

PIC*COLLAGE

Social Meetups

How are you all? Christmas holiday is almost here, before then, would you like to come and get together if you have a free time?
I'm heading to the V&A museum next Wednesday or Thursday at 1pm and banging their scene. Those who are interested in visiting are welcome to leave a message below!
p.s. The picture is a recently completed picture, which reflects some of my views on life now ~

[Hide Translation](#) · [Rate this translation](#)

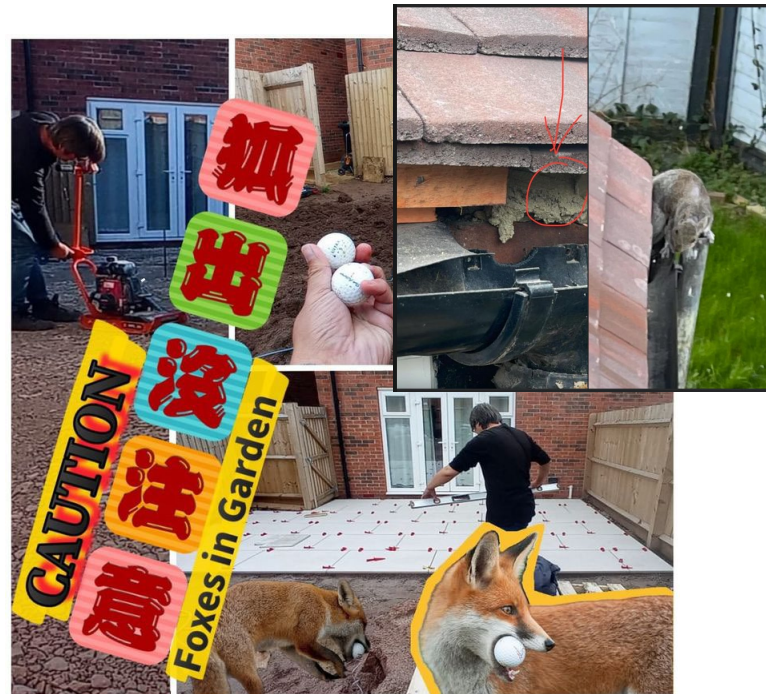


Manifestations Of Sanctuary

Career Development



Adapting UK Life



Ecology of UK Hongkongers



Strategic Use of Social Media

Traditional social networking sites

Examples: Facebook, LinkedIn, X (formerly Twitter), Threads

Used for: Connecting directly with customers in specific areas, communities, or interest groups.

Livestream social media

Examples: Facebook Live, Instagram Live, TikTok Live, Twitch, YouTube

Used for: Broadcasting live video to many viewers at once

Image-based social media

Examples: Instagram, Pinterest, Snapchat, TikTok (photo mode)

Used for: Visual storytelling, brand-building, and social commerce.

Discussion forums

Examples: Reddit, Quora

Used for: Asking and answering questions, networking, and forming communities around niche- and interest-based topics

Video-based social media

Examples: Instagram Reels, TikTok, YouTube Shorts

Used for: Sharing short-form video content (usually between five seconds and ninety seconds long)

Private community platforms

Examples: Discord, Facebook Groups, Patreon, Slack

Used for: Creating communities, with the possibility of requiring registration or other screening measures for new members.

References

Alang, S.M., Letcher, A.S., Mitsdarffer, M.L., et al. (2024). The Radical Welcome Engagement Restoration Model and Assessment Tool for Community-Engaged Partnerships. *Health Promotion Practice*, 0(0). doi:[10.1177/15248399231223744](https://doi.org/10.1177/15248399231223744)

Acilar, A. (2024). Exploring the Associations Between Acculturative Stress, Well-Being, Life Satisfaction, and Social Media Use Among Turkish Refugees in Norway. In *Advancements in Socialized and Digital Media Communications* (pp. 231-248). IGI Global.

Yue, Pak Hong (2023) A Study Report on Hong Kong Migrants Recently Arrived in the UK. Available at : <https://livrepository.liverpool.ac.uk/3171386/1/A%20Study%20Report%20on%20Hong%20Kong%20Mi%20grants%20Recently%20Arrived%20in%20the%20UK.pdf> [Access on 12 March 2024]