



Social Media Strategy

50501's strategy for mobilizing the masses via social media to resist the Trump Regime

Sections

Mobilizing People

Building the resistance via informing, educating, and activating.

Expanding Reach

Engaging people that do not currently follow 50501 and the broader resistance movement.

Foundational Principles

Remembering what makes content resonate in the first place.

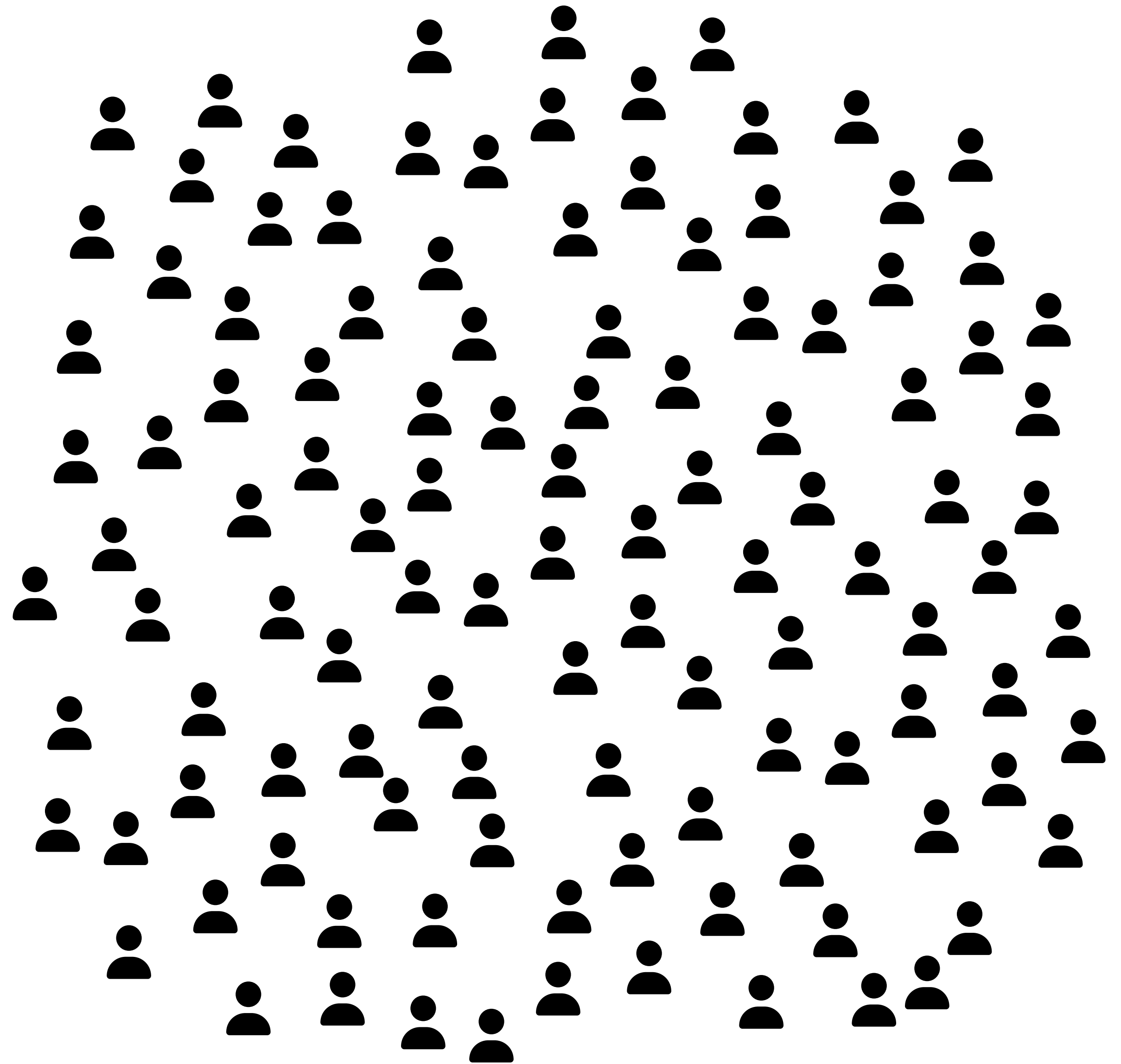
Content Examples

Reviewing content that leverages these frameworks and strategies.

Introduction

People are scattered across the social media landscape

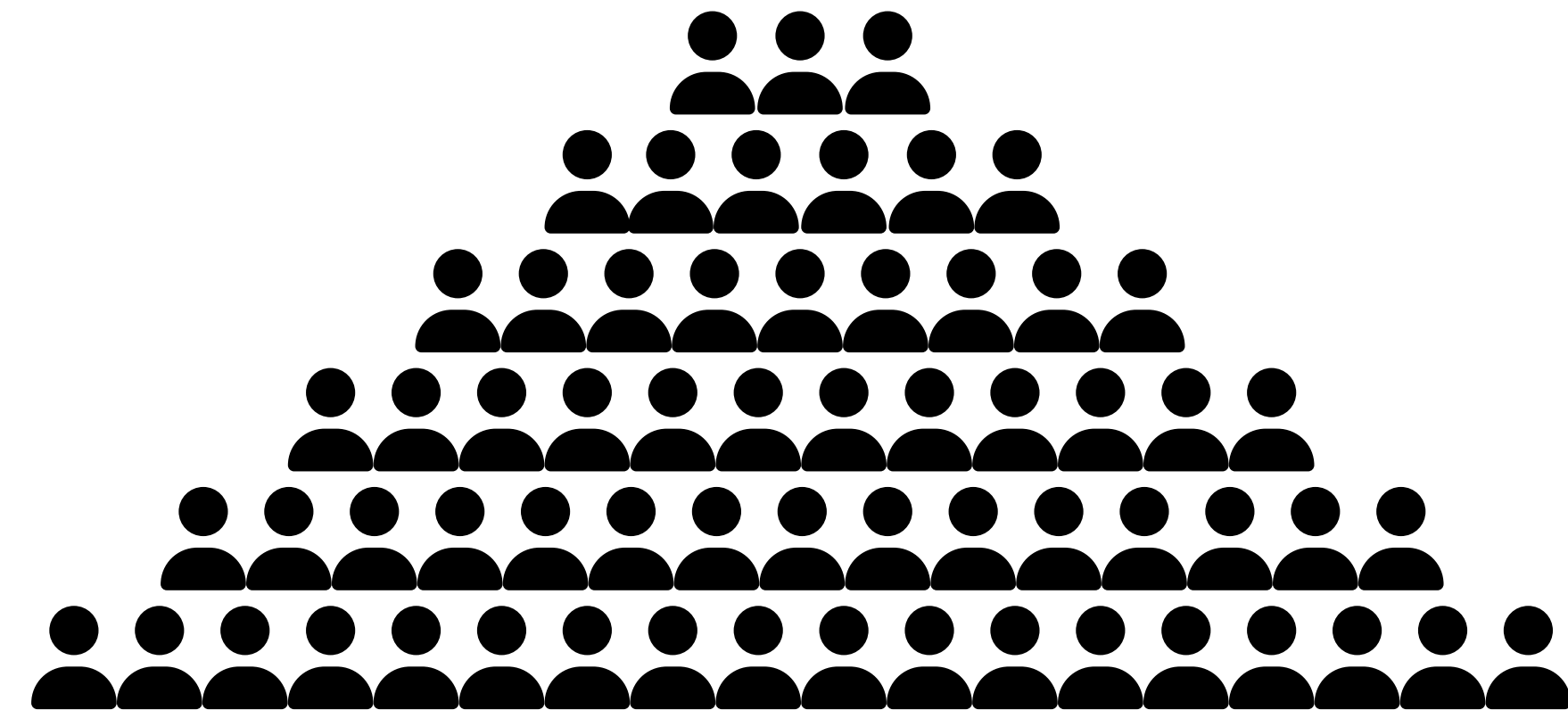
People are following a collection of different
accounts, and many don't take any action.



Introduction

We need to reach and organize as many people as possible

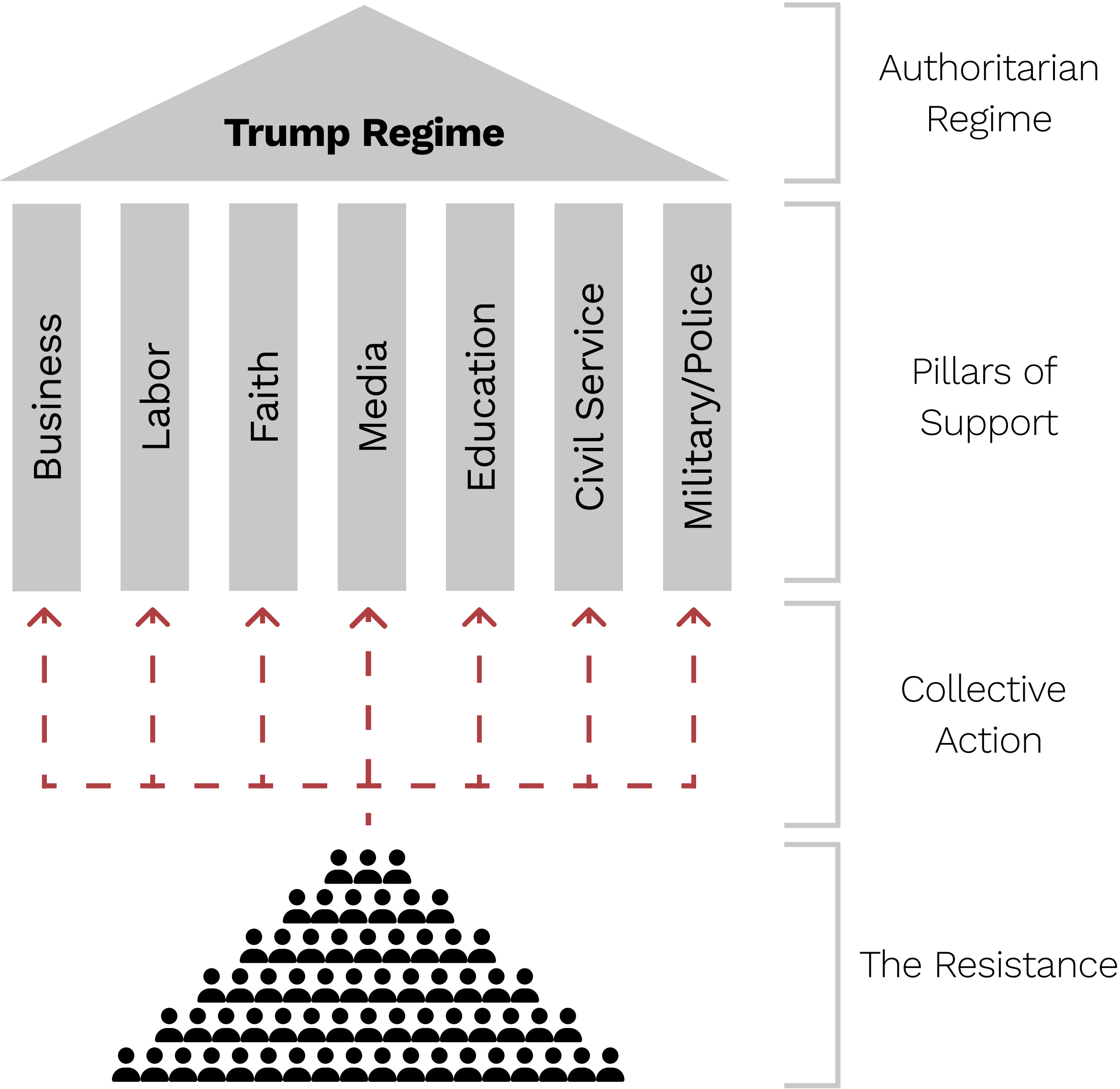
We need to find a way to organize the
randomness so we can mobilize the resistance.



Introduction

Organized people can take action to weaken pillars of support

Once people are organized, it's much easier to take collective actions to topple the regime.

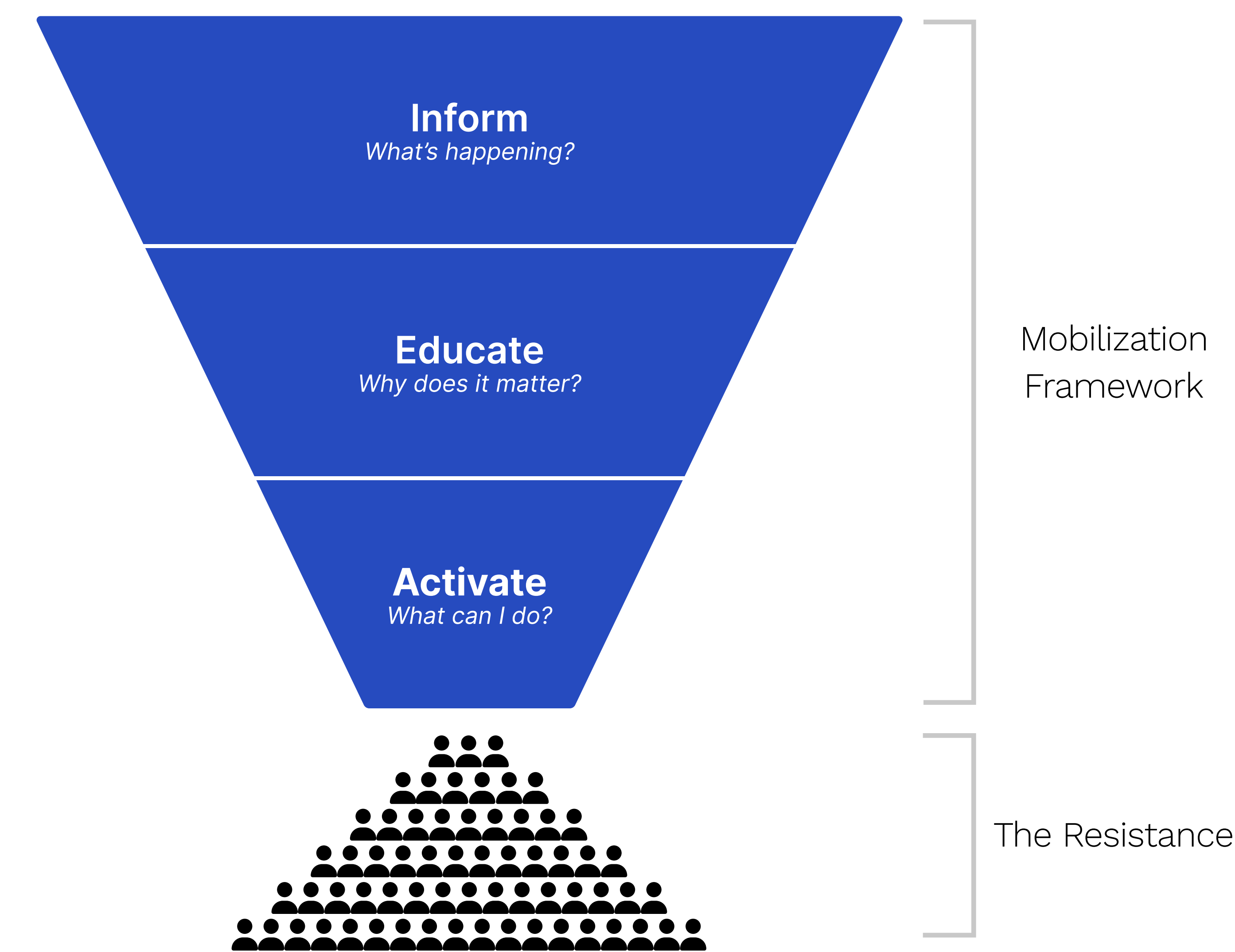


Mobilizing People

Building the resistance via informing, educating, and activating.

Mobilization Framework

We organize people in the resistance by sharing content that informs people of what’s happening, educates them about what it means, and shows them what they can do about it.



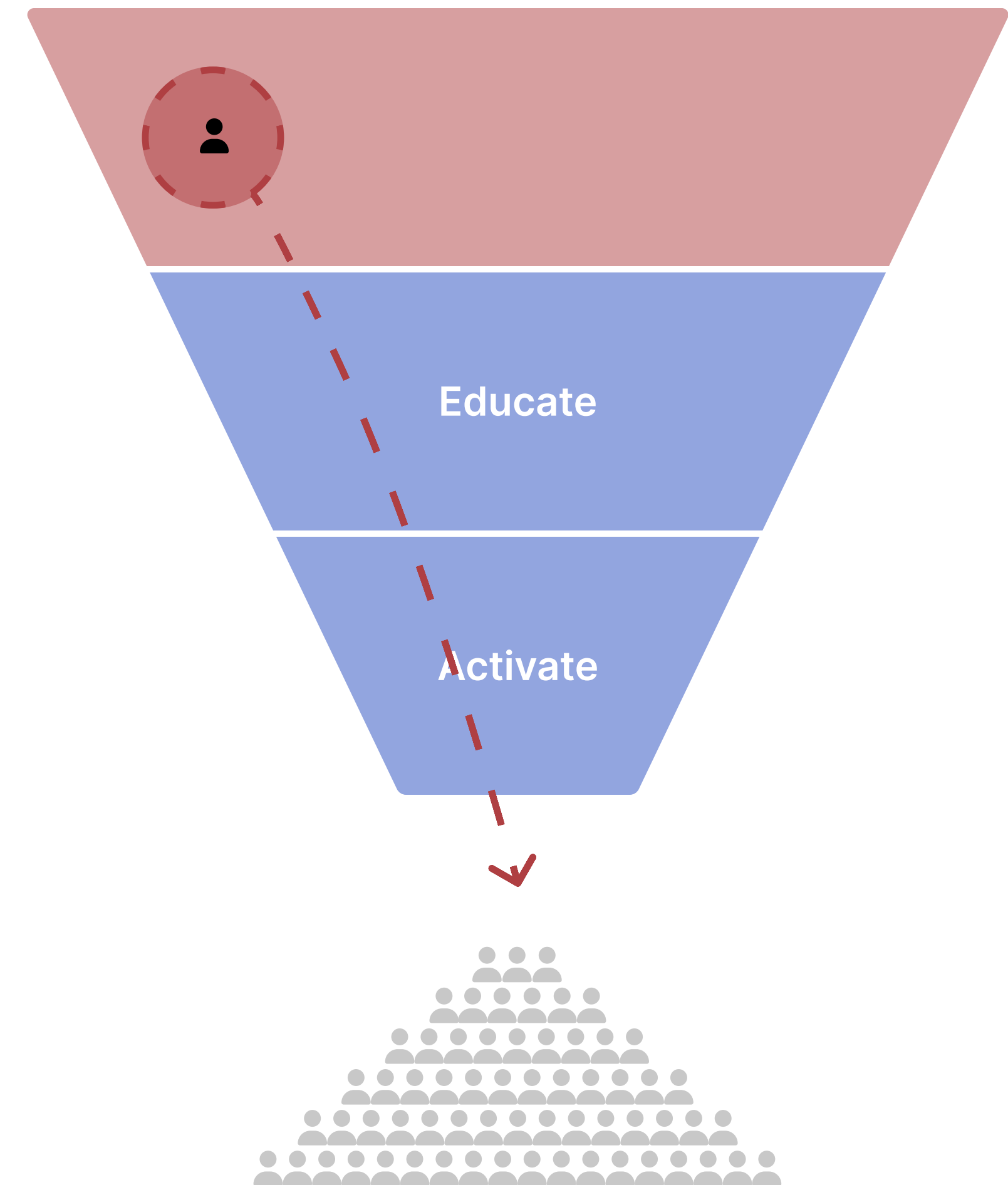
Breaking it down

Let's break down the framework into its individual components by following someone through the funnel.

Inform

Share the news. Content should answer “*what’s happening?*” Key ways to share vital information are:

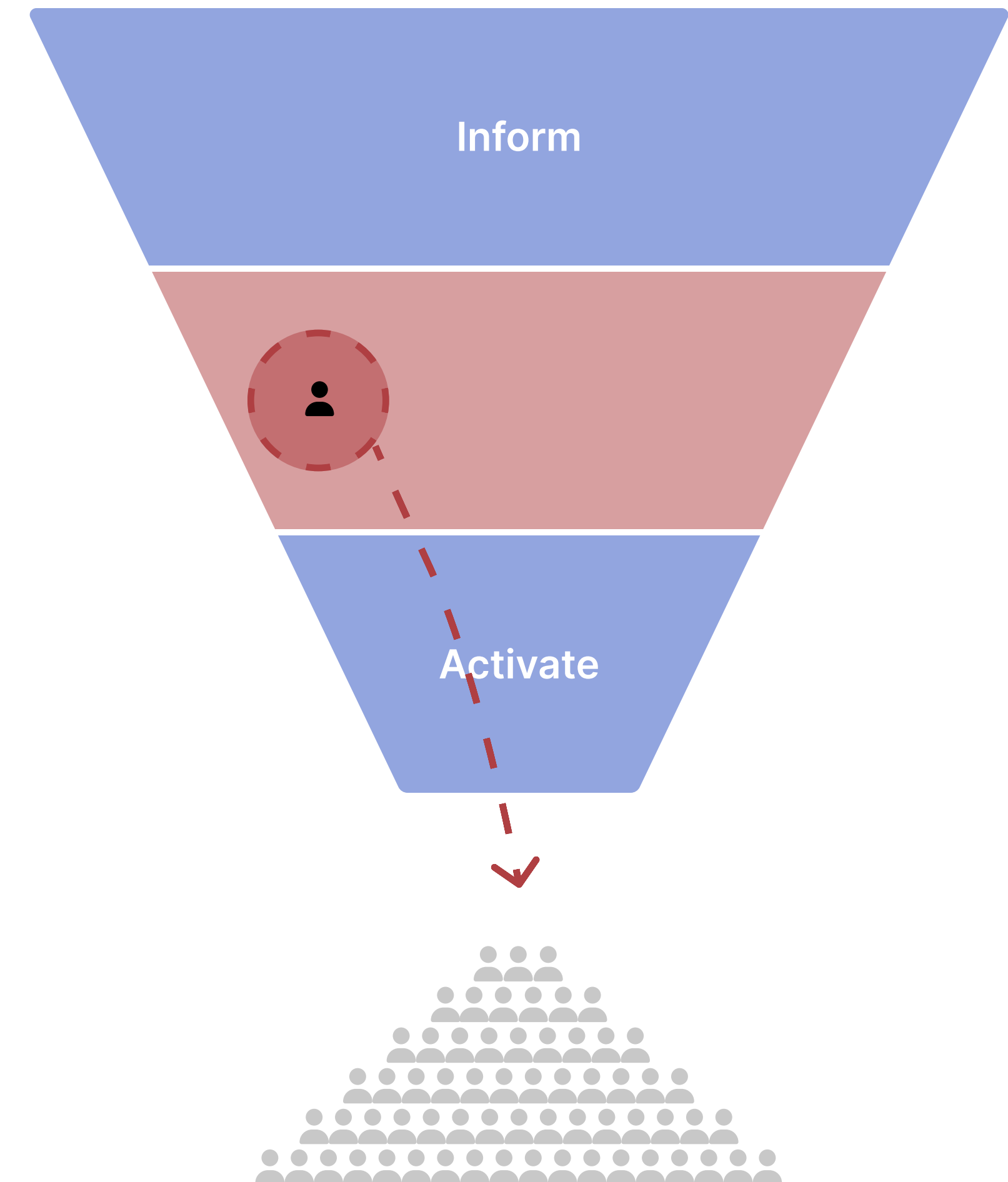
- **Comment on the news:** respond to current events
- **Share 50501 news:** collaborate on chapters’ info, actions, and resources
- **Amplify partners’ news:** boost info, actions, and resources of others



Educate

Tie everything back. Content should answer “*why does it matter?*” Key topics to tie back to are:

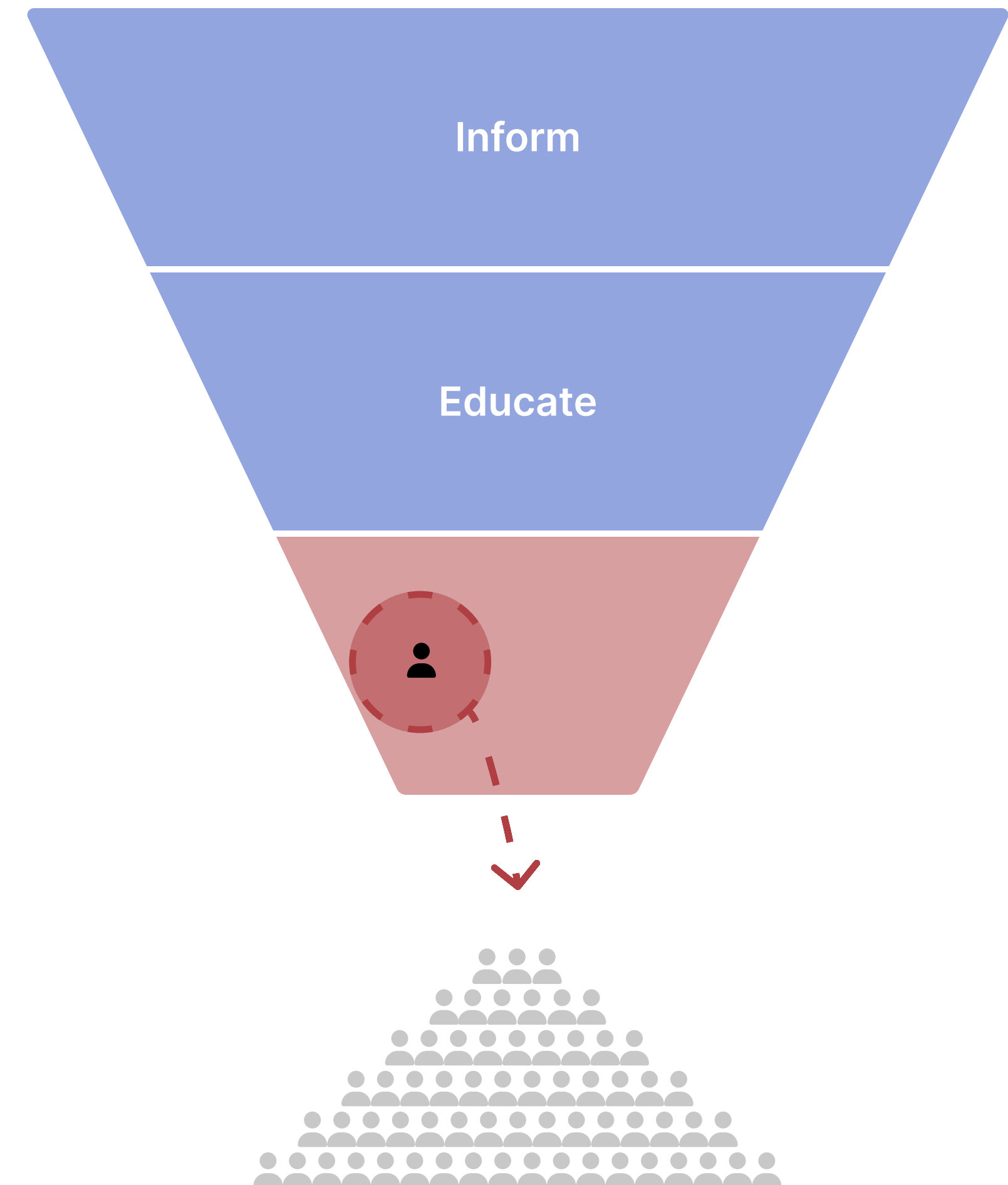
- **Call out tyranny:** Dictatorship, authoritarianism, and fascism
- **Hold wealth to account:** Billionaires, corruption, broken system
- **Connect to racism:** White supremacy, Christian nationalism, techno-fascism



Activate

Activate the people. Content should answer “*what can I do?*” Key ways to activate the people are:

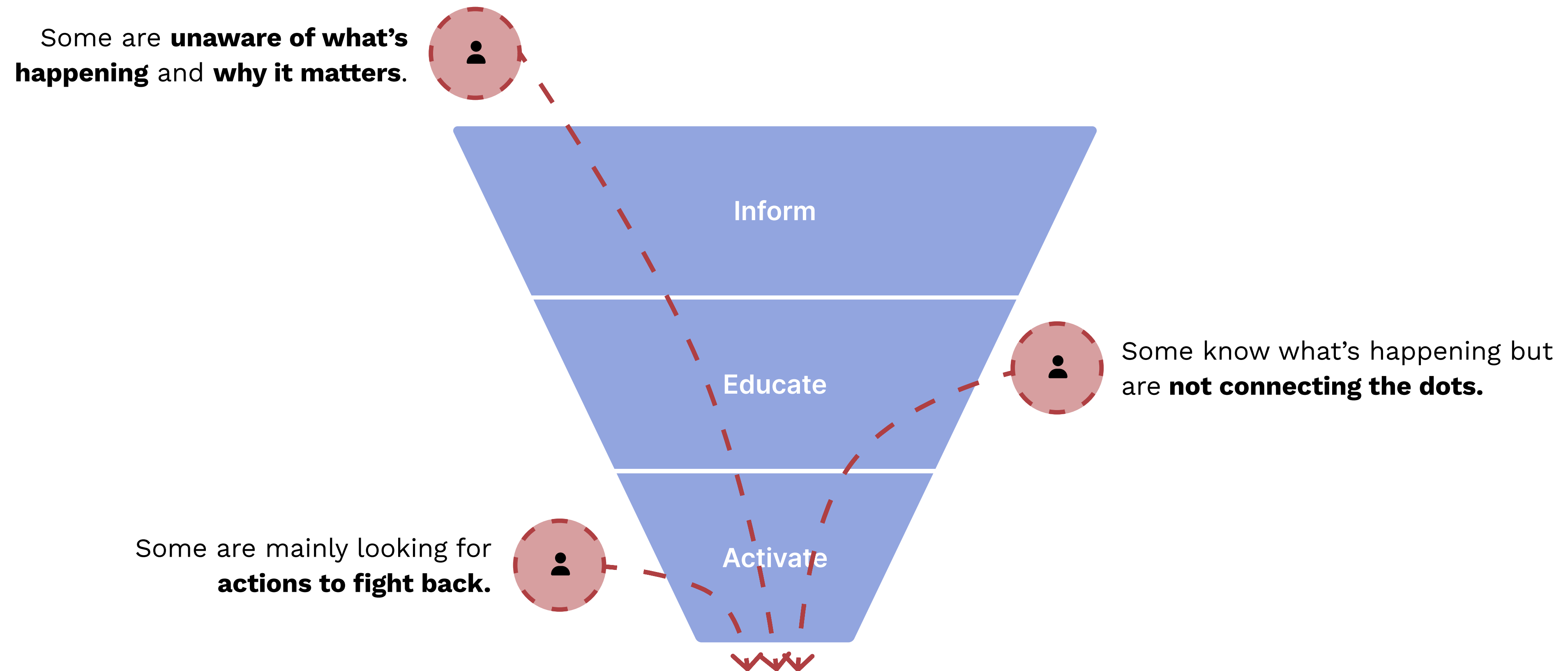
- **Take protest action:** attend a protest, boycott a company, etc.
- **Connect to resistance:** join the 50501 movement (or others)
- **Train in noncooperation:** go to a training (e.g., one million rising)
- **Engage in civics:** call congresspeople, go to a town hall, etc.
- **Share resistance information:** amplify resistance resources on social media



Mobilization Framework

Content should aim to cover all three stages

Since someone that encounters us could be at any stage, it's critical that our content covers the entire funnel, enabling activation no matter where someone starts.



Mobilizing the Masses

Inform

Share the news by responding to current events; sharing 50501 chapter posts; and amplifying resistance partners' info, actions, and resources.

Educate

Tie everything back to the issues of tyranny (e.g., dictatorship and fascism), the wealthy (e.g., billionaires and corruption), and racism (e.g., white supremacy and Christian nationalism).

Activate

Activate the people by providing protest options; connecting them to the resistance; sharing details of noncooperation training; empowering civic engagement; and encouraging social media shares.

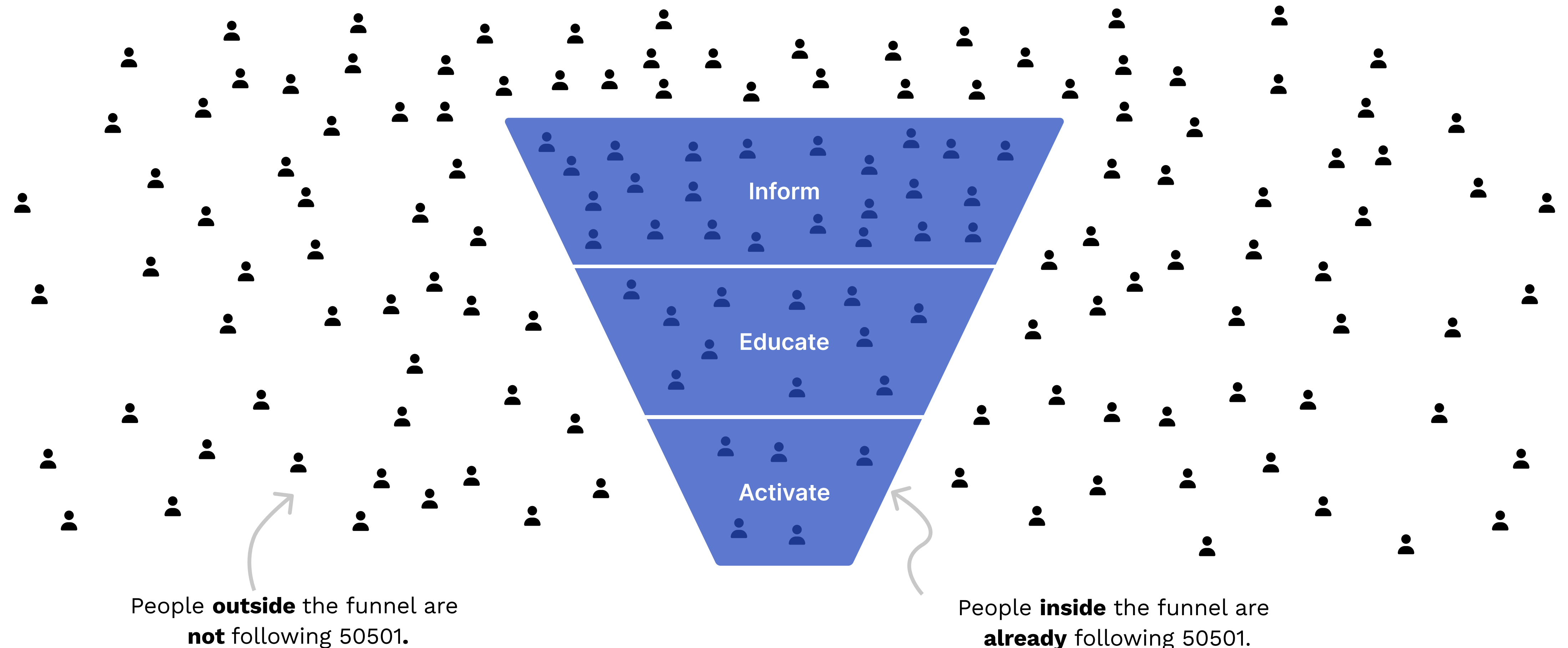
Expanding Reach

Engaging people that don't currently follow 50501 and the broader resistance movement.

Expanding Reach

Some follow 50501, but most don't

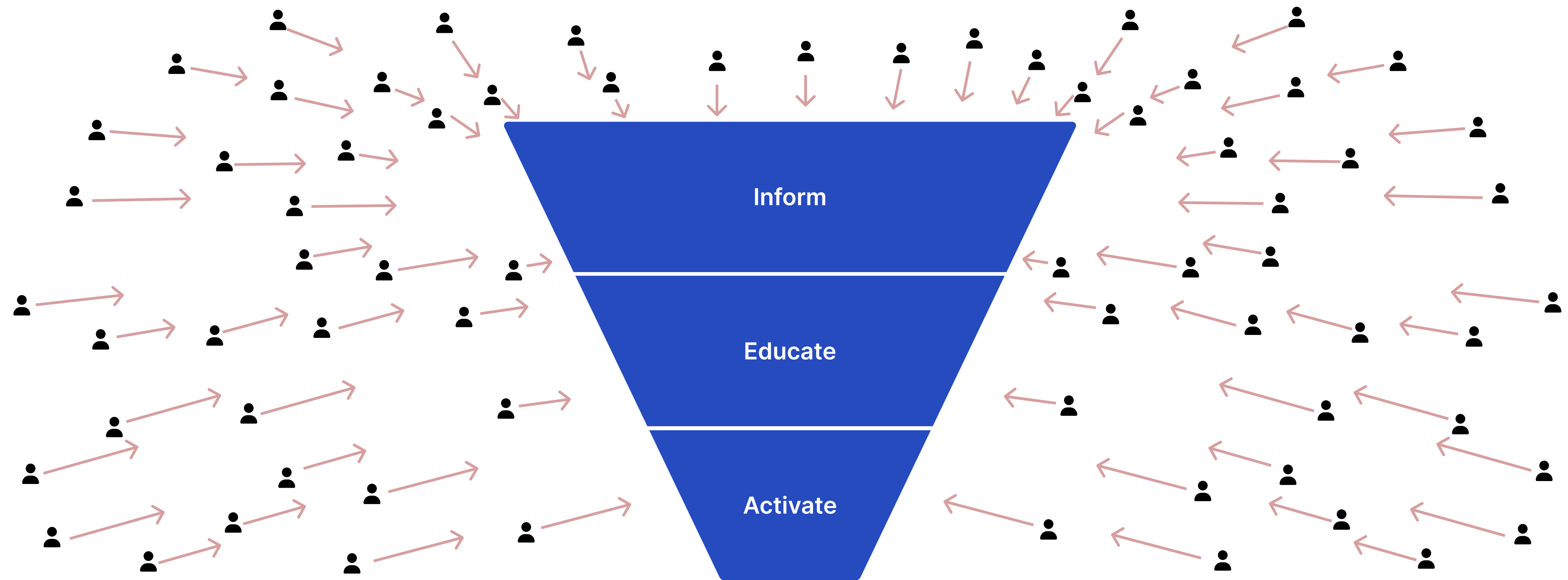
The vast majority of people we need to activate still do not follow 50501 or engage in the resistance movement.



Expanding Reach

There is organic attraction to the movement

Many people are disillusioned by what's happening across the country and are naturally drifting towards the movement.



Attracting the Masses

Non-partisan

Support people, not political parties, by reiterating that we are not associated with any politician or party; we are a movement of, by, and for the people.

Anti-establishment

Oppose the “establishment” by calling out the ultra-wealthy, corrupt politicians, and corporations, along with anyone else who is upholding our broken system.

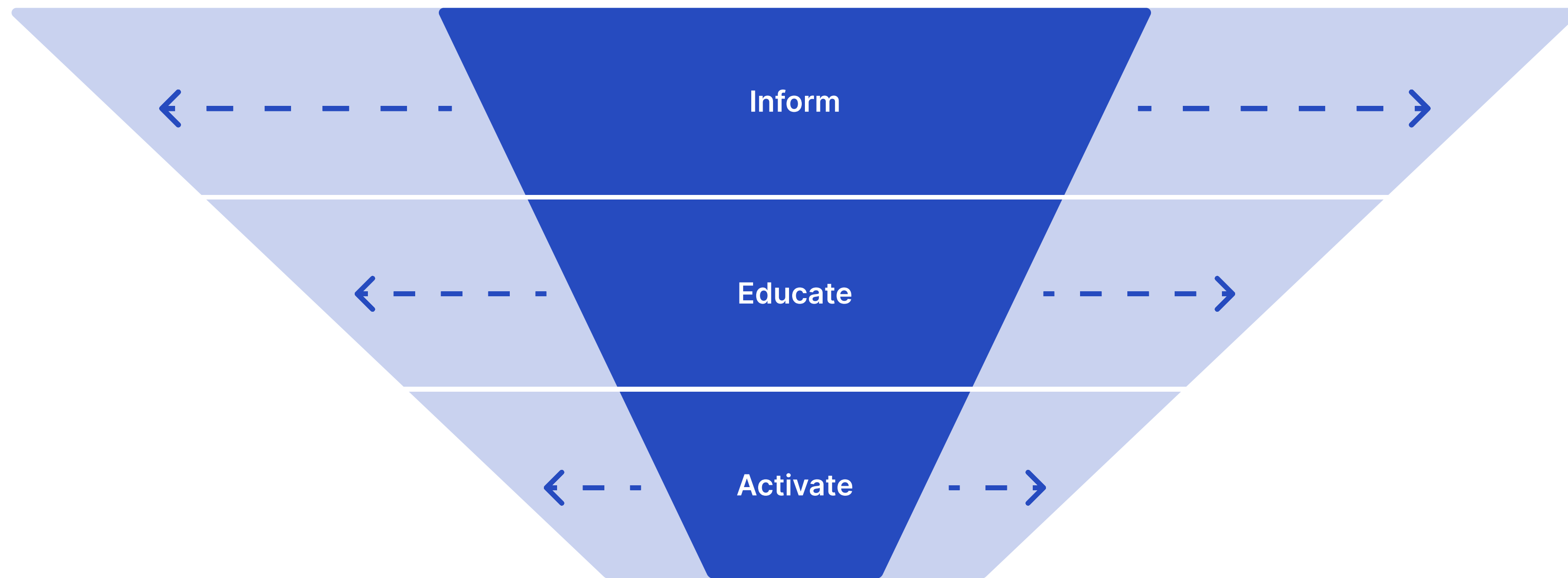
Pro-democracy

Champion democracy by describing how exactly our democracy is at stake, amplifying voices of the people who are working to defend it, and sharing what people can do to protect it.

Expanding Reach

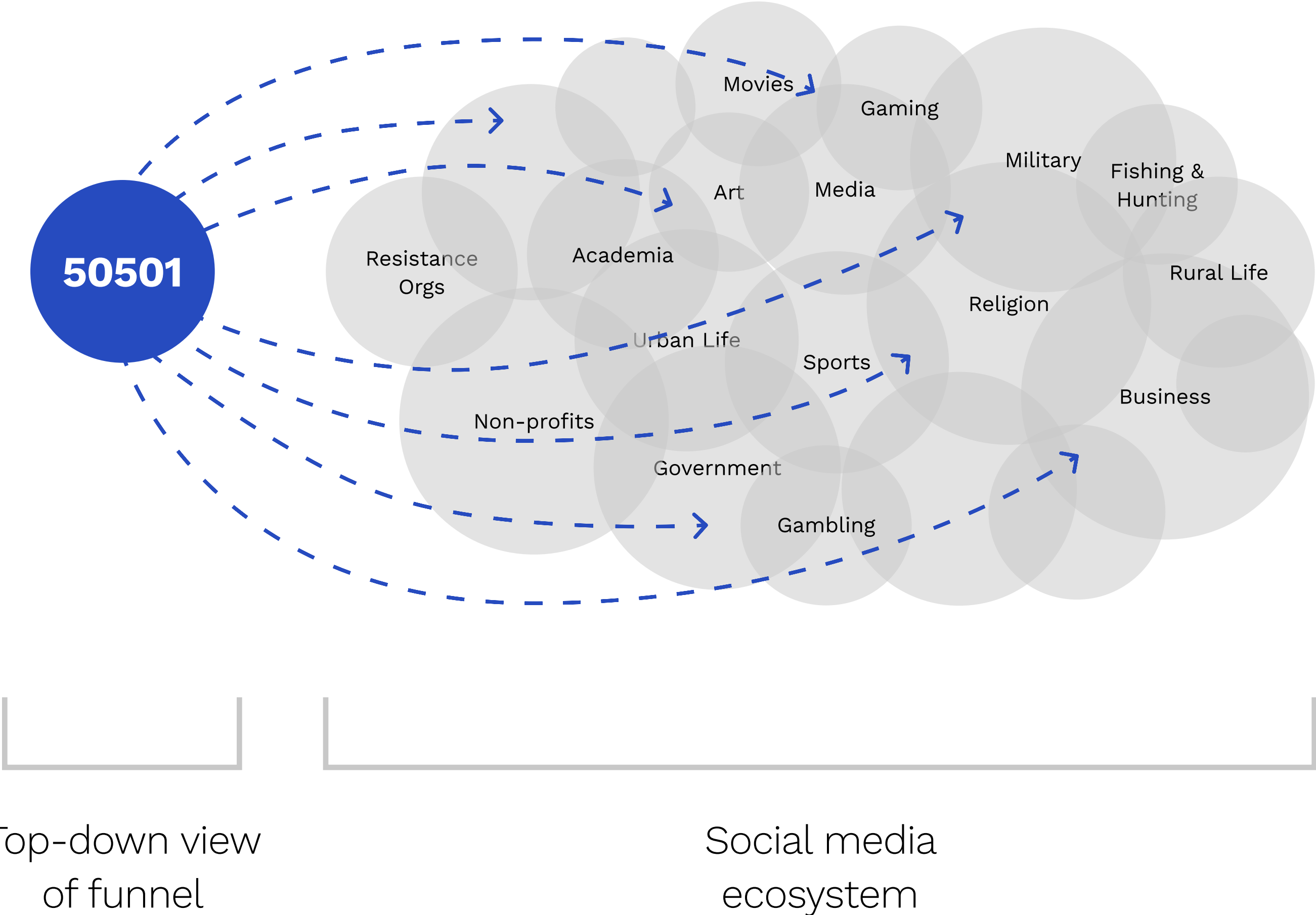
We cannot rely solely on organic attraction

We need to use creative ways to attract people that are not currently following us, increasing the overall reach of our funnel.



Reach Strategy

We bring more people into the resistance by sharing content that shows people fighting back, taps into culturally relevant topics, and uses the social media algorithms to our advantage.



Breaking it down

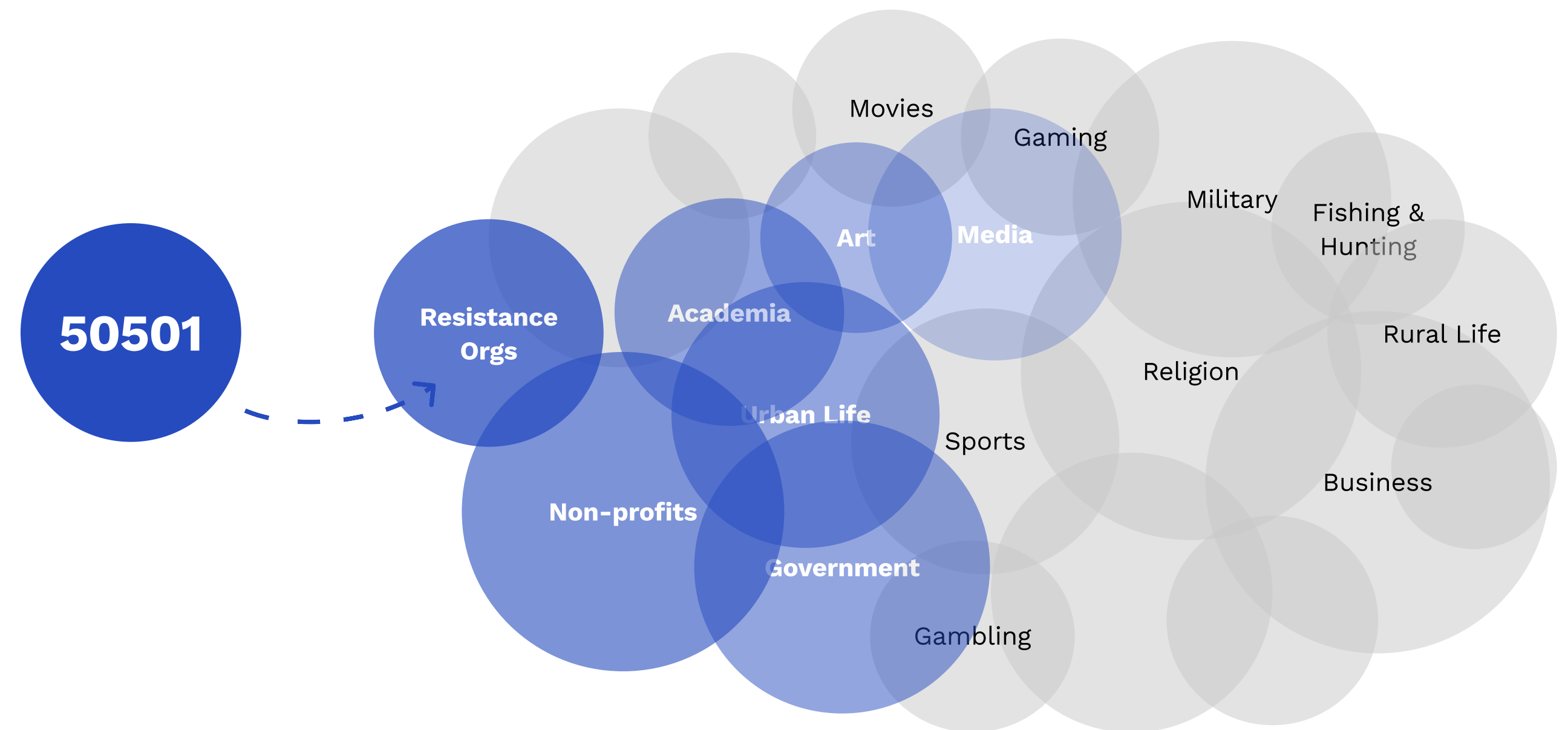
Let's review a few ways we can expand our reach by accessing the much larger social media ecosystem.

Show Some Fight

Don't hold back. Content is more likely to go viral when it contains courageous actions and charismatic language. Though your first reposts may begin with other resistance organizations, the content will reach a much wider audience in the end.

Some ways to show fight are:

- **Show mass protests:** show the hundreds, thousands, and millions of people that show up in solidarity
- **Share direct actions:** share actions that target specific pillars of support
- **Applaud community resistance:** boost videos of communities pushing back against ICE and other federal forces
- **Amplify courageous leaders:** repost politicians and leaders that are not afraid to fight back

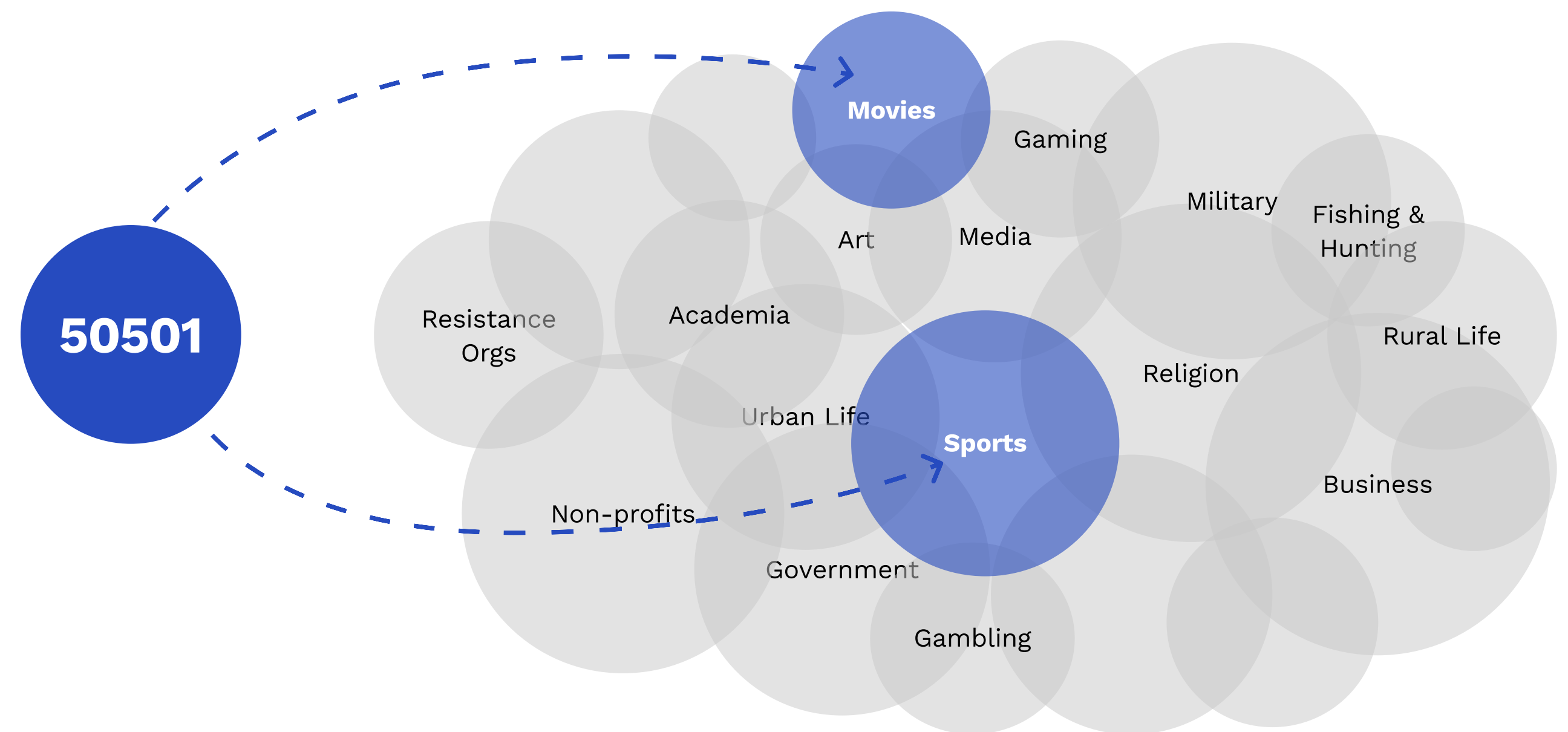


Be Culturally Relevant

Join the culture. Connecting our content to culturally popular ideas or the current events of the day enables us to reach audiences we don't typically have access to in our immediate resistance following networks.

Some ways to stay relevant are:

- **Tie fascism to culture:** connect movies/tv shows/art to the moment (e.g., Superman, Andor, Gilded Age)
- **Target cultural institutions:** protest and boycott the corporations that bend the knee (e.g., CBS, US Open)
- **Break the news:** respond quickly, because cultural moments sometimes have a short lifespan



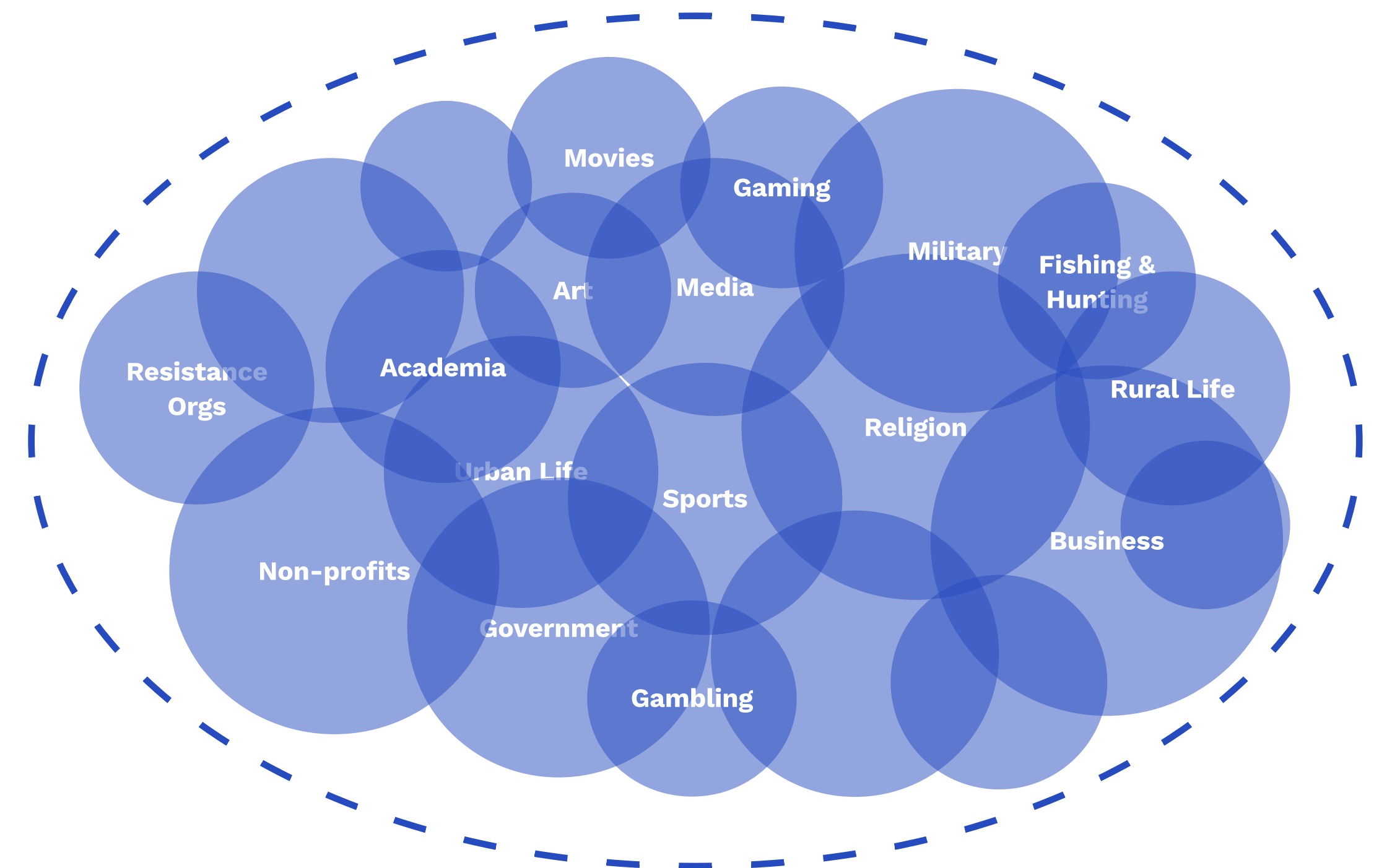
Leverage the Algorithms

Exploit trending topics. When we associate our content with trending ideas, we have the ability to reach the entire social media ecosystem at once, as everyone sees trends.

Some ways to use algorithms are:

- **Comment on trending topics:** when relevant topics are trending (Bluesky, X), post about them and connect it to the resistance
- **Use trending music:** use music that is trending on platforms (Instagram, TikTok) on as many posts as possible.

50501



Reaching the Masses

Show Some Fight

Don't hold back: show massive protests in the streets, direct actions against pillars of support, community resistance to federal forces, and courageous leaders taking a stand.

Be Culturally Relevant

Join the culture by tying fascism to popular movies/tv shows/art; targeting cultural institutions; and responding quickly to stay on top of trendy cultural topics.

Leverage the Algorithms

Exploit social media trends by commenting on trending topics (e.g., Bluesky, X) and using trending music (e.g., Instagram, TikTok) as much as possible.

Foundational Principles

Remembering what makes content resonate in the first place.

**Call it what it is:
fascism.**

This is a *Nazi regime*. They are using a *masked, armed secret police* that is *kidnapping and trafficking* people to *concentration camps*. We say it like it is, because language defines reality.*

**Note: Anyone who openly resists this regime could be at risk for retaliation. We highly encourage practicing good InfoSec & OpSec to protect yourself. Learn more here: www.fiftyfifty.one/digital-safety*

Make it accessible to everyone.

Our content needs to be direct, concise, and approachable. People of different reading levels and with a variety of disabilities must be able to access and act on it.

**Always remember,
“Rebellions are built
on hope.”**

We are marketing hope: hope for a way out of this, hope for a democracy that works for everyone, hope that we the people will win. We must show people that they are not alone, and that they can make a difference.

Content Examples

Reviewing content that leverages these frameworks and strategies.

Reviewing all strategies and tactics

Strategies

Tactics

Mobilizing the Masses	Inform Share the news by responding to current events; sharing 50501 chapter posts; and amplifying resistance partners' info, actions, and resources.	Educate Tie everything back to the issues of tyranny (e.g., dictatorship and fascism), the wealthy (e.g., billionaires and corruption), and racism (e.g., white supremacy and Christian nationalism).	Activate Activate the people by providing protest options; connecting them to the resistance; sharing details of noncooperation training; empowering civic engagement; and encouraging social media shares.
Maintaining Organic Attraction	Remain non-partisan Support people, not political parties, by reiterating that we are not associated with any politician or party; we are a movement of, by, and for the people.	Push anti-establishment Oppose the “establishment” by calling out the ultra-wealthy, corrupt politicians, and corporations, along with anyone else who is upholding our broken system.	Advocate pro-democracy Champion democracy by describing how exactly our democracy is at stake, amplifying voices of the people who are working to defend it, and sharing what people can do to protect it.
Reaching the Masses	Show some fight Don't hold back: show massive protests in the streets, direct actions against pillars of support, community resistance to federal forces, and courageous leaders taking a stand.	Be culturally relevant Join the culture by tying fascism to popular movies/tv shows/art; targeting cultural institutions; and responding quickly to stay on top of cultural topics.	Leverage the algorithms Exploit social media trends by commenting on trending topics (e.g., Bluesky, X) and using trending music (e.g., Instagram, TikTok) as much as possible.

Foundational Principles

Call it fascism - Make it accessible - Inspire hope

Example 1: Oligarch Media

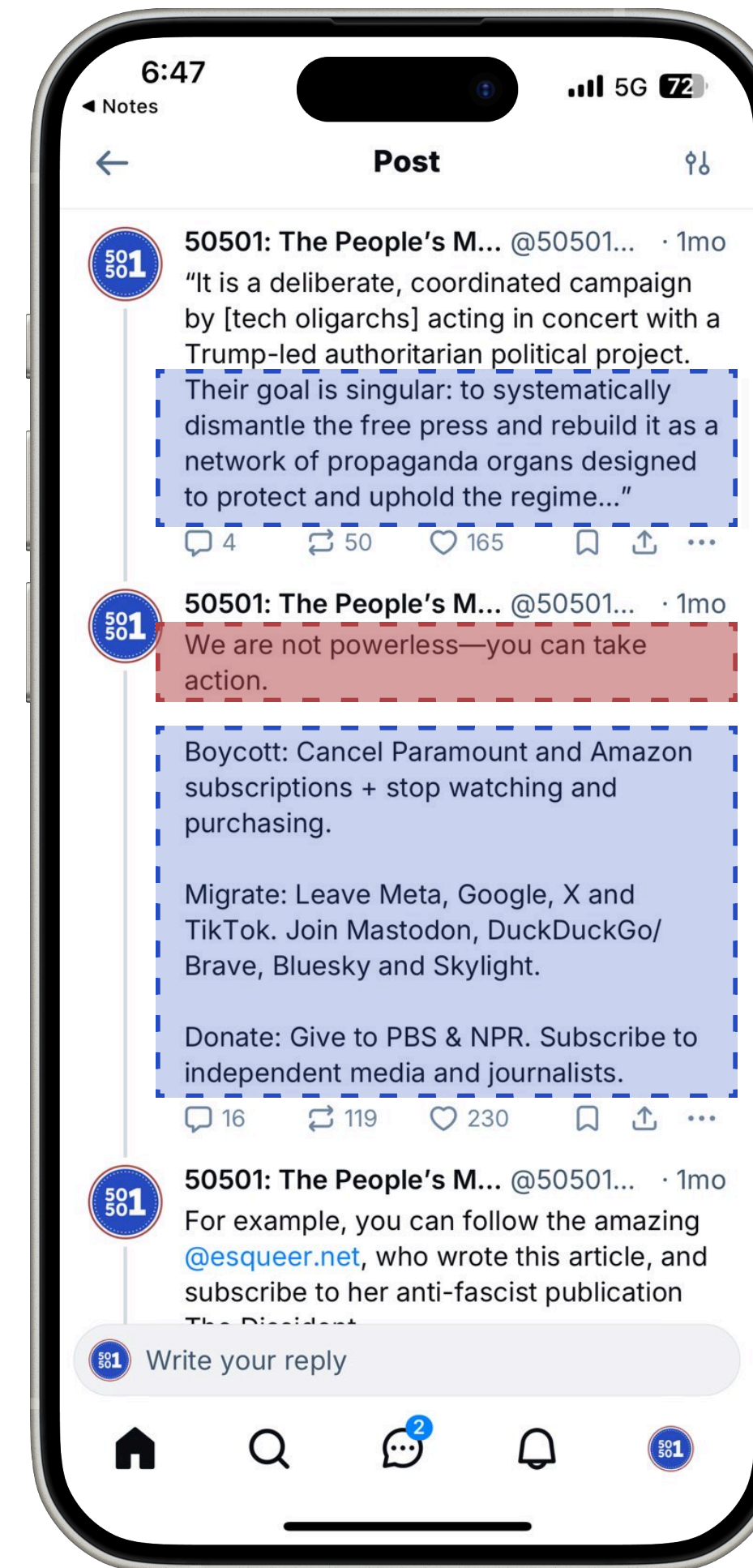
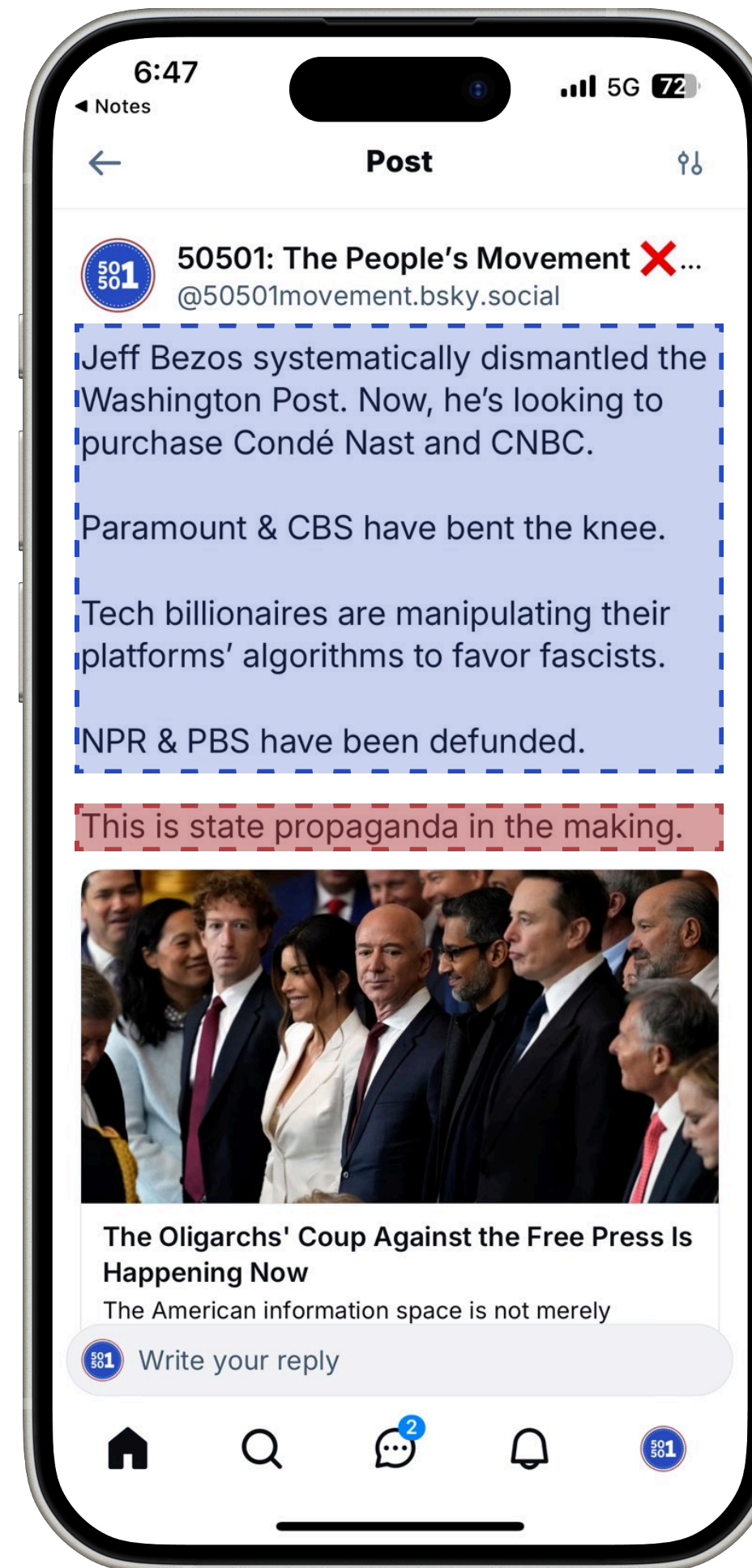
Inform

Share the news of Jeff Bezos dismantling and purchasing media, along with billionaires manipulating platforms.

Answers: what's happening?

Call it fascism

Tell people they're creating a fascist propaganda machine.



Educate

Explain how this propaganda will be used to maintain their wealth and power.

Answers: why does it matter?

Inspire hope

Let people know there's something they can do.

Activate

Provide actions that people can take immediately to target the media pillar of support.

Answers: what can I do?

Example 2: US Open

Be culturally relevant

Comment on the US Open Men's Singles Final coming up.

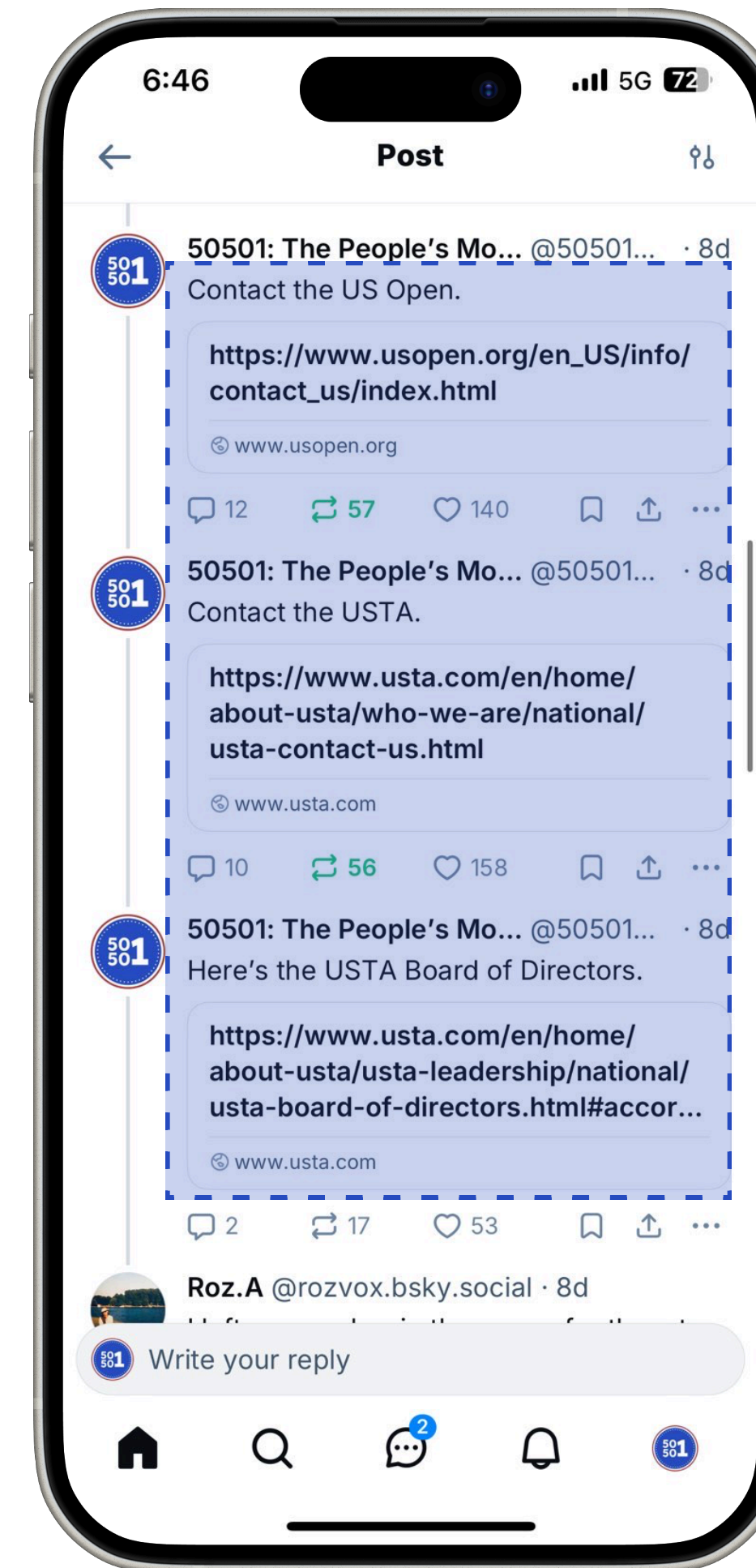
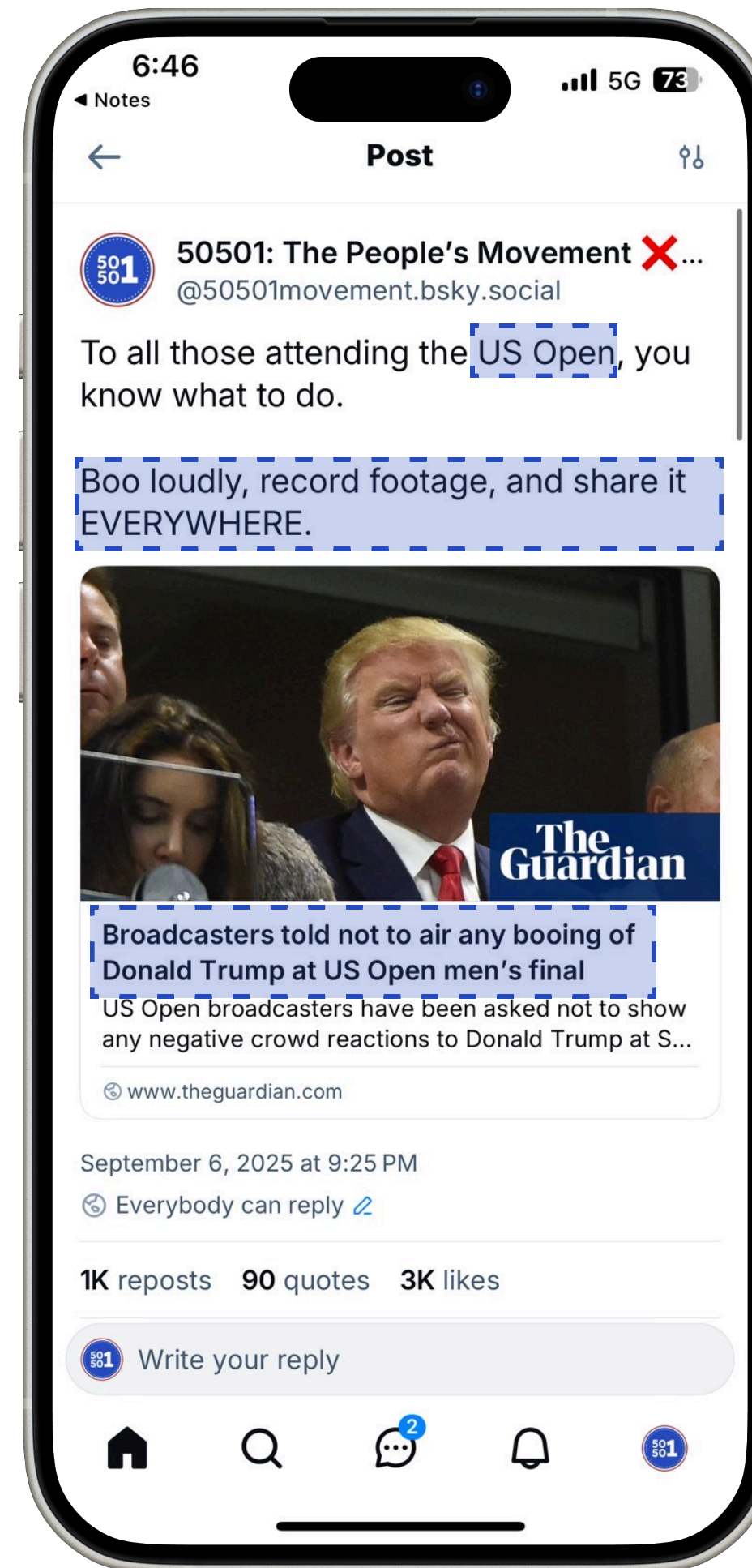
Show some fight

Encourage others to fight back against USTA's complicity.

Inform

Share the news that the US Open asked broadcasters to censor any negative reaction to Trump being there.

Answers: what's happening?



Activate

Provide a variety of ways for people to protest by contacting the US Open, USTA, or USTA Board of Directors.

Answers: what can I do?

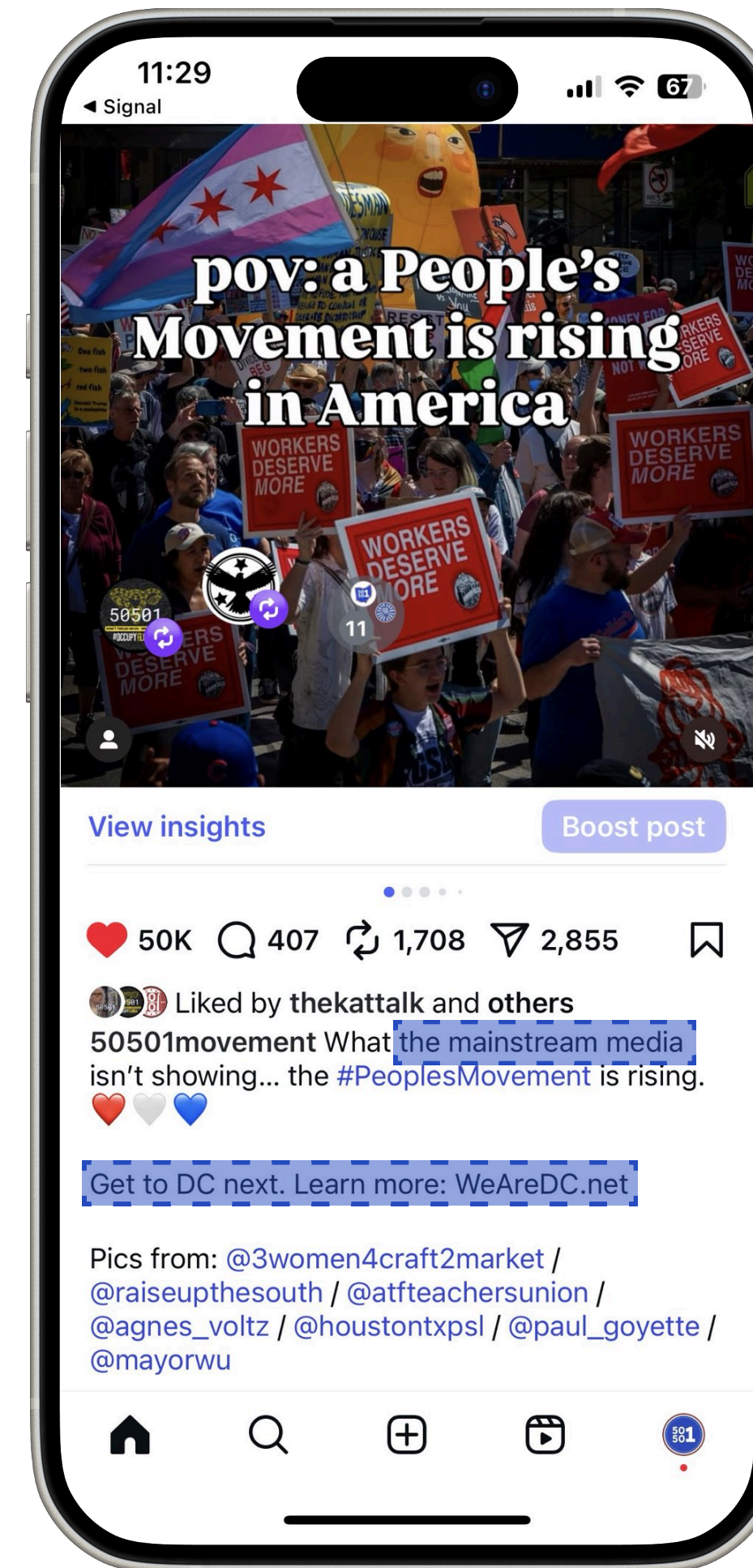
Example 3: Labor Day Protests

Show some fight

Show a series of protest images with large crowd sizes from the nationwide Labor Day action.

Remain non-partisan

Describe our movement as a “People’s Movement”.



Inspire hope

Share images of people in solidarity marching and protesting.

Make it accessible

Use concise, easy-to-understand messaging.

Push anti-establishment

Call out the “mainstream media” for not covering us.

Activate

Tell people about the next action in DC.

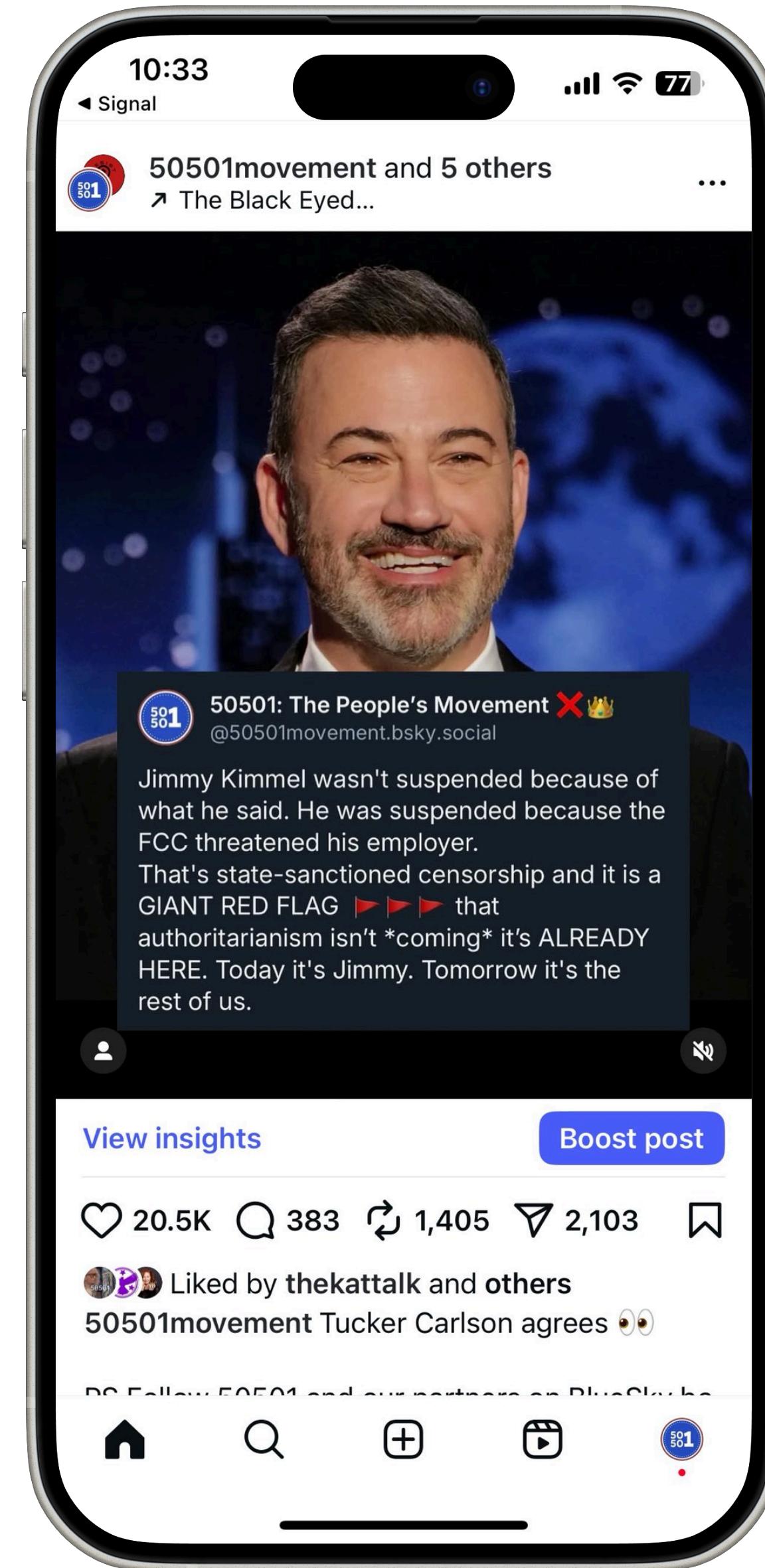
Answers: what can I do?

Case Study

Jimmy Kimmel and the Disney/ABC Boycott

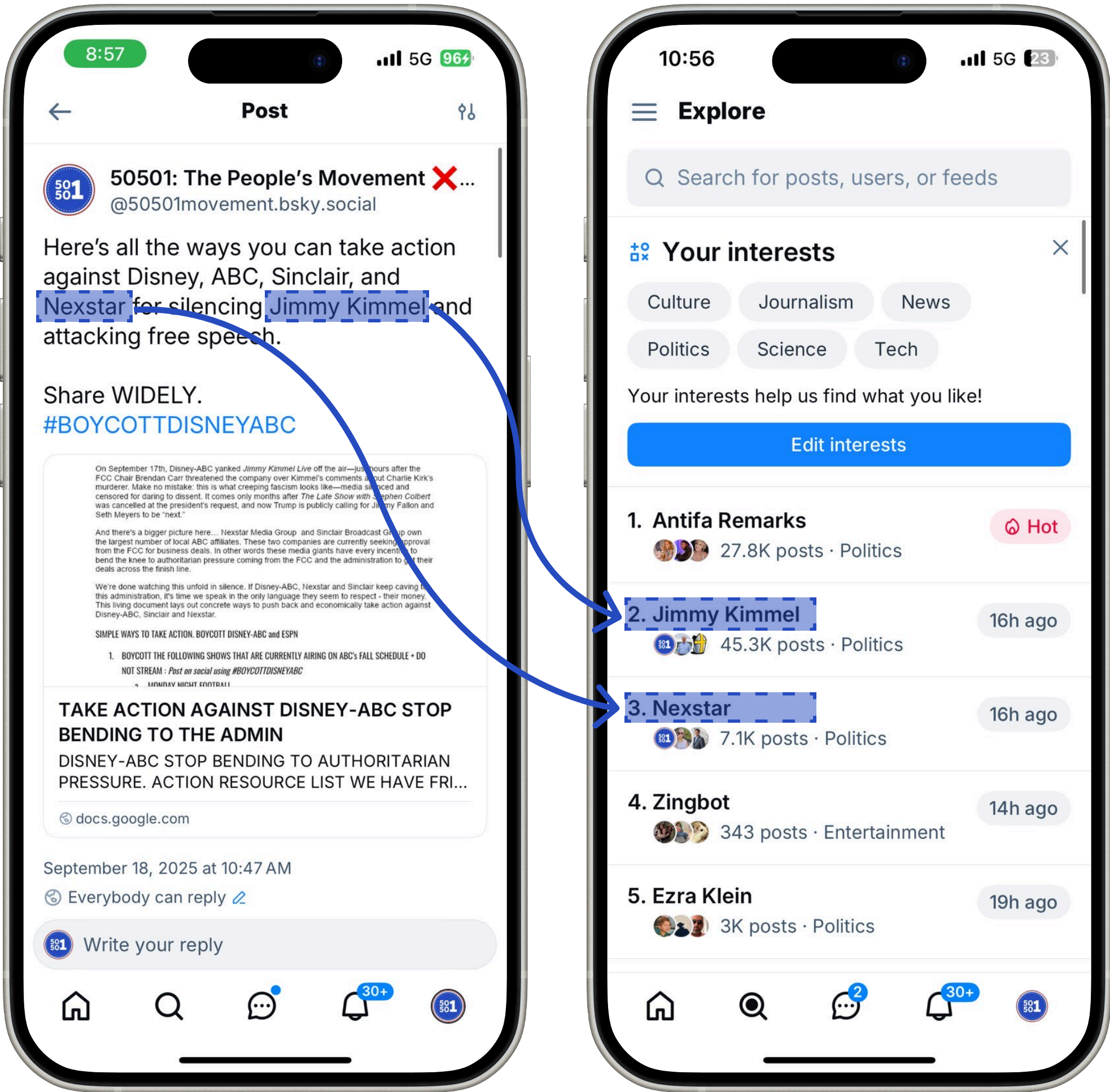
Inform and educate on a culturally relevant issue

In the **heat of the cultural moment**, when Kimmel was suspended, we shared a Bluesky post that **educated** people on **state-sanctioned censorship** and **how it relates to authoritarianism**. To reach more people, we cross-posted this to Instagram.



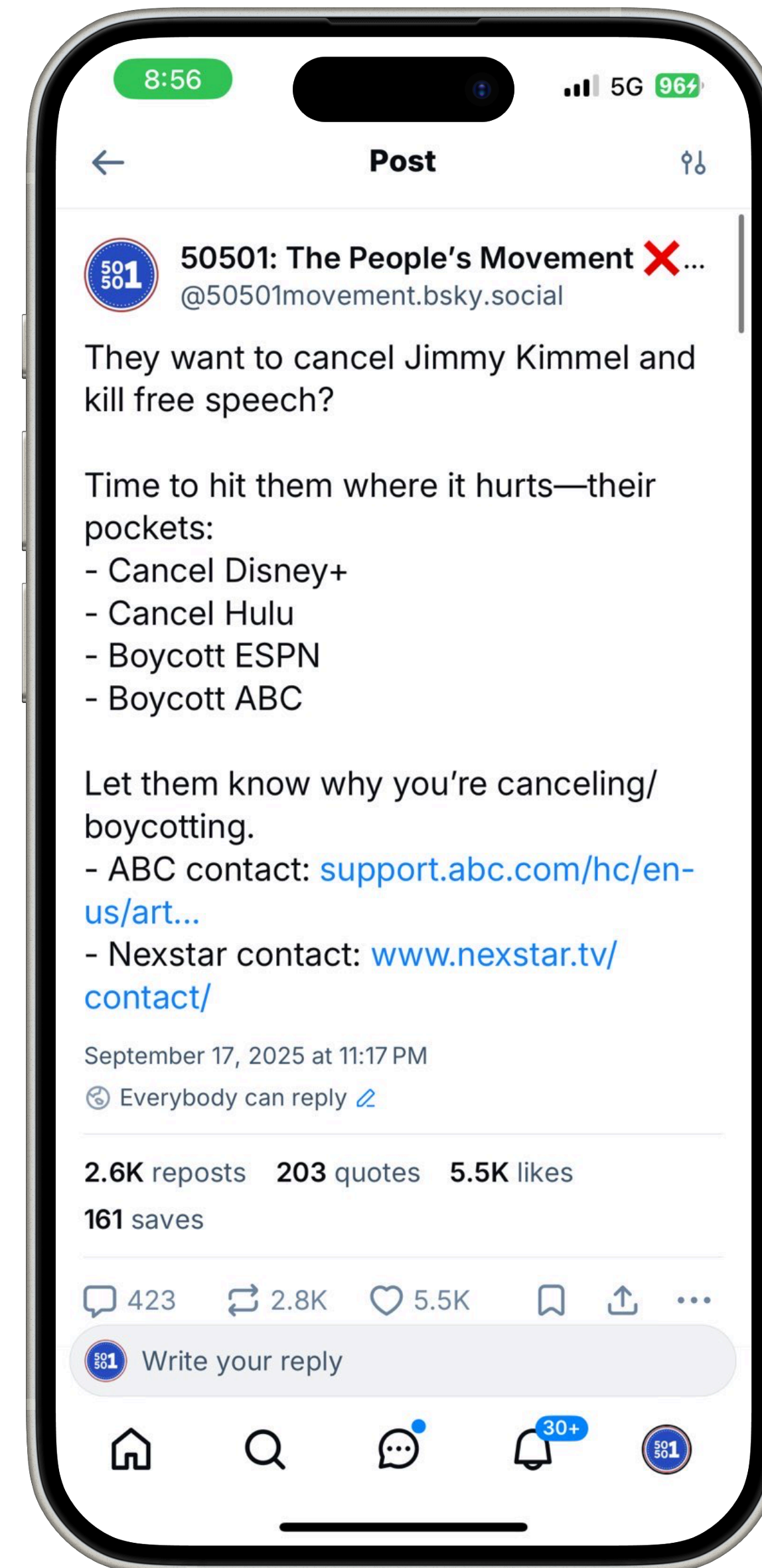
Leverage the algorithms

“Jimmy Kimmel” and “Nexstar” were trending terms on Bluesky, so by **using those exact terms in our post**, we were able to **reach the #1 trending spots across two trending search terms**, expanding our reach to all of Bluesky.



Show some fight and activate the masses

With **concise and direct language**, we related his suspension to free speech and provided an **immediate avenue to activate people: cancel and boycott**. We also shared how to **take action by contacting ABC/Nexstar**.



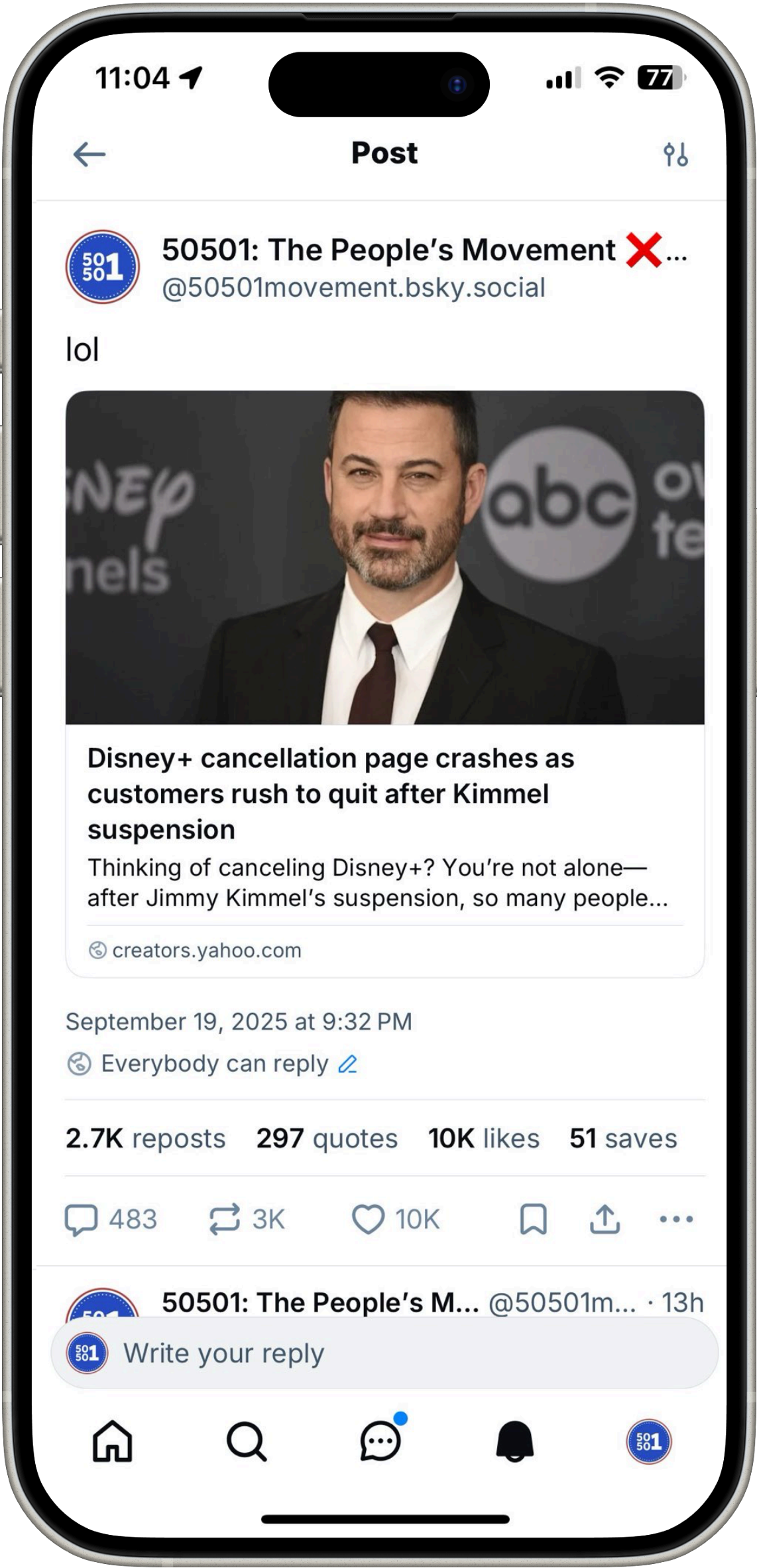
Make it accessible to everyone

We created a website (boycottdisneyabc.com) and **simple, accessible graphics** to **make it as easy as possible** for people to **cancel subscriptions, boycott, and protest**.

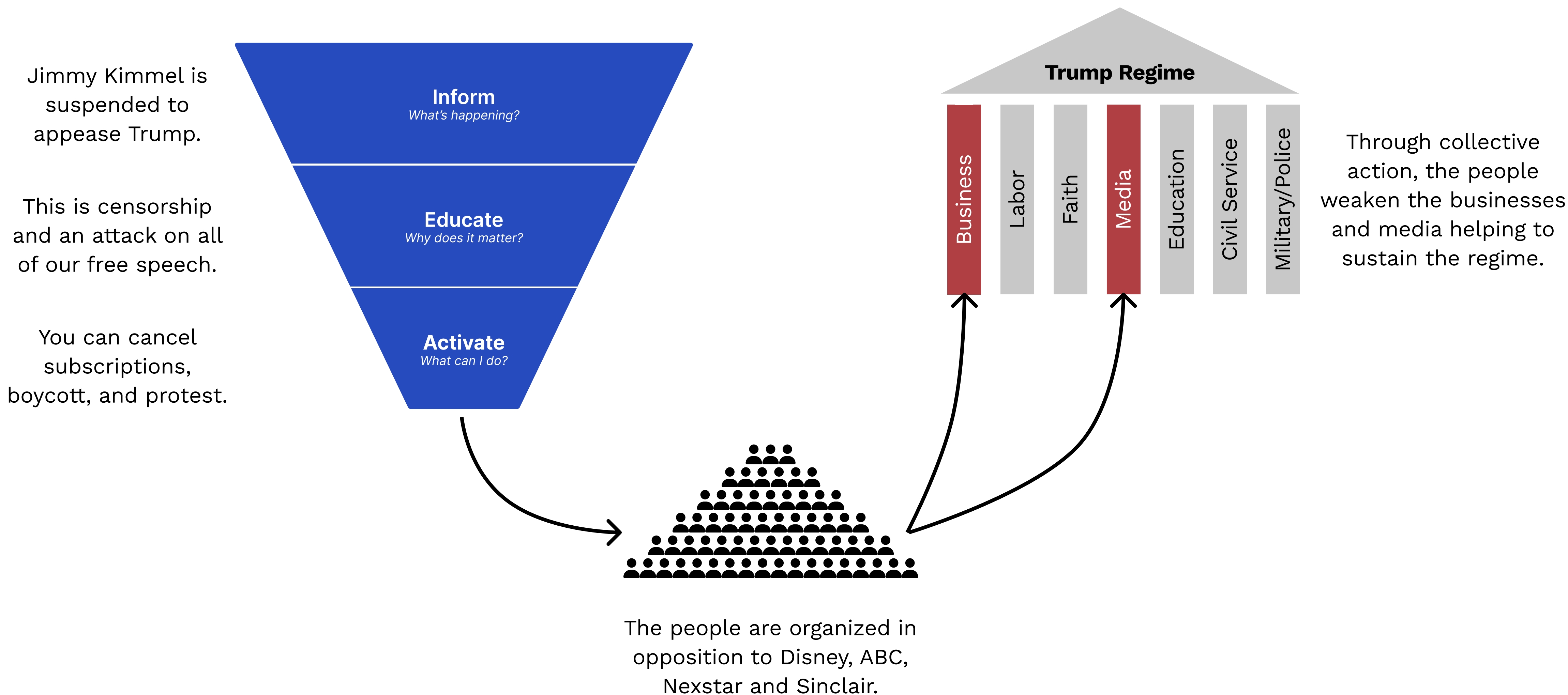


Inspire hope

By sharing the news of the Disney+ cancellation page crashing, we showed the masses that **they are not alone** and that **their actions can make a difference**. Note, this is our **most viral post on Bluesky to date**.



Weakening the Pillars



Disney and ABC are just the beginning.

Let's show these fascists and oligarchs what people power looks like by mobilizing the masses on social media to fight back.

This slide is under construction. Links coming soon.

Learn More

Social Media Posting Guide

Dive into how to best manage a social media account and make content best suited for each platform. Learn more at **guide under construction.**

Graphics Toolkit

Access ready-to-go templates and designs that can be reused for a variety of platforms. Learn more at **toolkit under construction.**

Digital Safety

Read about information security (InfoSec) and operational security (OpSec) to stay safe online. Learn more at www.fiftyfifty.one/digital-safety.

