



#StopTheDeal Toolkit

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Monday, October 28, is the deadline for Elon Musk to reach a deal with Twitter over his acquisition of the company. More than half of the U.S. Twitter users say the platform is a crucial source of news and a prime place for them to engage with highly influential individuals in our societies, from politicians to activists. Twitter's influence on public discourse cannot be understated. If Musk's sale of Twitter goes through, the platform will become less transparent and beholden to the whims of a volatile, unpredictable billionaire.

Musk's purchase of Twitter is a flashing warning sign about the power billionaires have to control our economy, our politics, and the way we talk about both. Musk, the wealthiest man in the world, can't be bothered to pay his fair share in taxes, but has enough disposable wealth to buy one of the most important systems of modern global communication. It is no overstatement to say that this deal, if it goes through, could fundamentally alter the way that hundreds of millions of people around the world experience and interact with news and politics. Elon Musk has no business wielding that amount of power. .

Please join our partners and us as we stand against rampant wealth and power in our country by saying #StopTheDeal between Elon Musk and Twitter. **Specifically, please use this toolkit between Monday, October 24 - Friday, October 28.**

How to use this toolkit:

You may notice that this toolkit looks slightly different than the ones you usually receive from us. Twitter's recent announcement that they will be cracking down on "copy-paste" content has necessitated the change. This toolkit does not contain sample tweets for this reason— we encourage you to create custom tweets using the talking points and key facts below. Please get in touch with Brittany Van Pelt (brittany@patrioticmillionaires.org) if you would like customized, pre-written content. We are happy to help! Please use this toolkit specifically during the

Talking Points:

- **Billionaires using their wealth to control how we talk to each other and consume media threatens our democracy.**



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- There is no shortage of billionaires using their wealth to influence how our society is run. Bill Gates used his billions to help fund COVID-19 vaccine development efforts, giving him an outsized say in vaccination strategies that affected the entire planet. Jeff Bezos owns The Washington Post and Rupert Murdoch owns Fox News and The Wall Street Journal, giving both billionaires an enormous say in the messaging of these massive media companies. Money is the pathway to power for the wealthy in our society.
([read more here](#))
- Musk has been clear that he wants to bring back “free speech” to Twitter and has said he would remove some restrictions on what users can say, allowing many right-wing extremists back onto the platform. Most notably, Musk says he will [reinstate Donald Trump](#). If Musk successfully buys Twitter before the midterms, he would have the power to turn a major social media platform into a misinformation spreader and threat to our democracy. ([read more here](#))
- **Musk owning Twitter is just another example of the rampant connection between money and power in our society.**
 - Billionaires use their wealth to purchase private (social media platforms, news outlets, etc.) and public (mass audience) power. For instance, the 2010 [Citizens United v. Federal Election Commission](#) Supreme Court Case established the precedent of allowing corporate electioneering communications (radio, T.V., and satellite) by non-political parties. The last 13 years have shown the influence of Big Money in our politics when [one out of every \\$13 dollars](#) donated to elections were sourced from billionaire donors.

Articles:

- [Elon Musk Jumps Into Geopolitics Ahead of Planned Twitter Takeover](#), Wall Street Journal
- [Kanye West and Elon Musk provide a new exit path: The billionaire tantrum](#), Tech Crunch
- [Musk Tweets Complicate US Diplomacy From Ukraine to Taiwan](#), Bloomberg
- [Elon Musk under federal investigation over Twitter deal](#), BBC
- [Elon Musk's Texts Shatter the Myth of the Tech Genius](#), The Atlantic
- [Elon Musk: Will the meme lord burn down Twitter?](#), The Week
- [How Elon Musk used sci-fi and social media to shape his narrative](#), NPR



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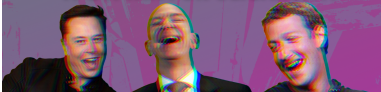
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**ZUCKERBERG OWNS
FACEBOOK, INSTAGRAM,
AND WHATSAPP.
BEZOS OWNS
THE WASHINGTON POST.
MUSK OWNS TWITTER.**

**WHEN MULTI-BILLIONAIRES TAKE
CONTROL OF OUR MOST VITAL
PLATFORMS FOR COMMUNICATION,
IT'S NOT A WIN FOR FREE SPEECH.
IT'S A WIN FOR OLIGARCHY.**



 **Sasha Yanshin**
@sashayanshin

Elon wanted to buy.
Twitter didn't want to sell.
Then Twitter wanted to sell.
Then Elon didn't want to buy.
Then Twitter sued Elon to buy.
Then Elon wanted to buy.
Then Twitter didn't want to sell.
But Twitter kept suing Elon to buy
[@elonmusk](#)

**IF ELON MUSK HAS
ENOUGH MONEY LAYING
AROUND TO BUY
TWITTER (ACTUALLY HE
DOESN'T, HE'S TAKING
OUT A \$12.5 BILLION
LOAN WITH HIS TESLA
SHARES AS COLLATERAL)
THEN WHY DO
PEOPLE STILL THINK A
WEALTH TAX RADICAL?**