



Twitter: [@CODEPINK](https://twitter.com/CODEPINK)

Instagram: [@codepinkalert](https://www.instagram.com/codepinkalert)

Facebook: [CODEPINK: Women for Peace](https://www.facebook.com/CODEPINK:WomenforPeace)

TikTok: [@codepinkalert](https://www.tiktok.com/@codepinkalert)

Use the following hashtags with your posts:

**#GroundTheF35**

**#CancelTheF35**

General tips:

- Variety, variety, variety - try to make your posts unique and speak to your particular motivations for joining this campaign.
- Actually engage (like, reply back to comments) with positive reception, do not interact with negative comment
- Most platforms are favoring video nowadays, so if you're able to make a video definitely try it!
- Tag us!

Sample tweets\*:

*\*Note: Twitter has announced it will be limiting the visibility of tweets which appear to be replicated. As such, if you plan on using these tweets, it is recommended that you modify or personalize them in some way in order to maintain visibility to your audience.*

I joined 200 organizations and thousands of people all over the world calling for an end to the wasteful & destructive F-35 program. Bad for the environment, the world, and our communities #GroundTheF35 <https://www.codepink.org/groundthef35>

Did you know that F-35 training disproportionately harms low-income communities with noise, groundwater, and air pollution? I'm joining 200+ organizations around the world demanding an end to the program and its training in residential areas. Read more here: <https://www.codepink.org/groundthef35>

The most expensive weapons program in the world (\$1,700,000,000,000 and counting) has been a notorious failure. Why are world leaders pouring trillions into a jet that barely works? We need life-affirming investments, not faulty fighter jets. #GroundTheF35 <https://www.codepink.org/groundthef35>

Creative ways to boost visibility + engagement:

- Link your tweets (aka quote tweet) under more popular tweets that might be relevant to the F-35 (i.e. any politician talking about it or issues it impacts)
- Send your tweets to CODEPINK and partners
- Tag friendly organizations in photos if you share any
- Threading links or additional information LATER can help resurface the original tweet and help it reach people it didn't before
- Begin tweets with something engaging (especially for media folks) like "NOW:" "ICYMI:" "BREAKING" etc.
- Use resources lower in the document to give your audience something more to engage with

### **Instagram:**

Find graphics to share here:

<https://drive.google.com/drive/folders/1ifM-2YFF6XML3EIBjRIJUjciOqsd2qQj?usp=sharing>

- Post to story as well as to the feed
- Put a link in your story so people can go straight to viewing the whole letter
- Make sure everything is properly cropped and readable
- A short reel explaining the letter may do well (this also goes for TikTok! (but as far as I know very few, if any, partners use TikTok.
- Tag as many partner organizations as you can in posts and story!

## **ARTICLE BANK:**

*Good for sharing to educate your audience, particularly on certain angles they care about. These sources range from mainstream to more independent, so be sure to contextualize them as necessary.*

[IDF Says it Launched Major Offensive on Dozens of Rocket Launch Tubes in Gaza](#)  
[WHEN THE JETS FLY: NEW WARPLANES TURN U.S. TOWNS INTO SONIC HELLSCAPES](#)  
[Vermont: The Place to Train Pilots to Commit War Crimes](#)  
[F-35 Is the Second Jet Fighter To Crash at Eglin AFB in Four Days](#)  
[Bruce Barrett and Paula Rogge: Decision to base F-35s in Madison ignores public health concerns](#) (WI)  
[Navy confirms authenticity of photo and video showing F-35 that crashed into South China Sea](#)  
[The Israeli arms companies that will profit from the latest assault on Gaza](#) (mentions F-35 strikes on Gaza)  
[State Department approves \\$8.4 billion F-35 sale to Germany](#)  
[Canada to Buy 88 F-35 Fighter Jets From Lockheed Martin](#)  
[South Korean defense agency backs buy of 20 more F-35A jets](#)  
[With A 'Done Deal' In Switzerland, The F-35 Is Pushing Europe's Fighter Makers Off Their Own Territory](#)  
[U.S. says it is ready to move forward with fighter jet sale to UAE](#)  
[The F-35 is one step closer to carrying nuclear bombs. What's next?](#)  
[Germany to buy US-made F-35s capable of carrying nuclear weapons](#)  
[F-35 might not ever reach \\$80M target again, Lockheed exec says](#)  
[The Hidden Troubles of the F-35](#) (this is several articles!)  
[Swiss activists drop campaign against F-35 fighter deal](#) (describes how the Swiss government signed a contract before the public could vote on the plane)

*Tip: When posting an article, select a quote or pick an important part to highlight so people don't have to click to get to the important part. Tagging the author or organization can also help boost engagement.*

## **INFO BANK:**

*These resources are good to review if you need more info, and helpful to share for people unfamiliar with the program. On social media, they may be best as a follow-up to something a bit more click-y (i.e. the letter, a news article, an image or video, etc followed by this in a comment or additional tweet)*

Safe Skies Clean Water WI has a great [FAQ on the F-35's](#)  
[James Leas' substack](#) covers a lot of Vermont + broader issues with the program  
[Physicians for Social Responsibility Wisconsin F-35 Page](#) + [Health and Safety handout](#) + Op-ed  
[Lockheed Martin "Global Partnership" Page](#) - helpful for understanding international partners, but not reflective of all potential buyers  
[The F-35 Final Environmental Impact Statement, Additional Information and Timeline](#) (Madison, WI)

Questions? → [tim@codepink.org](mailto:tim@codepink.org)