



MOBILIZATION DAY: #BloqueoNoSolidaridadSi (no to sanctions, yes to solidarity) - peoples against Economic Blockade in the midst of the pandemic

SUPPORT MANUAL

OBJECTIVE: The objective of the campaign is to collect a large number of signatures, disseminate information on the consequences (humanitarian and economical) of the sanctions and pressure the mentioned authorities to support the end of the embargo, spreading this debate among our societies, expanding together to the base of our societies and fighting the battle of ideas.

Petition link: bit.ly/bloqueono

Central actors of the strategy:

- Political leaders with institutional positions.
- Personalities from politics, labor and social movements, feminists, social networks and cultural.
- Political, union, social, women's and diversity organizations.
- People who are not part of the political debate and who do not necessarily have political identification with the cause.

PROGRAM

We propose three main actions in the two-week period for the campaign:

April 6 - Launch of the petition and visual identity

Spread the petition: bit.ly/bloqueono

Duration: all day.

April 9 - First big action on Twitter under the hashtag #BloqueoNoSolidaridadSi

Secretaría Ejecutiva / Secretaria Executiva

Rua Silveira Martins, 132 - Centro - CEP: 01019-000 - São Paulo SP - Brasil

Tel: (+55.11) 3243-1394 - E-mail: secretaria@forosaopaulo.org.br - www.forodesaopaulo.org



Duration: 11am - 3pm (Brasilia time)

Spread the petition: bit.ly/bloqueono

Note: it is important to concentrate on a single #hashtag to have the greatest reach

April 16 - Second big action on Twitter under the hashtag #BloqueoNoSolidaridadSi

Duration: 11am - 3pm (Brasilia time)

Spread the petition: bit.ly/bloqueono

It is important to highlight that the three proposed dates will aim to be points of concentration for publications and dissemination, but it is necessary that the parties and organizations that join the campaign insert daily publications during these two weeks in the programming of their social networks.

The idea is to generate accumulation and make the content reach the widest possible audience. Another important action is to look for other popular organizations to join that campaign to have a bigger global impact, such as the solidarity committees for Venezuela and Cuba, popular fronts, organizations of social movements, workers unions etc. So, we ask everyone to search for those organizations from your countries and contacts.

Please communicate your adherence to: secretaria@forosaopaulo.org.br

MATERIALS: Access the complete campaign material here.

→ bit.ly/materialesbloqueono

Dynamics of the twitters:

- At the indicated time in each country, as many publications as possible should be made using the hashtag **#BloqueoNoSolidaridadSi**

Secretaría Ejecutiva / Secretaria Executiva

Rua Silveira Martins, 132 - Centro - CEP: 01019-000 - São Paulo SP - Brasil

Tel: (+55.11) 3243-1394 - E-mail: secretaria@forosaopaulo.org.br - www.forodesaopaulo.org



- Make publications on twitter using the attached material as well as the one that each organization or personality wishes to create with the same objective, always with the hashtag **#BloqueoNoSolidaridadSi**
- In addition to making your own tweets, retweet the accounts that are using the hashtag **#BloqueoNoSolidaridadSi**
- Only use this hashtag and no others (when multiple hashtags are used, they are penalized by Twitter's algorithm that considers it spam, reducing the effectiveness of the initiative).
- In publications, name and label other accounts of interest, especially political leaders, related to this cause or liable to be influenced by positions of solidarity with the cause.
- Although the dynamics of this strategy is on twitter, also make one or two posts on Instagram and Facebook, as possible, in the previous days and on the days of actions to increase arrival.

OFFICIAL FSP ACCOUNTS

Twitter: <https://twitter.com/ForodeSaoPaulo>

Facebook: <https://www.facebook.com/forodesaopaulo/>

Site: <https://forodesaopaulo.org/>

E-mail: secretaria@forosaopaulo.org.br

BASIC INFORMATION

Twitter:

<https://twitter.com/>: if you don't have a Twitter account, you can easily open one here.

How to use it:

<https://www.youtube.com/watch?v=YQLyHVHRrjE>: Tutorial on how to use Twitter for the first time.

Suggested tool:

<https://tweetdeck.twitter.com/>: On this page you can post and schedule your tweets.

Secretaría Ejecutiva / Secretaria Executiva

Rua Silveira Martins, 132 - Centro - CEP: 01019-000 - São Paulo SP - Brasil

Tel: (+55.11) 3243-1394 - E-mail: secretaria@forosaopaulo.org.br - www.forodesaopaulo.org