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Sommario/riassunto	Hashtag campaigns on social media enable users to express their sentiments on various issues and mobilize people to be part of a movement or cause; they have been used effectively by disenfranchised members of society against powerful elites. While some are of the opinion that online campaigns are ineffective due to ""slacktivism"" , such campaigns can spill over to offline protests, especially if there are strong emotions such as anger, or a sense of injustice or social deprivation, spurring people on. The earlier hashtag campaigns in Malaysia--#AntaraDuaDarjah (#BetweenTwoStatus) and #DengkiKe.