# 10 Tactics: explore the content

Explore the content included in 10 Tactics here on this webpage or by downloading a pdf version.

The 10 Tactics film and the accompanying tactics cards provide examples of info-activism from around the world. The 5 basics cards offer advice, tips and activities for you the work through as you plan your own info-activism initiatives.

<table>
<thead>
<tr>
<th>Tactic 1. Bring them to the action: Mobilise people</th>
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<td><strong>Video Volunteers Demand Land Rights: Citizen journalists in India</strong>&lt;br&gt;Interview: Namita Singh, Video Volunteers, India video&lt;br&gt;Tools used: Digital video cameras, editing software, YouTube, widescreen projectors, VCD/DVDs</td>
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<td><strong>Pink Chaddi Campaign: Women's advocates in India</strong>&lt;br&gt;Interview: Namita Malhotra, Alternative Law Forum, India&lt;br&gt;Tools used: Facebook, Blogspot, Flickr, posters, digital cameras</td>
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<td><strong>Using a Friendless Profile for Visibility: LGBT advocates in Lebanon</strong>&lt;br&gt;Interview: Rebecca Saab Saade Technologist, Lebanon.&lt;br&gt;Tools used: Facebook, TheyWorkForYou, MySociety UK&lt;br&gt;Interview: Tom Steinberg, My Society&lt;br&gt;Tools used: Custom-built content management system (CMS) made from open source software., Wordpress, Facebook</td>
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<th>Tactic 2. Someone is watching: Witness and record</th>
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<td><strong>The Targui Sniper: Anonymous advocate in Morocco</strong>&lt;br&gt;Interview: Sami Ben Gharbia, Global Voices, The Netherlands&lt;br&gt;Tools used: Video camera, video editing software, YouTube, blogs</td>
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<td><strong>The Saffron Revolution Bloggers and advocates in Burma</strong>&lt;br&gt;Interview: 'Aung', Rights advocate&lt;br&gt;Tools used: Blogs, news reports, digital cameras, mobile phones, photos</td>
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<td><strong>Remembering Neda, Advocates in Iran</strong>&lt;br&gt;Tools used: Mobile phone cameras, email, YouTube, Twitter, Facebook, blogs</td>
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**Tactic 3. Picture it:** Visualise your message
This tactic is good for communicating creatively across different languages and literacies, and for capturing people’s attention.

*Animating Folklore with a Feminist Twist: UK/Women and Memory Forum Cairo, Egypt*
*Interview:* Tessa Lewin, Institute of Development Studies
*Tools used:* Adobe software (Photoshop, After Effects and Premiere)

*Mapping a Conflict in Real Time, Lebanon*
*Interview:* Muzna Al-Masri, Samidoun, Lebanon
*Tools used:* Adobe Illustrator, Blogspot, Wordpress

*Putting Torture on the President’s Map, Tunisia*
*Interview:* Sami Ben Gharbia, Co-founder Nawaat.org
*Tools used:* Google Earth, Google Maps, YouTube

350.org: International Day of Climate Action
*Interview:* Phil Aroneanu, 350.org, United States
*Tools used:* YouTube, Facebook, Orkut, MySpace, Twitter and Zandy.

**Tactic 4. No one is listening?: Amplify personal stories**
This tactic is useful when people affected by the issue are not being consulted, and as a way to give an issue depth that resonates with the target audience.

*Women’s Net: Digital Storytelling by women who have experienced violence, Southern Africa*
*Interview:* Sally-Jean Shackleton, Women'sNet, South Africa
*Tools used:* video cameras, digital animation, digital video editing software, YouTube, blip.tv

*A Duty to Protect: Justice for Child Soldiers in the D.R.C. by Ajedi-Ka PES/Child Soldier Project and WITNESS, Democratic Republic of the Congo*
*Interview:* Sam Gregory, WITNESS
*Tools used:* video cameras, digital video editing software, website

*Blank Noise: By women against urban street harassment in India*
*Interview:* Cheekay Cinco, Association for Progressive Communications, Philippines
*Tools used:* Blogspot.com, Facebook, Flickr

*We the Women, Saudi Arabia*
*Interview:* Areej Khan, project director
*Tools used:* Facebook, Flickr, YouTube

**Tactic 5. Provoke a smile:** Just add humour
This tactic is useful when people affected by the issue are not being consulted, and as a way to give an issue depth that resonates with the target audience.

*Remixed Presidential Posters Artists and Advocates in Egypt*
*Interview:* Alaa Abd El Fattah, Technologist, Egypt
*Tools used:* Digital photo editing software, Facebook, blogs, email, YouTube

*Karaoke Videos for Human Rights, Thailand and Cambodia*
Asia Pacific Network of Sex Workers
*Interview:* Dale C. Kongmont, Asia Pacific Network of Sex Workers, Thailand

"Give Lukashenko his own Lu-net!": Advocates in Belarus
*Interview:* Sami Ben Gharbia, Global Voices, The Netherlands
*Tools used:* Blogs, LiveJournal, YouTube

*Flash mobs in Belarus: Belarusian advocates*
*Interview:* Zhenya Mantsevich, a journalist and blogger, Belarus
*Tools used:* LiveJournal, ICQ (chat programme) and SMS
Tactic 6. Understand your connections: Manage your contacts
This tactic is good for understanding your connections and relationships so you can make the most of your networks.

Organise and mobilise your contacts: Open source software advocates and programmers
Interview: Michal Mach, CiviCRM, Poland
Tools used: CiviCRM and Drupal or Joomla or a standalone content management system (CMS)

Providing targeted reconstruction information: By Mercy Corps and Frontline SMS in Indonesia
Interview: Ken Banks, FrontlineSMS, UK
Tools used: FrontlineSMS, mobile phones

Kleercut campaign for the environment: By Greenpeace, United States
Interview: Richard Brooks, Greenpeace
Tools used: Drupal for the website and CiviCRM to manage contacts.

Tactic 7. Make it simple: use complex data
This tactic is good to use when you need to present and share complex or hard-to-access information with the people who need it most.

Mapping Farm Subsidy Payments in Sweden: By FarmSubsidy.org and advocates in Sweden
Interview: Jack Thurston, FarmSubsidy.org, UK
Tools used: Freedom of Information Act (FOIA) requests, Xapian database (open source software), Google Maps, website

Visualising the Crisis in Darfur: By advocates/technologists working with the US Holocaust Memorial Museum
Interview: Mikel Maron, OpenStreetMap, USA

Fair Play Alliance: Bratislava, Slovakia
Zuzana Wienk, Fair Play
Tools used: Custom-built database, using open source tools (mySQL, Apache server, and PHP).

Tactic 8. Report it live: use collective intelligence
This tactic is good for creating or gathering information, reporting on public events such as elections or protests and responding to disasters or outbreaks.

Field Reporting the 2008 Mumbai Terror Attacks: By citizens of Mumbai
Interview: Dina Mehta, Researcher, India
Tools used: Twitter, Flickr, MySpace, blogging, mobile phones

Gathering Citizen Reports of Violence: By Foko and the Citizens of Madagascar
Interview: Ken Banks, FrontlineSMS, UK
Tools used: IntelliSMS, FrontlineSMS, Ushahidi, Twitter, mobile phones, blogging

Unsung Peace Heroes in Kenya: By Butterfly Works and Media Focus on Africa Foundation
Interview: Marten Schoonman, Media Focus on Africa, South Africa
Tools used: Ushahidi, mobile phones, Facebook, website.
**Tactic 9. Technology that listens:** let people ask the questions
This tactic is good for getting vital information to people when popular information or sources are incomplete or misleading, or when other forms of direct communication are difficult.

*Budget Tracking by Citizens: By Social Development Network, Kenya*
**Interview:** John Kipchumbah, Social Development Network, Kenya
**Tools used:** database (WampServer: Apache, PHP, MySQL), website, mobile phones

*A Freedom Fone: for Zimbabweans: By Kubatana Trust*
**Interview:** Brenda Burrell, Kubatana Trust of Zimbabwe, Zimbabwe
**Tools used:** FrontlineSMS, mobile phones, desktop computers to run Freedom Fone call-in system

*MyQuestion, MyAnswer: OneWorld UK/Education as a Vaccine Against AIDS*
**Interview:** Uju Ofomata, OneWorld, UK
**Tools used:** mobile platform customised from open source software (Apache web server, PHP application, MySql database), website, mobile phones

**Tactic 10. Reveal the truth:** Investigate and expose
This tactic is useful when you are able to collaborate with others to identify, share and act on evidence that is being concealed from the public or ignored by those who need to act.

*Exposing Torture by Police in Egypt: By citizens/journalists in Egypt*
**Interview:** Noha Atef, Tortureinegypt.net, Egypt
**Tools used:** Drupal for creating the website (before that, Blogspot), photos and videos, usually shot on and sent from mobile phones

*Presidential Plane Spotting: By advocates in Tunisia*
**Interview:** Sami Ben Gharbia, Global Voices, The Netherlands
**Tools used:** Planespotters’ websites (like Airliners.net) Google Earth, YouTube, Flickr.

*Caught Between the Tiger and the Crocodile: Asia Pacific Network of Sex Workers (APNSW) & Women’s Network for Unity (WNU)*
**Interview:** Dale Kongmont, Asia Pacific Network of Sex Workers (APNSW)
**Tools used:** Flip video cameras, digital video editing software (Final Cut Pro), blip.tv, YouTube, website.
Basic Cards

**Campaign strategy**

Provides basic information and activities that will help you create a campaign strategy. This strategy will help you to strategically select the right tactics and tools, craft your message, create a timeline, as well as implement, document and evaluate your campaign.

**Activity 1:** Identify problem - solution – change that is needed.
**Activity 2:** Map issue stakeholders and their relationships.
**Activity 3:** Move from stakeholders to target audiences.
**Activity 4:** Move from target audiences to choosing the right tactics.

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**Access to information**

This card presents the basics about your right to access information and how to use this right as part of your advocacy strategy. It explains how to access government-held information and make information requests and how to respond if your request for information is denied. Your right to access public information.

**Activity 1:** Decide exactly what you want to know.
**Activity 2:** Try to find information that is already published.
**Activity 3:** Make an access to information request.

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**Think creatively**

Even with very few resources, you can turn information into action – if you are creative. The activities included in this card will help you engage the participation of your colleagues, supporters and partners in a creative process to design campaigns that will inform, motivate and influence your target audience.

**Activity 1:** Identifying inspiring campaign actions.
**Activity 2:** Thinking outside-the-box to come up with fresh ideas.
**Activity 3:** Seeing an issue from the perspective of your target audience and participant groups.
**Activity 4:** Brainstorm and test out new ideas on different audiences.

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**Online and mobile, security and privacy**

New technologies, such as mobile phones and the internet, are powerful tools for advocacy but using them to communicate sensitive information can create risks for you, your contacts, friends and colleagues. This card will help you access information securely and protect your data when using mobiles phones and the internet.

**Activity 1:** Identify your security risks.
**Activity 2:** Explore other privacy & security resources.

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**Campaign analytics**

Built in to the online platforms and services you are using for info-activism are analytical tools that allow you to see who is accessing your online campaign and how they are using it. These tools can help you to see if the techniques you are using are actually working. This card explains how to track the dissemination of your campaign’s message, follow public dialogue around your campaign issue and monitor the online behaviour of your targets, allies and opponents, using a variety of free tools.

**Activity 1:** Track your own campaign message online
**Activity 2:** Track the issue you are trying to resolve
**Activity 3:** Track your targets, allies and opponents