



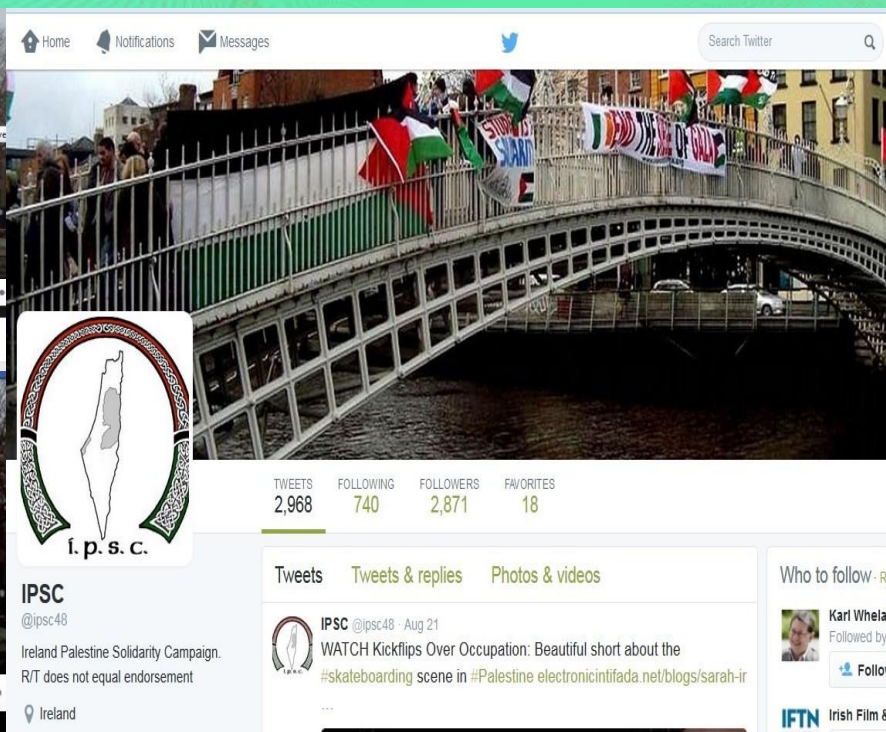
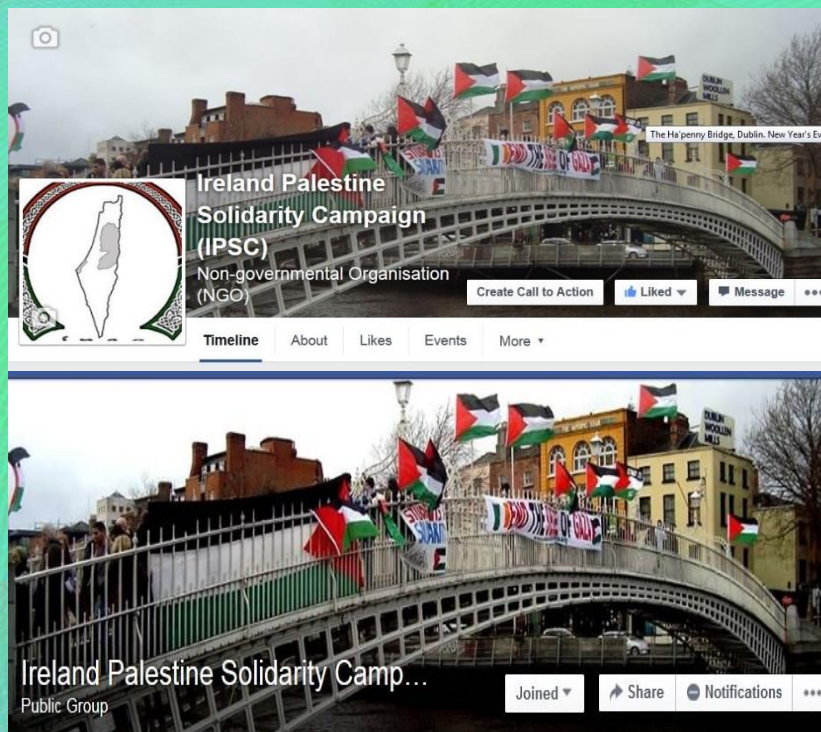
Social Media as a Tool for Solidarity Campaigning

Social Media as a Tool

- IPSC and GAI – Facebook, Twitter
- Uses
- Tips
- Cultural boycott
- Palestine and social media
- Pluses and Pitfalls

IPSC

- Two Facebook pages
- Twitter account



Website

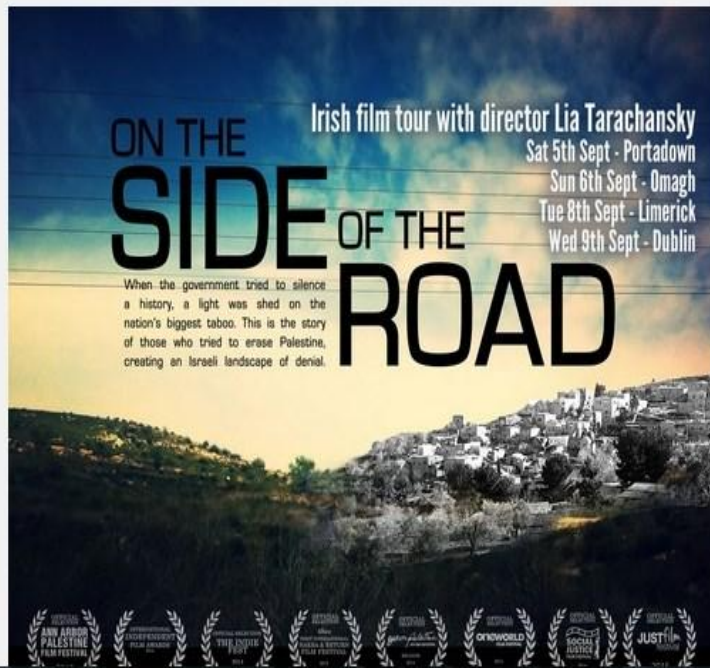


IRELAND PALESTINE SOLIDARITY CAMPAIGN

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IRISH ARTISTS' PLEDGE TO BOYCOTT ISRAEL THINGS YOU MAY HAVE MISSED THIS WEEK IN PALESTINE

On the Side of the Road:
Israeli director Lia Tarachansky Irish tour



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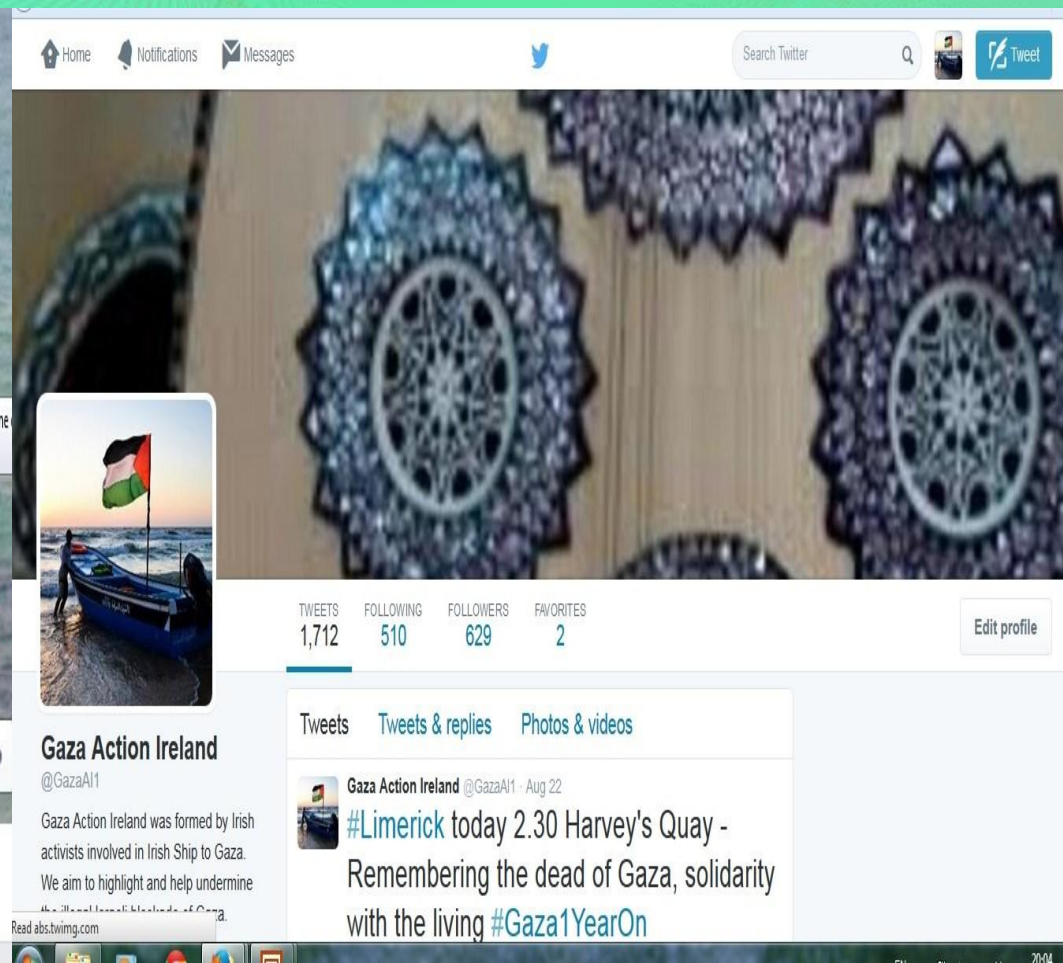
Team IPSC on Grafton Street on a damp Saturday collecting signatures for the petition to End the Irish Arms Trade With Israel. Great response, as always, from the public. Ireland ❤️ Palestine.

If you haven't signed the petition yet, you can do so online here:
<https://www.change.org/p/the-irish-government-end-the-irish...>



Gaza Action Ireland

- Facebook page
- Twitter account





Gaza Action Ireland added 3 new photos.

Published by Zoe Lawlor [?] · 20 hrs · 🌐

In Limerick today those murdered by Israel last summer were remembered, with ribbons representing the children killed. All our solidarity with Palestine, end the siege of Gaza, end the occupation. #Gaza1YearOn



Using the tools

- Awareness raising – humanising
- Countering mainstream media
- Sharing pictures, articles, campaigns
- Organising and mobilising– protests, events, actions
- Motivating members
- Using the website and social media to garner support for petitions
- Fundraising
- Joining thunderclaps, Twitter storms - using hashtags
- Typical hashtags: #BDS #apartheid #Israel #Palestine #GazaUnderAttack #Gaza1YearOn
- Specific campaigns - #SaveSusiya #PalHunger #StopG4S #dontdanceforapartheid

Tips

- Social media must be enagaging - like a long term relationship with people. Take time every day to source, read and post articles in addition to the campaigning
- Be consistent with framing – freedom, justice, political and human rights
- Have rules and a policy for trolls
- Have a team
- Memes are good, but make sure they're factual
- Never believe something from a blog or 'alternative' news site without triple checking it first with more credible sources
- Images are very useful, but be sensitive
- Infographics are a great way to inform

Tips

- Post positive as well as negative content
- Highlight successes
- Be witty - but not flippant
- Short videos are good. If you have people and resources to make them, do! But they need decent production values or people won't watch
- Don't post too often - don't post too infrequently. 1-3 hours between posts, otherwise FB thinks you're spamming
- If you have money - pay for post promotions
- Try to use social media to drive people to your website, and get people to sign up to a newsletter from the website

Gaza is supplied electricity (207 MW) by

58%
13%
29%



• Israel
• Egypt
• Gaza Power Plant



The Gaza Power Plant runs at **HALF CAPACITY** due to the impact of the blockade on the availability of fuel (also affected by internal issues) and unrepaired war damages



54% of the estimated electricity demand and **30%** of the WASH electricity demand are not met



Power outages are up to **12-16 HOURS** per day



30% of fuel to run essential water and sanitation facilities is currently being secured by **INTERNATIONAL DONORS**



14% of the available electricity (29 MW) would be needed to operate water and wastewater facilities. Almost 3 times as much will be needed in 5 years

Impact on the WASH sector



40% of the Gaza Strip population receive water supply for **5-8 HOURS ONCE EVERY THREE DAYS**



Without reliable water access, **60%** of Gaza's population



70% of agricultural wells run by electricity cannot be used, putting **69%** of the planted lands at risk



Availability of drinking water



Sewage cannot be fully treated. Up to **95 million liters** of partially treated or raw sewage are discharged into the Mediterranean Sea every day

Wastewater pumps cannot be operated. Sewage overflows, infiltrating and further polluting the underground water. **96%** of the water from the aquifer in Gaza is unfit for human



News

Latest Stories

[Why we have a right2change...](#)

17 August 2015

[Successful uni conference of penney's reps takes place in dublin](#)

Tue 21 July 2015

[Mandate motion to oppose cuts to lone parents unanimously supported at ictu conference](#)

15 July 2015

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Mandate Trade Union calls on retailers to boycott Israeli produce

Wednesday 06 August 2014, 06pm

Mandate Trade Union has called on all major retailers in Ireland to boycott Israeli goods until they agree a truce, withdraw their forces behind the 1967 borders, end the policy of settlement in Palestinian territory and negotiate an agreement providing for a lasting peace in accordance with UN resolutions.

The union launched an [online petition](#) last Friday (1 Aug) which has now grown to almost 8,000 signatures.

In the petition, Mandate says that Israel has continued to commit war crimes and crimes against humanity in Gaza and Palestine with complete impunity.

In the current Gaza conflict, Israel has massacred more than 1,800 Palestinians with 75% of all deaths being civilian – including 430 children





IRELAND PALESTINE SOLIDARITY CAMPAIGN



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UPCOMING IPSC EVENTS

#SaveSusiya Action Item: Contact the Irish Govt over the plan to demolish Susiya village!

The Ireland-Palestine Solidarity Campaign sent the following letter to the Minister for Foreign Affairs and Trade, Charles Flanagan TD, concerning the Israeli plan to demolish the Palestinian village of Susiya near Hebron, and forcibly relocate its Bedouin residents to Yatta.

We ask our supporters to themselves contact the Minister and ask that the Irish government speaks out against the plan, and takes action to stop both the demolition, and Israel's ongoing violations of human rights and international law.

You can email the Minister at charles.flanagan@oir.ie or call (01) 408 2000.



Mr Charles Flanagan, TD

Minister for Foreign Affairs and Trade

Stay Human



Campaign update: 5,000 say no to the Irish Arms Trade With Israel – let's make it 10k!

The petition calling for an end to the Irish arms trade with Israel has reached 5,000 signatures after five months – 2,000 online and another 3,000 physical signatures – that's an average of 1,000 people signing up every month since the campaign was launched!

Some of those who have now signed up include Robert Ballagh, Dr Raymond Deane; Dr Ronit Lentin; Richard Boyd Barrett TD; Joan Collins TD; Padraig Mac Lochlainn TD; Martin Ferris TD; Sandra McLellan TD; Paul Murphy TD; Joe Higgins TD; Ruth Coppinger TD; Clare Daly TD; Thomas Pringle TD; Seamus Healy TD; Catherine Murphy TD; Maureen O'Sullivan TD; Finian McGrath TD; John Halligan TD; Martina Anderson MEP; Lynn Boylan MEP; Matt Carthy MEP; Liadh Ní Riada MEP; Nessa Childers MEP; Sen. David Norris; Sen. Averil Power; Sen. Labhrás Ó Murchú; Sen. Kathryn Reilly; John Douglas; Patricia McKeown; Brian Campfield; and Frank Keoghan. You can see a complete list of [prominent signatories here](#).



We'd like to thank you all for your support so far, it's heartening to see such solidarity with the people of Palestine on display in the face of the indifference of Western governments, including our own here in Ireland.

The campaign has been successful thus far in raising awareness of the issue, and Irish government spokespeople – including the Minister for Defence – have had to make statements on the matter. However, they still refuse to discuss taking action to end this bilateral trade in death between Ireland and Israel.

Therefore, we ask you to redouble your efforts for Palestine. **Please sign and share this petition on social media and invite your friends to sign**. If everyone signs and recruits three people, we'll be approaching 10,000 in no time!

Cultural Boycott



Social Media and Artists

- Be imaginative and creative with page names, graphics, communication
- Work with song lyrics or titles or albums
- Ensure that the campaign is tailored to them, not just generic- this will also increase its chances of being picked up in the mainstream media
- Work with the artists' interests and causes
- Find out who their influences, mentors, people they admire are and if they have joined the boycott
- Ensure all communication with them from the public on your pages/ in your campaign is civil and respectful
- Tweet and share pertinent and informative content about BDS
- Write open letters



ALICIA KEYS:

Don't Be Fallin For Apartheid Cancel Israel

Cover Photo

Alicia Keys: Don't Be
Fallin For Apartheid,
Cancel Israel
Musician/Band

Create Call to Action

👍 Liked ▾

💬 Message



Timeline

About

Photos

Likes

More ▾



CYNDI LAUPER,
Israel's True Colors Shining
Through,
Like
APARTHEID



27 April
20:30

Thurston Moore Thanks for Cancelling Apartheid Israel

Musician/Band

Thurston Moore

Alternative rock icon, best known as a singer, songwriter and guitarist of "Sonic Youth", one of the most influential guitar bands to emerge from New York City. The band's discography includes the "Sonic Youth" albums featuring also the "Sonic Youth" drummer Steve Shelley. The concert not

CANCELLED

Tel-Aviv

193
243

Shuki
Weis

ONLINE

03-5188123

Create Call to Action

Liked ▾

Message



Timeline

About

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Lauryn Hill, Everything is Apartheid, Don't Play Israel

Musician/Band

Create Call to Action

Liked ▾

Message



Timeline

About

Photos

Likes

More ▾



Ms. Lauryn Hill ✓

4 May · 🌐



Dear Friends and Fans in Israel,

When deciding to play the region, my intention was to perform in both Tel Aviv and Ramallah. Setting up a performance in the Palestinian Territory, at the same time as our show in Israel, proved to be a challenge. I've wanted very much to bring our live performance to this part of the world, but also to be a presence supporting justice and peace. It is very important to me that my presence or message not be misconstrued, or a source of alienation to either my Israeli or my Palestinian fans. For this reason, we have decided to cancel the upcoming performance in Israel, and seek a different strategy to bring my music to ALL of my fans in the region. May healing, equanimity, and the openness necessary for lasting resolution and reconciliation come to this region and its people.

Respectfully,
Ms. Lauryn Hill



Like



Comment



Share

You, Treasa Ní Cheannabháin, Tommy Donnellan, Rania Masri and 22,384 others like this.

Open Letter to Neil Young: Tell Me Why You Would Play for Apartheid Israel

by ZataFL in BDS, Cultural and Academic Boycott of Apartheid Israel, Palestine, Uncategorized Tags: BDS End Israeli Apartheid, Free Palestine, Justice, Resistance, Solidarity Edit

Dear Neil Young,

Many of your fans, including our organization DPAI, are concerned about the recent announcement that you plan to perform to a segregated audience in July 2014 in what is an apartheid state: Israel.

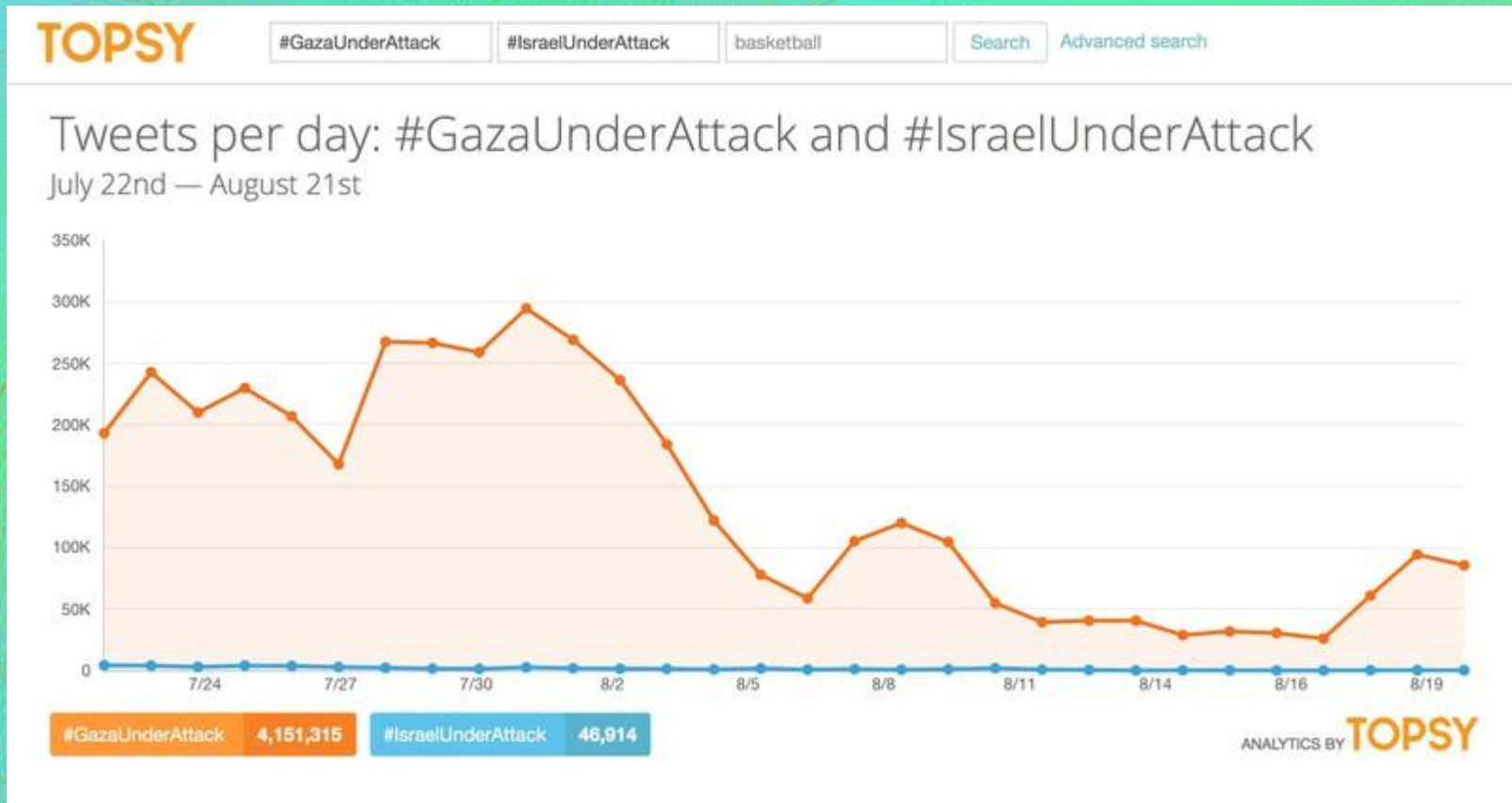
We sincerely ask that you reconsider your commitment to promoter Shuki Weiss who serves the interests of the state of Israel, providing select Israeli officials with VIP tickets to concerts he promotes (1)

Israel truly stands apart on the world stage as an exclusivist, ethnocentric, settler-colonial state, with a powerful military and extensive political reach. Backed unconditionally and delivered impunity by the USA, Canada and the EU, Israel continues with its slow, gradual genocide against the Palestinian people who are indigenous to the land. Palestinian land has not only been stolen, but water resources pillaged, olive trees burned, and families separated from each other by a system of military sniper towers, checkpoints, walls and laws preventing family reunification (as you'll read below). When the indigenous people of the land, the Palestinians, protest the theft of their farms and destruction of their livelihoods, they are met with tear gas, rubber coated steel bullets and foul smelling 'skunk water' and arbitrary arrest by the Israeli military.

People of conscience, including musicians, are feeling the substantial, persuasive moral weight to act urgently, ethically – and clearly, BDS (Boycott, Divestment and Sanctions) is an effective, powerful means to end Israel's impunity and make it accountable for its illegal actions.

At this time, we ask you to not cross the Palestinian picket line. We sincerely hope

Palestinians and social media



Citizen Journalism

“Many people - young and old alike - are using social media to report on their immediate circumstances in ways that the mainstream media cannot. We see this shifting coverage and understanding of events from Gaza to Ferguson. In both places, tweets from local residents have offered immediate news to those watching from elsewhere. In some cases, citizen journalists have greatly challenged the narratives of more established sources.”

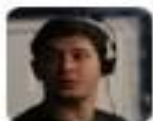
Joe Catron

“I don’t think I am the only person who has lost sleep or experienced anxiety due to the pervasive killing my social media streams are bringing to my daily life. What I mean is, if you are following these events, they can become far more real via social media – where your friends, acquaintances, colleagues etc – are reacting in real time - than when they were filtered via a daily news bulletin, or live reports from satellite points.”

Paul Mason

“Twitter is the fastest social media tool in disseminating information, so I found it suitable to publish my tweets about the situation in Gaza as attacks and developments happen around me. People from other countries always believe such reports coming from eyewitnesses, from people who live on the ground. Before the recent Israeli aggression on Gaza, I used to receive between 20-50 retweets on my Twitter account. But during the aggression, the number of retweets increased rapidly to reach over 1,000 retweets for each tweet I post. That has encouraged me to divide my tweets into three major categories: breaking news, full stories, and the massacre,” Khaled Safi, blogger and social media activist.





Sharif Kouddous 


@sharifkouddous



Follow

#pt This is what's left of the Abu Jamaa home, a crater. It took the family 12 hours to dig out the 24 bodies.



A man with short dark hair and a serious expression is holding a large white sign with both hands. He is wearing a dark red plaid shirt. The background is a light-colored, heavily textured wall, possibly made of plaster or concrete, with a shadow of the man cast onto it to his right. The sign has handwritten text in blue ink.

The Palestinian People
Know what mean To be
Shot While Unarmed
Because of your ethnicity
#Ferguson #Justice

Pluses and Pitfalls

- Immediacy
- Reach
- Democratisation
- Challenging the narrative
- Trolls!
- Hate mail

Thanks for listening!

