

A Movement Memo

Political sage Anat Shenker-Osorio described one of our biggest challenges in this moment as “social proof” — if I walk outside during a coup and everything seems normal, then maybe it’s just in my head.

We need ways to show “this is not okay” — and I believe the National Parks Service (of course) may have given us just the image.



The American flag is seen unfurled upside down at Yosemite National Park, California, on Saturday, February 22, 2025. [Dragonsorder/Reddit](#)

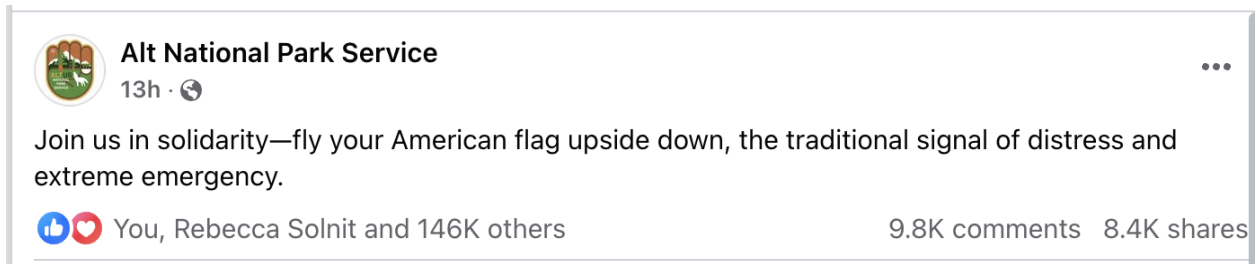
The American flag turned upside-down speaks exactly to this moment: a sign of great, national distress.

It has patriotic roots that can speak to a wide range of Americans. It says what it means. It makes a way for individuals, schools, homes, restaurants, and lots of people to signal participation — from wearing a pin, a bumper sticker, or hanging from a flagpole.

A bonus: Lots of people already have the flag — and they're easy to get.

This creates a chance to raise the cacophony of voices saying “this is not okay” — while not requiring a heavy degree of political buy-in (people from a diverse range of ideologies can join).

The Alt National Park Service is already boosting the signal:



They offer this: *If you feel unsafe doing this, fly a Star Wars Rebellion Alliance flag instead—just tell people you're a fan of Star Wars.*



I believe this symbol can jump across multiple issues and create a strong bond across issues and ideology.

Can you help boost the signal?