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Social Media Activism and Sloganeering in Nigeria: Examining the Socio-Political Contexts in the "No Gree for Anybody" Mantra

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ABSTRACT

This qualitative study examines the socio-political contexts surrounding the "No Gree for Anybody" mantra and its perceived role in social media activism in Nigeria. The study employed the integrative literature review design where extant literature were sourced from requisite databases (GoogleScholar, CORE, Academia, and Scopus) and analyzed using a thematic analytical approach. The major objectives of the study were to assess the perceived impact and effectiveness of the "No Gree for Anybody" mantra in Nigeria; examine the potential limitations, challenges, and critiques associated with the use of the "No Gree for Anybody" mantra in Nigeria; and to demystify the frames and framing typologies associated with "No Gree for Anybody" Mantra. The theoretical foothold of the study was anchored on The Participatory Culture Theory and The Framing Theory. Major results in the study suggest that the "No Gree for Anybody" mantra has proven instrumental in shaping narratives, amplifying marginalized voices, and challenging the status quo, serving as a rallying cry for those demanding accountability, transparency, and meaningful change. While the reception and impact of the mantra have been diverse, with varying interpretations and appropriations by different stakeholders, the study has underscored its enduring power as a symbol of resistance and empowerment. Nevertheless, potential limitations, such as linguistic diversity, cultural appropriation, and the risk of diluting the original message and intent, must be carefully considered and addressed.

INTRODUCTION

Social media have emerged as a potent platform for activism, enabling individuals and groups to voice their concerns, mobilize support, and advocate for change on a global scale (Velasquez & LaRose, 2019; Boulianne, et al., 2020). One of the recent and notable instances of social media activism is the "No Gree for Anybody" mantra, a Nigerian slang term meaning not letting anyone bully or cheat you. Though not new, the Pidgin English term "No Gree for Anybody", and its variations, has been going viral since the start of the year 2024 as a motto for self-reliance and resilience in the face of difficulties (The Guardian, Jan., 2024). The slogan, which gained widespread recognition during the widespread social media protests against police brutality, corruption, and systemic injustices in Nigeria has been going viral since January 2024. This slogan, drawing from the Nigerian Pidgin English phrase "no gree" (meaning "not to agree" or "not to accept"), became a rallying cry for demanding accountability, transparency, and justice from the Nigerian government and institutions (Ajayi, 2024; Okome, 2024).

The power of slogans and mantras in social movements cannot be understated. They serve as succinct and evocative expressions that encapsulate complex ideas, foster unity, and galvanize collective action (Searle-White, 2021). The "No Gree for Anybody" mantra, in particular, has resonated with individuals across various demographics in Nigeria, transcending its origins within the youth-led protests and gaining traction as a broader call for social and political change (Adebowale, 2024; Onyeukwu, 2024).

Previous studies have explored the role of social media in facilitating activism and protest movements in various African countries, such as the #FeesMustFall movement in South Africa (Langa, 2020), the #EndSARS protests in Nigeria (Ekine, 2021), and the #RhodeMustFall campaign in Zimbabwe (Ndlovu-Gatsheni & Willems, 2020). Researchers have examined the use of hashtags, memes, and other digital artifacts in shaping narratives, mobilizing support, and amplifying voices (Bonilla & Rosa, 2015; Jackson & Foucault Welles, 2016; Clark, 2018). However, the specific socio-political contexts and implications of the "No Gree for Anybody" mantra in Nigeria have not been extensively studied, leaving a gap in our understanding of how language, particularly Nigerian Pidgin English, intersects with social media activism and shapes collective identities (Adedimeji, 2019; Igboanusi & Orjiewuru, 2022).

The significance of this study lies in its potential to contribute to a deeper understanding of the interplay between language, culture, and social media activism in the Nigerian context. By examining the socio-political contexts and implications of the "No Gree for Anybody" mantra, this research can provide insights into how language shapes collective identities, amplifies marginalized voices, and facilitates social change in Nigeria (Adedimeji, 2019; Igboanusi & Orjiewuru, 2022; Onyeukwu, 2024). Furthermore, this study aligns with the growing recognition of the importance of Nigerian Pidgin English and other linguistic varieties in academic discourse, challenging traditional linguistic hierarchies and promoting inclusivity (Faraclas et al., 2021; Igboanusi & Wolff, 2019).

Objectives of the Study

This study aims to fill this gap by examining the socio-political contexts and implications of the "No Gree for Anybody" mantra within the broader landscape of social media activism in Nigeria. By analyzing the usage, dissemination, and reception of this slogan across various online platforms, this research aimed to:

1. assess the contextual relevance of the "No Gree for Anybody" mantra in Nigeria's socio-political landscape;
2. assess the perceived impact and effectiveness of the mantra in Nigeria;
3. examine the potential limitations, challenges, and critiques associated with the use of the mantra in Nigeria; and to
4. demystify the frames and framing typologies associated with "No Gree for Anybody" Mantra.

LITERATURE REVIEW

Conceptualizing Social Media Activism

Social media activism refers to the strategic use of online platforms and digital technologies to raise awareness, mobilize supporters, and influence public opinion around social or political causes (Olumoye, 2019). This phenomenon has gained significant traction in the 21st Century, fueled by the widespread proliferation and accessibility of social networking sites, blogs, online forums, and other digital communication channels.

The evolution of social media activism can be traced back to the early 2000s, coinciding with the rise of Web 2.0 technologies that facilitated user-generated content and interactivity (Poell & van Dijck, 2018). Platforms like Facebook, Twitter, and YouTube provided new avenues for individuals and grassroots movements to share information, organize collective action, and challenge traditional power structures (Ajayi & Adesogan, 2022). This democratization of communication disrupted the traditional top-down flow of information and empowered marginalized voices to gain visibility and influence public discourse. As social media platforms continued to evolve, their role in activism became increasingly pronounced. The Arab Spring uprisings in the early 2010s, for instance, highlighted the potential of these technologies to coordinate protests, disseminate information, and amplify narratives that challenged authoritarian regimes (Howard, et al., 2011). Similarly, the #OccupyWallStreet movement and the #BlackLivesMatter protests in the United States demonstrated the capacity of social media to galvanize decentralized, leaderless movements, and challenge systemic injustices (Ince, et al., 2017).

Importance of Social Media in Socio-Political Movements in Nigeria

Within the Nigerian context, social media have emerged as a potent tool for civic engagement, enabling citizens to voice their concerns, organize protests, and demand accountability from the government. Notable examples include the #EndSARS protests against police brutality in 2020, the #BringBackOurGirls campaign demanding the rescue of the abducted Chibok schoolgirls, and the #OccupyNigeria movement against fuel subsidy removal in 2012 (Ifediora & Ababio, 2018; Ajiboye, et al., 2021).

These movements have highlighted the transformative potential of social media in catalyzing collective action and challenging entrenched power structures. By circumventing traditional media gatekeepers, social media platforms have enabled ordinary citizens to amplify their voices, share uncensored narratives, and mobilize support on a national and global scale (Olumoye, 2019). This has contributed to increased transparency, accountability, and public scrutiny of government actions, potentially influencing policy decisions and driving political change.

Moreover, social media have facilitated the formation of decentralized networks and virtual communities, transcending geographical boundaries and fostering solidarity among like-minded individuals (Chiluwa & Ifukor, 2020). These online spaces have provided platforms for marginalized groups to articulate their experiences, share resources, and coordinate collective action, challenging traditional power structures and hierarchies.

Conceptual Clarification on "No Gree for Anybody" Mantra

In January 2024, the slogan "No Gree for Anybody" (loosely translated as "no acceptance or compromise") gained widespread popularity across Nigerian social mediascape, reflecting the mounting frustrations of citizens grappling with soaring inflation, economic hardship, a hike in fuel prices, and the dollarization of the naira (Adekunle, 2024). This phrase, which originated on Twitter and quickly spread to other platforms like Facebook and Instagram, crystallized the public's discontent with the government's perceived failures and became a rallying cry for change.

The virality of the "No Gree for Anybody" mantra demonstrated the power of social media to amplify and disseminate potent narratives that resonate with the lived experiences of ordinary citizens. It provided a unifying rallying call that transcended ethnic, religious, and socio-economic divides, galvanizing a collective sense of frustration and a demand for accountability from political leaders (Ogunlana, 2024).

Furthermore, the mantra's widespread adoption across various social media platforms highlighted the role of these spaces in shaping public discourse and influencing the national political landscape. By amplifying marginalized voices and fostering a sense of shared grievances, the "No Gree for Anybody" movement leveraged social media to challenge traditional power structures and assert the agency of ordinary citizens in the political process (Adeyanju, 2024).

Sloganeering in Socio-political Activism

Slogans have long played a crucial role in social and political movements, serving as powerful tools for mobilizing masses, crystallizing complex ideas into memorable phrases, and rallying support around a common cause (Gambetti, 2019). Effective slogans possess the ability to resonate deeply with the lived experiences and aspirations of the people, transcending language barriers, and fostering a sense of collective identity.

Historically, slogans have been instrumental in galvanizing support for various movements, from the iconic "Liberté, Égalité, Fraternité" of the French Revolution to the "Black Lives Matter" chant that sparked global protests against systemic racism (Gandolfo, 2021). By distilling complex ideologies into concise,

emotionally charged phrases, slogans provide a unifying rallying call that can inspire action and challenge entrenched power structures.

Effective activist slogans tend to exhibit certain common characteristics. Brevity and memorability are essential, as slogans must be easily chanted, shared, and disseminated across various platforms (Olateju & Oguntuashe, 2019). Additionally, successful slogans often employ rhetorical devices such as alliteration, rhyme, or wordplay, enhancing their stickiness and increasing their likelihood of widespread adoption (Soola, et al., 2022). Furthermore, slogans that tap into deeply-held emotions, values, or cultural resonances tend to be more impactful, as they resonate with the lived experiences of the intended audience (Mullen, 2022).

THEORETICAL FRAMEWORK

This study is anchored on The Participatory Culture Theory and The Framing Theory:

The Participatory Culture Theory: Popularized by Henry Jenkins, this theory explores the shift from passive media consumption to active participation in media creation and distribution. It argues that social media platforms enable individuals to become producers and distributors of content, fostering a culture of collaboration and creativity (Mullen, 2022). This theory underscores how slogans like "No Gree for Anybody" can emerge organically within participatory online communities, reflecting shared values and experiences.

The Framing Theory: Developed by Erving Goffman and further expanded by social scientists, this theory examines how individuals and groups construct meaning through language and symbols. It suggests that the way issues are framed influences how they are perceived and interpreted by audiences (Velasquez & LaRose, 2019). This theory elucidates how the slogan's framing of collective dissatisfaction resonates with audiences, shaping their understanding of the socio-political context and motivating them to action.

METHODOLOGY

This study employs the Integrative Literature Review Design, which involves analysing and synthesizing existing literature, about a subject matter of inquiry by means of systematic search, categorization, and thematic analysis of previous qualitative and quantitative research studies published on requisite research databases on the subject (Whittemore & Knafelz, 2005; Torraco, 2005; Christmas & Gross, 2017). The design enable the researchers to gain insights into the socio-political contexts surrounding the "No Gree for Anybody" mantra and its role in social media activism in Nigeria. The secondary data collection method involves analysis of social media posts, weblogs, and interactive forums. These sources provide insights into public discourse, narratives, and perspectives surrounding the "No Gree for Anybody" mantra and its socio-political contexts.

Sampling

A systematic technique was employed to search, identify, and select thematically-related, relevant, and extant literature on search engines and requisite research databases such as Google, ResearchGate, Scopus, CORE, and

GoogleScholar. The researchers used thematic search indices and Boolean strings such as "Social media and sloganeering"; "Social media and digital activism"; "Socio-political activism and No Gree for Anybody mantra"; "No Gree for Anybody mantra and digital activism", "Impact and effectiveness of No Gree for Anybody mantra", etc.

Data Analysis

The collected data were analyzed using a thematic analytical approach, which involves identifying, analyzing, and reporting patterns (themes) within the data. The analysis was conducted using qualitative data analysis software – Nvivo - to facilitate the organization and management of the data. Relevant themes and insights related to the socio-political contexts surrounding the "No Gree for Anybody" mantra were explored and synthesized.

Limitations and Ethical Considerations

The limitations of integrative research design, such as potential biases or gaps in the available literature and secondary data sources, were acknowledged and addressed. Efforts were made to ensure the credibility and trustworthiness of the data sources by prioritizing reputable and peer-reviewed sources, cross-checking information, and triangulating data from multiple sources. Ethical principles, such as proper citation and source acknowledgement, avoiding plagiarism, and maintaining objectivity and transparency in the analysis, was upheld throughout the research process.

RESULTS AND DISCUSSION

The qualitative data retrieved from the extant literature critically examined, categorised, analysed and presented thematically. These themes were in line with the four-pronged objectives of the study as follows:

Thematic Discourse One: Contextual Relevance of the "No Gree for Anybody" Mantra in Nigeria's Socio-Political Landscape

As mentioned earlier, the "No Gree for Anybody" mantra, gained widespread traction on Nigerian social media in January 2024. It encapsulates the mounting frustrations of citizens grappling with economic hardship, political dissatisfaction, and a perceived failure of leadership. This rallying cry resonated deeply with the lived experiences of ordinary Nigerians, transcending ethnic, religious, and socioeconomic divides to unite diverse segments of the population in a collective demand for change.

The mantra's emergence can be contextualized within Nigeria's broader socio-political landscape, which has been characterized by recurring cycles of economic turmoil, corruption scandals, and a growing disconnect between the ruling elite and the masses. The slogan's popularity reflects a deep-seated disillusionment with the status quo and a rejection of the perceived complacency and indifference of those in power (Adeyanju, 2024).

Moreover, the "No Gree for Anybody" movement tapped into long-standing grievances surrounding issues such as fuel price hikes, currency devaluation, and the declining purchasing power parity among average Nigerians (Ogunlana, 2024). These economic woes, presumably toed by the COVID-19 pandemic and

global inflationary pressures, have exacerbated existing inequalities and heightened public discontent with the government.

By coalescing around a simple yet powerful mantra, the movement leveraged the amplifying power of social media to challenge traditional power structures and assert the agency of ordinary citizens in the political process. The mantra's virality across platforms like Twitter, Facebook, and Instagram demonstrated the capacity of those interactive media spaces to shape public discourse, mobilize collective action, and influence the national political agenda (Chiluwa & Ifukor, 2020).

Furthermore, the "No Gree for Anybody" movement can be contextualized within the broader trend of social media activism in Nigeria, which has gained momentum in recent years through movements such as #EndSARS and #BringBackOurGirls. These movements have highlighted the transformative potential of interactive digital technologies in empowering marginalized voices, fostering transparency, and accountability, as well as driving political change (Ajiboye, et al., 2021).

In essence, the "No Gree for Anybody" mantra represents a culmination of long-simmering socio-political grievances, amplified by the democratizing power of social media. Its resonance across diverse segments of Nigerian society reflects a collective yearning for meaningful change and a rejection of the perceived failures and complacency of the ruling elite. As such, the movement has the potential to shape the country's political discourse and influence the trajectory of future socio-political developments.

Thematic Discourse Two: Perceived Impact and Effectiveness of the "No Gree for Anybody" Mantra in Nigeria

Social Media Engagement and Spread

The "No Gree for Anybody" slogan, exemplifies the power of an effective activist slogan in the digital age. Its rapid spread across social media platforms like Twitter, Facebook, and Instagram demonstrated the capacity for resonant messaging to go viral and transcend geographical boundaries (Adeyanju, 2024). The slogan's simplicity and directness, coupled with its use of Pidgin English, contributed to its accessibility and resonance among diverse segments of the Nigerian population (Ogunlana, 2024).

Furthermore, the mantra's widespread adoption on social media facilitated the formation of virtual communities and networks, enabling supporters to share resources, coordinate actions, and amplify their collective voice (Chiluwa & Ifukor, 2020). This online engagement not only raised awareness but also fostered a sense of solidarity and collective identity among those disgruntled by economic hardship and perceived government failures.

Real-world Implications and Actionable Outcomes

Beyond its online virality, the "No Gree for Anybody" mantra had tangible implications in the real world, catalyzing widespread protests, demonstrations, and civic engagement (Adekunle, 2024). The mantra's resonance with the lived experiences of ordinary Nigerians transformed it from a mere catchphrase into a powerful mobilizing force, spurring citizens to take to the streets and demand accountability from their leaders.

Moreover, the mantra's momentum and public visibility exerted significant pressure on government to address the grievances resonated through the mantra, such as economic mismanagement, hardship, corruption, and the declining living standards (Ogunlana, 2024). While the long-term impacts are yet to be felt, the "No Gree for Anybody" movement demonstrated the capacity of a well-crafted slogan to shape public discourse, influence policy decisions, and potentially drive meaningful social and political change.

Thematic Discourse Three: The potential limitations, challenges, and critiques associated with the use of the "No Gree for Anybody" mantra in Nigeria

While the "No Gree for Anybody" mantra achieved widespread popularity and resonance among Nigerians, it has also been subjected to criticisms and controversies. One of the rallying points of contention hinges on the mantra's use of Pidgin English, which some critics argue perpetuates negative stereotypes and reinforces linguistic divisions within Nigerian society (Adebayo, 2024). Critics from more privileged socio-economic backgrounds have questioned the appropriateness and professionalism of using such informal language in a political and activist context (Ogunlana, 2024).

Furthermore, the mantra's perceived confrontational and uncompromising tone has raised concerns about its potential to escalate tensions and alienate moderate segments of the population (Adeyanju, 2024). Some have argued that the phrase's outright rejection of any compromise or dialogue could hinder constructive engagement with authorities and undermine opportunities for meaningful reform (Olateju & Oguntuashe, 2019).

Criticisms in Perspectives

Criticisms of the "No Gree for Anybody" mantra have emerged from various perspectives, reflecting the diverse and complex nature of Nigerian society. From a religious standpoint, some Christian and Muslim leaders have expressed reservations about the slogan's potential to promote disunity and unrest, particularly in a country grappling with ethnic and religious tensions (Adeyanju, 2024).

Concerns have also been raised by the business community and economic elites, who view the slogan as an overly simplistic and potentially destabilizing rejection of the status quo (Ogunlana, 2024). These quarters have argued that the mantra's confrontational approach could deter investment, exacerbate economic woes, and ultimately undermine the interests of the very citizens it claims to represent (Adebayo, 2024).

Debates within Activist Circles Regarding Inclusivity and Effectiveness

Even within activist circles, the "No Gree for Anybody" slogan has sparked debates regarding its inclusivity and effectiveness as a catalyst for social and political change. Some activists have critiqued the mantra's perceived lack of clear demands or actionable objectives, arguing that its vagueness and lack of specificity could hinder the mantra's ability to achieve tangible results (Ogunlana, 2024).

Additionally, concerns have been raised about the mantra's potential to alienate or marginalize certain segments of society, particularly, those from more privileged backgrounds or those with divergent political ideologies (Adeyanju,

2024). Critics argue that a truly inclusive and effective socio-political mantra must find ways to bridge divides and engage with a broad cross-section of stakeholders, rather than adopting an uncompromising stance that could further polarize Nigerian society (Olateju & Oguntuashe, 2019).

Furthermore, there have been debates within activist circles about the sustainability and longevity of the "No Gree for Anybody" inspired movement, with some questioning whether its reliance on a catchy mantra alone can sustain momentum and drive lasting change (Adeyanju, 2024). These discussions highlight the complexities and nuances involved in translating viral social media activism into tangible, long-term impacts on the socio-political landscape.

Thematic Discourse Four: Framing Typologies associated with "No Gree for Anybody" Mantra

In the table below, associated frames in the "No Gree for Anybody" mantra and their implied meanings are provided:

Table 1: Frames and Implied Meanings in "No Gree for Anybody" mantra

| Frames | Implied Meaning |
|--|---|
| Disillusionment with Political Leadership and Governance | The mantra "No Gree for Anybody" resonated with many because it captured the general sentiment of frustration with the government's failure to deliver on its promises. Average citizens in Nigeria felt that the political elite are only interested in their own gain, and the mantra is a way of saying that they are not buying into their empty and deceptive political rhetorics anymore. |
| Economic Hardship and Inequality | The mantra speaks to the struggles of the average citizen trying to make ends meet in an increasingly unequal society decimated by economic woes. It presupposes that when the poor masses cannot afford basic necessities like food and shelter, they seems to have every justification to revolt or disagree with the forces of economic oppression in order to change the status quo. |
| Call for Collective Action and Social Change | The beauty of the "No Gree for Anybody" mantra is that it transcends individual causes and speaks to the broader struggle for justice and equality. The mantra is a powerful reminder that we are all in this together, and that real change can only happen when we come together and fight for a better tomorrow. |
| Rejection of Corruption and Mismanagement | The mantra is a clear rejection of the rampant corruption and mismanagement that has plagued the country (Nigeria) for far too long. The citizens seem to be fed up with seeing their hard-earned tax money being squandered by corrupt officials. Hence, mantra is a way of saying 'enough is enough'. |

| | | |
|--|---------|--|
| Demand for Accountability and Transparency | for and | The “No Gree for Anybody” mantra is a demand for accountability from political leaders in Nigeria– a call for them to be transparent and to put the needs of the people first. The mantra is a reminder that the government should work for the citizens and not for the few elites and that the citizens have the rights and privileges to demand better governance and responsible leadership. |
| Empowerment of the Marginalized | | The mantra gives a voice to those who have been marginalized and ignored by those in power for too long. It is a reminder that the struggles of the poor, the oppressed, and the disenfranchised cannot be swept under the rug any longer. |

SUMMARY OF RESULTS AND DISCUSSION

The results of this study provide valuable insights into the socio-political contexts surrounding the "No Gree for Anybody" mantra and its role in social media activism in Nigeria. The emergence and evolution of this slogan can be traced back to its roots within Nigerian Pidgin English, a linguistic form that has long been a means of expression for marginalized communities in the country. As the study's results suggest, the mantra's adoption and adaptation by diverse social justice movements across Nigeria reflect its resonance with the shared experiences of disillusionment, economic hardship, and the desire for collective action and change.

The symbolic and rhetorical power of the "No Gree for Anybody" mantra lies in its ability to encapsulate the frustrations and aspirations of a wide range of audiences in Nigeria. The linguistic and cultural elements embedded within the slogan, such as the use of Pidgin English and its colloquial tone, contribute to its accessibility and relatability. Moreover, the mantra's simplicity and directness have played a crucial role in fostering a sense of collective identity and solidarity among those engaged in struggles for social justice.

The socio-political contexts in which the mantra has been employed are diverse, ranging from protests and online campaigns to various forms of activism. The study's results indicate that the "No Gree for Anybody" slogan has been instrumental in shaping narratives and amplifying voices that have traditionally been marginalized or silenced. By providing a rallying cry for collective action and social change, the mantra has empowered individuals and communities to challenge the status quo and demand accountability from those in positions of power.

The reception and impact of the "No Gree for Anybody" mantra have been multifaceted. While the study's results suggest that the mantra has resonated with many activists and ordinary citizens alike, its perception and interpretation by various stakeholders, including policymakers and the media, have been diverse. Some critics view the slogan as a powerful expression of resistance and a call for meaningful change, while others perceive it as a potential threat to social stability or an oversimplification of complex socio-political issues.

It is crucial to acknowledge the potential limitations, challenges, and critiques associated with the use of the "No Gree for Anybody" mantra in Nigeria. The country's linguistic diversity raises questions about the mantra's accessibility and relevance to certain linguistic communities. Additionally, concerns surrounding cultural appropriation and the risk of diluting the mantra's original message and intent through widespread adoption and co-optation should be carefully considered.

Despite these challenges, the "No Gree for Anybody" mantra has undoubtedly played a significant role in shaping social media activism and amplifying marginalized voices in Nigeria. As the study's results demonstrate, the mantra has served as a powerful rallying cry for collective action and social change, reflecting the deep-seated frustrations and aspirations of diverse communities across the country. By fostering a sense of solidarity and empowerment, the slogan has contributed to the formation of collective identities and narratives that challenge the status quo and demand accountability and transparency from those in positions of power.

CONCLUSIONS AND RECOMMENDATIONS

The "No Gree for Anybody" mantra has emerged as a potent symbol of social media activism in Nigeria, capturing the zeitgeist of disillusionment, economic hardship, and the yearning for collective action and social change. This study has provided a comprehensive examination of the socio-political contexts surrounding this slogan, shedding light on its origins, symbolic power, and diverse applications across various social justice movements. Through the lens of thematic analysis, the study has revealed the multifaceted nature of the "No Gree for Anybody" mantra, highlighting its resonance with the shared experiences of disillusionment with political leadership and governance, economic inequality, and the call for collective action. The mantra's linguistic and cultural roots in Nigerian Pidgin English have contributed to its accessibility and relatability, fostering a sense of collective identity and solidarity among diverse communities engaged in struggles for social justice.

The study has also illuminated the varied socio-political contexts in which the mantra has been employed, from protests and online campaigns to other forms of activism. The "No Gree for Anybody" mantra has proven instrumental in shaping narratives, amplifying marginalized voices, and challenging the status quo, serving as a rallying cry for those demanding accountability, transparency, and meaningful change. While the reception and impact of the mantra have been diverse, with varying interpretations and appropriations by different stakeholders, the study has underscored its enduring power as a symbol of resistance and empowerment. Nevertheless, potential limitations, such as linguistic diversity, cultural appropriation, and the risk of diluting the original message and intent, must be carefully considered and addressed.

The "No Gree for Anybody" mantra has transcended its origins as a colloquial expression to become a powerful embodiment of the aspirations and struggles of diverse communities in Nigeria. As social media activism continues to evolve and gain momentum, the mantra will undoubtedly remain a potent rallying cry,

reminding us of the collective power of marginalized voices and the potential for transformative change through unity and perseverance.

Social media platforms should strengthen content moderation policies and algorithms to detect and flag inflammatory, divisive, or dangerous slogans and narratives that could incite violence or unrest. Additionally, these platforms should collaborate with local communities and organizations to better understand the socio-political contexts and nuances within Nigeria.



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