



Bring them
to the action

mobilise people

THIS TACTIC IS GOOD TO
USE WHEN YOU WANT TO
SUPPORT PEOPLE TO COME
TOGETHER, ONLINE AND IN
PERSON, AROUND A CAUSE

EXAMPLES FROM THE VIDEO

- **Video Volunteers Demand Land Rights**

Citizen journalists in India

After a community-made video on land rights in Gujarat, India, was screened in 25 nearby villages, 700 people rallied and filed complaints with the local government to have land fairly distributed to them.

TOOLS USED: Digital video cameras, editing software, YouTube, widescreen projectors, VCD/DVDs for video screenings in villages and to community networks.

LINKS TO LEARN MORE:

Video Volunteers: <http://www.videovolunteers.org/>

- **Using a Friendless Profile for Visibility**

LGBT advocates in Lebanon

A lesbian, gay, bisexual, and transgender advocacy (LGBT) organisation (which is not named here for privacy reasons) created a Facebook profile with no photo and no friends to safely mobilise people who needed support and/or wanted to advocate for LGBT rights. The profile was easily found by people looking for LGBT friends and support in

Lebanon and it served to direct people to the organisation's website, without threatening people's security or anonymity by publicly linking them with an LGBT organisation.

TOOLS USED: Facebook

LINKS TO LEARN MORE:

Creating a Facebook profile: <http://bit.ly/w1dTv>

- **Pink Chaddi Campaign**

Women's advocates in India

By organising through Facebook and their blogs, women's advocates in India asked supporters to send pink chaddis (panties) to members of a right wing group who had sponsored attacks of women drinking in pubs.

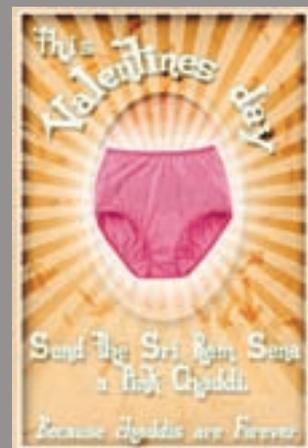
TOOLS USED: Facebook, Blogspot, Flickr, posters, digital cameras

LINKS TO LEARN MORE:

Campaign blog: <http://thepinkchaddicampaign.blogspot.com/>



VIDEO VOLUNTEERS



PINK CHADDI CAMPAIGN

DO IT YOURSELF

Ask

- Is there a timely event or news hook you can use to draw more people's attention to your action?
- What is the simplest symbol or visual you could use for your campaign that would encourage people to spread your message, and how will you let people personalise this?
- Does your action communicate with the people who have the power to make the direct change you seek (your target), or with the people you can mobilise to influence your target?
- How can you capitalise on the attention you already have from people on your website, or on social network sites, to direct them to take an action?
- What is the easiest way for people to spread your message: on social network sites, by email or by text message, by in-person gatherings, by phone calls?

Different ways you can do this

- 1 Create a short slogan that is easy to translate. Ask people to photograph themselves holding a sign with the slogan in their own language and send you the photo to share on your website or in a video or slideshow.
- 2 Make a profile or a fan page on a social network site to parody a public figure you seek to influence, and ask supporters to become friends with this profile. But be aware of who has ownership over content created in groups you establish on commercial websites and consider who will own contact details of people that become group members.
- 3 Host a competition for short videos about your issue and ask people to vote on their favourites. Host screenings of the winning videos in-person and online. You can hold a screening in a public building and invite local media.
- 4 If you don't already have a list of contacts interested in your campaign, partner with an organisation that sends out emails to its supporters and ask them to direct its members towards your action.
- 5 If supporters must remain anonymous, you can make this anonymity part of your campaign imagery: for example, by asking people for photos of their hands or feet, or of objects that can become symbolic of an issue. You can then use these images in your campaign.

FEATURED TOOL

Collaborate on a photo slideshow

You can use images that you and other people have uploaded to the free photo sharing website Flickr to create an animated online slideshow (<http://www.flickr.com/help/groups/>). You will need a free Flickr account to create a group that will allow multiple people to share photos. The group administrator can decide who can post photos to the pool. This means anybody with a Flickr account that you accept to the group can contribute photos to your slideshow, which can allow you to get a wide range of submissions for your campaign. Before you accept submissions, let people know what you want, so that the slideshow reflects a diversity of people doing one unified action. When you are ready to share it, it can be embedded in your own website using a Flash animation that Flickr generates for you.



TIPS

NAMITA SINGH, VIDEO VOLUNTEERS, ON YOUR CALL TO ACTION:

"There is no campaign without an action. So one piece of advice is to have a really strong and meaningful call to action, which gets people to do something. Also consider that the actions of one village can be used to inspire people in other villages to speak out, so be sure to share your success stories."

REBECCA SAAB SAADE, TECHNOLOGIST, ON RISK AND DISCLOSURE:

"I would advise anyone working on sensitive issues to think of their target group first, media second. Closed societies tend to have strong word-of-mouth kind of communication. Addressing public opinion comes later. In order to mobilise people you need to understand that even if you don't mind being vocal and visible, others do. If you promised you won't compromise people's privacy, then you never should or they won't trust you anymore. So study the people you are working for, think of what message needs to get across, then think of what media to use."

NAMITA MALHOTRA, ALTERNATIVE LAW FORUM, ON USING ONLINE TOOLS FOR OFFLINE ACTION:

"Online activism is a fairly new phenomenon in India. What was so unique about the Pink Chaddi campaign is that it used online tools to ask people to take an action offline. There were various problems with the online activism that made it difficult to translate into an offline mode and one of them was the fact that it was on facebook."