# ‘Women are here. Women are hungry’: Narratives of Feminism and Empowerment on Social Media

## Abstract

The modern Olympic Games has been an institution and cultural space dominated by men since its inception in 1896. While women still struggle to achieve full gender equality in many aspects of life, the emergence of digital media has provided them with an opportunity to promote and exhibit themselves in the way they choose. This article answers the call for sports media scholars to tell stories differently (Cooky & Antunovic, 2020) by examining how feminism and empowerment is articulated in female athletes’ self-presentation in the context of the 2022 Beijing Olympic Games. It identifies feminist narratives in networked communication using athletes’ social media, public comments, and online media coverage with the aim of exploring how feminism circulates in a visibility economy. The results demonstrate how athletes’ self-presentation is informed by articulations of various feminist ideologies.