Introduction
Social media use enables information consumption and exchange as well as group ties that can facilitate participation in boycott and *buycott* campaigns, which are distinctive forms of civic participation.

Data and Methods
This paper uses survey data gathered in Canada (n=1539) in 2019.

Results

Reading political information, posting political information on social media, and following social and leisure groups increase the likelihood of boycotting and *buycoating*. Changing profile pictures doubles the odds of participating in political consumerism.

Discussion and Conclusion
Citizens use symbolic low-effort activities to mobilize their peers to participate in political consumerism. In the end, however, they also mobilize themselves toward more intense forms of participation.