

Digital Activism Recommendations

- **Digital jiu-jitsu**

Using the opponents' new media technology knowledge against the opponents

Example: The ISI has a facebook page. So why bring the political discussion to them, using humor or concrete examples of abuse

- **Assess the risks/ know how tools work/ and protect yourself**

Use proxy servers- jumping methods- to get through censorship and blocked websites. Be wary of fake proxies that are set up by your adversary and used to gather your account information.

Be deliberate about what you make public online (groups, friends, etc.), particularly on Facebook. An ideal guide to online security and measures is the book 'The Net Delusion' by Evgeny Morozov

Example: Freedom Box Foundation, TraceRT (For more tools and useful websites and guides, visit our resource library)

- **Maximize your tools**

Know how to maximize your online tools by referring to different resources.

Example: utilize the hashtag (#) on Twitter

Example: link Facebook and Twitter accounts, however be cautious when you do this (For more on Twitter and maximizing potential of Twitter visit our resources list)

Example: Hootsuite

- **Keep your supporters and friends engaged by being creative**

Let them respond and participate in actions. Create ways to empower people through different actions and campaigns. Don't make it a one-way communication

Example: Genocide Intervention Network, Avaaz, Burma Global Action Network.

- **Empower people to move from virtual to real world**

Sometimes people are simply afraid or don't feel comfortable and secure to leave the virtual world of activism and move into the real world.

Example: [Russian pothole](#) website that was launched by a lawyer from Russia who managed to connect the virtual and mobile world with the real world by using existing mechanisms and structure of the law

Ushahidi is a similar tool, allowing people to report on a range of incidents and events

- **Diversify traditional and digital technology and tools**

Explore different media to get your message out. Make sure that it is shared by others and goes viral. Learn to think beyond Facebook and Twitter. Consider blogs, discussion forums and other means of innovation.

However also remember the digital divide within and between the countries. Use what you have (phones with bluetooth, texting, when and where you can video, etc.)

Example: pigeons 🐦 phones, computers; dumb phones vs. smart phones;
youtube.com; vimeo.com