

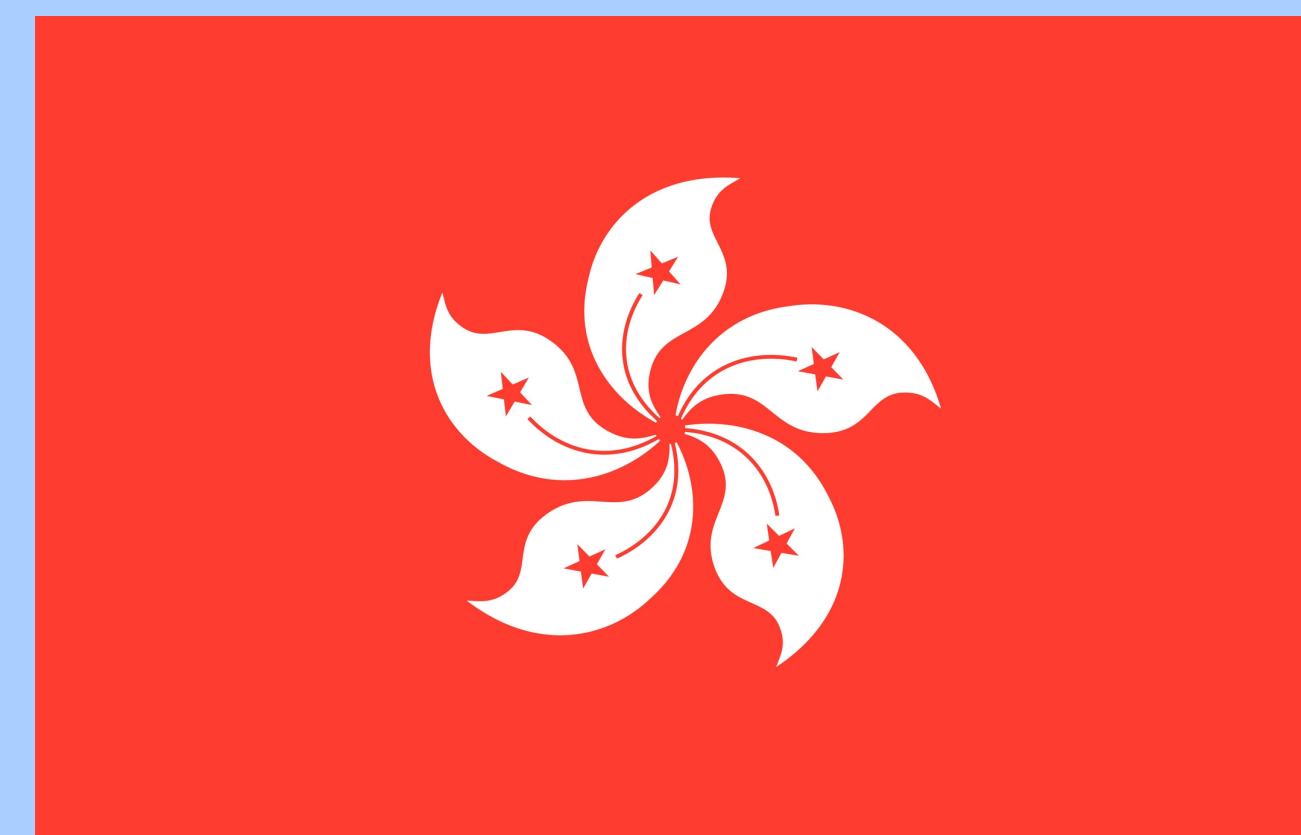


Global Special Studies – Hong Kong

LGBTQ+ Community Organizing and Social Media

Jesse Kerstetter

University of Michigan – School of Social Work



Location

Hong Kong is a Special Administrative Region of China. A former colony of the United Kingdom, the main languages spoken are Cantonese and English. Hong Kong is an international shipping and financial hub, due to this there are various cross cultural influences on culture and a range of challenges due to class and SES differences.

Connections

SW658 – Important awareness of social positions and working in diverse contexts and in an area where gender holds a strong context for group norms, through a feminist lens.

Career – I am interested in how LGBTQ+ groups organize and support through different cultural contexts utilizing online resources and in person collaboration.

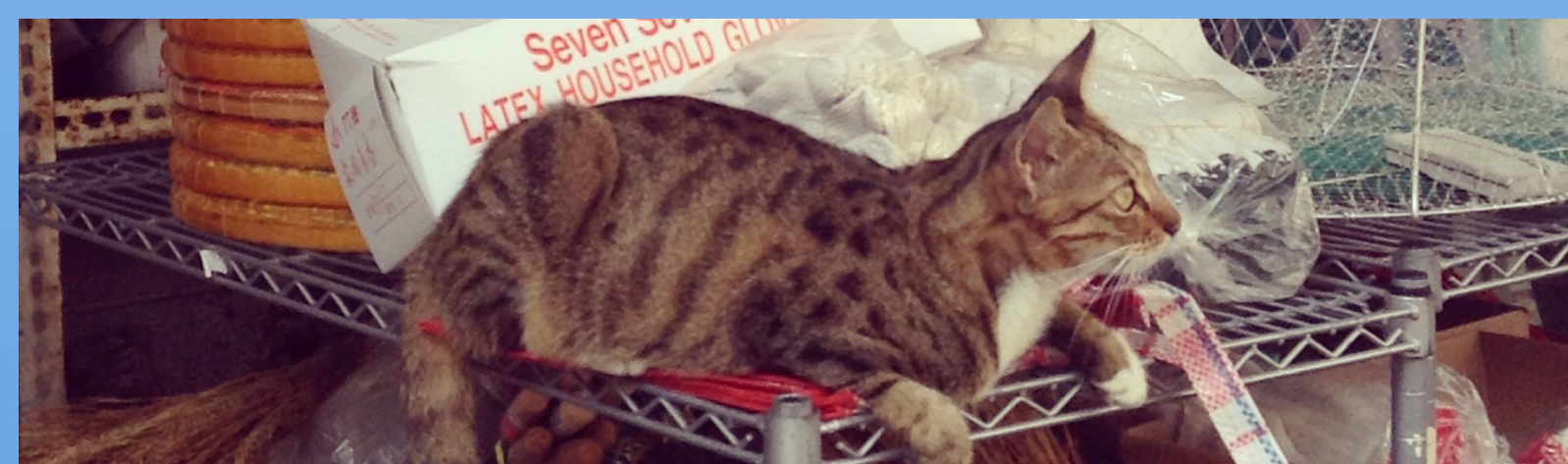
LGBTQ+ Social Media Groups

Les Peches – Hong Kong’s largest organization for lesbians, bi/queer/trans women and their friends.

Fruits and Suits – Hong Kong’s chapter of an international professional networking group for LGBTQ+ people. Meets weekly to cover different themes within business and the greater LGBTQ+ community in Hong Kong.

Out in HK – A group that uses fitness and sports as a basis for support and community building within greater LGBTQ+ community.

PLUG – An online and print LGBT focused magazine covering art, style and culture.



Skills Used and Developed

- Cultural Competency
- Networking
- Social Media as a tool for organizing
- Communication skills



Outcomes

- Attended one Fruits in Suits meeting to support and fundrais for Pink Week, Asia’s largest LGBTQ+ pride celebration
- Informally interviewed several members of various LGBTQ+ Social Media Groups
- Analyzed social media content and functions for LGBTQ+ organizing in Hong Kong

Acknowledgments

I would like to thank OGA for making this opportunity possible. A special thank you to Katie Lopez and Larry Root for supporting me through the challenges of unforeseen events. And complete gratitude to Ellen Pucke for all of the connections made in Hong Kong!

Lessons Learned

While this was not my original plan, I learned that there are often things out of our control, natural disasters, illness and technological failures. Networking and personal connections can prove to be beneficial in surprising areas of your professional life.



Advice

- Be aware of social positions
- Ask questions and listen
- Take advantage of personal connections, no matter how small
- Put yourself out there to learn
- Understand that some plans won’t work out

