



COP27 Day of Action

Blackpool/North West Mobilisation

Social Media Pack



On 12th November, groups (like you) will *together* demand climate justice. No more exploitation. No more extraction. Governments and Corporations in Global North must deliver equity for working-class communities in the Global South and North. The Blackpool mobilisation will highlight the links between the Cost of Living Crisis, the Climate Crisis and the Health Crisis

Some key documents to promote the mobilisation outside social media:

[12Nov Blackpool leaflet pdf](#) (also available as 2 x jpg images ([page 1](#) & [page 2](#)))

[12 Nov Blackpool poster](#)

[Model invite letter email](#)

[Model motion](#) for Trade Unions

How to use the social media pack:

- There are pre-made posts to be shared. These include both the text and an image. **Make sure to share both.**
- There are two sets of posts. One is for the Chris Kaba vigil. The other is for the entire rally. **Share them both.**

- Outside of other social media platforms, definitely post on **Facebook, Twitter, Instagram or WhatsApp**. These are places that have a wider audience so we don't want to miss out!
- Anything you post, make sure to also **link the event** so people know can sign up.
- Get creative! The pack has tons of templates, images & messages you can use to make your own stuff to share!
- Share a lot!! And often. **You can't under-share**.
- The pack has **"cover images"**. It'd be amazingly lovely if you can change your Twitter and Facebook cover images to these.

Here's a **timeline plus key messages and demands for sharing**. If all the groups coordinate and share on the same days, it'll make for an exciting digital campaign:

Date	What to post?	Where
1st November	Share pre-made posts alongside the text and link.	Facebook, Whatsapp, Instagram & Twitter (and wherever else you have an account on).
2nd November	Change cover images on accounts.	Facebook and Twitter
4th November	Re-share pre-made posts alongside the text and link. Add a text asking people to re-share this on their socials!	Facebook, Whatsapp, Instagram & Twitter (and wherever else you have an account on).
Between 5th & 8th November	Re-share all the posts and any new ones you've made, alongside the text and link. Add a text reminding people that the rally is a few days away!!	Facebook, Whatsapp, Instagram & Twitter (and wherever else you have an account on).
9th & 10th November	Re-share all posts on both these days! Add a text declaring the final call for RSVPs.	Facebook, Whatsapp, Instagram & Twitter (and wherever else you have an account on).
11th November	Share posts alongside text reminding people that the rally is tomorrow! 🌟	Facebook, Whatsapp, Instagram & Twitter (and wherever else you have an account on).
12th November	Post live videos, images and text	Facebook, Instagram & Twitter

	updates from the event using the hashtags on the pack. Remember to tag other organisations and amplify each other's work.	
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Ask people to sign up

- Send the [action network event](#) for people who would like to get involved in the COP27 rallies.
- You can also share the [Facebook event](#) and invite friends on this platform

City	Action Network sign-up link (shortened)
Blackpool	http://tiny.cc/climateblackpool
Assembly Point	Comedy Carpet, in front of Blackpool Tower

Promote the bloc on social media

Tell the world why we're demanding Climate Reparations, here are some key messages to draw from, but please add more on your specific work.

Key Message 1	The climate crisis and cost of living crisis are symptoms of the same problem	As millions across the UK struggle to pay energy bills, fossil fuel corporations and their financiers make record profits, leading to further climate breakdown. Meanwhile, the UK's Conservative party announces measures to line the pockets of the biggest energy companies with £150 billion of public money. This money could finance clean energy, subsidise our high energy bills, and fund a global Green New Deal. We should support workers taking strike action for a decent pay rise.
Key Message 2	Our NHS & Health system is threatened by privatisation, profiteers & the Climate Crisis	Increased extreme weather events, wild fires, floods and spread of diseases will put our NHS and health system under more pressure while it is already being destroyed by Tory policies & privatisation
Key Message 3	People in the Global south are suffering the most from the climate crisis Stop fossil fuel projects & fracking everywhere!	For centuries, wealthy elites in the Global North have plundered the Global South through imperialism and colonialism making the conditions we find ourselves in today. Worldwide, profit is created by the exploitation of people and the planet by those at the

		top of the system. We have won on fracking in the UK, we must work in solidarity to stop it everywhere.
Key Message 4	We demand Climate Reparations now for working-class communities worldwide	We demand reparations for the harms of the climate crisis, paid for by the governments and corporations that have profited from it over hundreds of years. It means just a transition to renewable energy, ending debt traps, exploitation and extraction. Climate reparations mean better housing, education, healthcare and safe migration—for working-class communities worldwide. Paid for by taxing companies that profit from the destruction of people and the planet. A global Green New Deal."

Use these resources to promote:

- Create a thread or post in Twitter / Instagram / LinkedIn / Facebook. You can use our pre-written posts (below)
- Use these [pre-designed](#) graphics sized for Facebook, Instagram, Twitter, WhatsApp & LinkedIn. The folder includes graphics for posts as well as for banner images.
- Tag @TippingPointUK or use the hashtag #ClimateJusticeNow to create a trend. We'll share what you share.

Here is also an [amazing video \(!!!\)](#) that our friends from the Climate Justice Coalition created

- Video link: <https://we.tl/t-KsKwwnThlF>
- Post this as an Instagram post/story, on Facebook, and send it around on WhatsApp and everywhere else!
- Make sure to [link](#) to the event and share details about the event alongside the video so people can sign up.

Here are some pre-written posts you can copy and paste for use

Facebook/WhatsApp/Instagram post

Post 1:

As millions across the UK struggle to pay energy bills, fossil fuel corporations and their financiers make record profits, including in the UK through the cost of living crisis, leading to further climate breakdown. Meanwhile, the UK's Conservative party announces measures to line the pockets of the biggest energy companies with £150 billion of public money. This money should finance clean energy, subsidise our soaring energy bills, and fund a Green New Deal. We support workers taking strike action for a decent pay rise! Join the COP27 mobilisation in Blackpool on 12th November!	📍 12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Facebook post image Link to Facebook cover image Link to WhatsApp post Link to Insta post image
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Post 2:

Our NHS & Health system is threatened by privatisation, profiteers & the Climate Crisis. Increased extreme weather events, wild fires, floods and spread of diseases will put our NHS and health system under more pressure while it is already being destroyed by Tory policies & privatisation Join the COP27 mobilisation in Blackpool on 12th November!	📍 12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Facebook post image Link to Facebook cover image Link to WhatsApp post Link to Insta post image
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Post 3:

Communities in the Global South are suffering the most from the climate crisis, despite having the lowest emissions. Wealthy elites in the Global North & South plunder communities through imperialism and colonialism. We have won on fracking in the UK, we must work in solidarity to stop it everywhere. Join the COP27 mobilisation in Blackpool on 12th November!	📍 12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Facebook post image Link to Facebook cover image Link to WhatsApp post Link to Insta post image
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Post 4:

Climate reparations means better housing, education, healthcare and safe migration—for working-class communities all over the world. Paid for by taxing companies that profit from the destruction of people and the planet. A global Green New Deal. Join the COP27 mobilisation in Blackpool on 12th November!	 12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Facebook post image Link to Facebook cover image Link to WhatsApp post Link to Insta post image
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Twitter posts

Accounts you can tag when tweeting: @COP26_Coalition @BlackpoolTuc @lcrCOP26 @Cop26coalitionM @Cop26LancsCBA @UK_Nanas @Frack_FreeLancs @before_profit

Tweet 1:

While oil & coal companies and the banks that fund them make record profits, millions are sacrificed, including in the UK through the cost of living crisis. Support workers on strike! #ClimateJusticeNow	Blackpool  12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Twitter post image Link to Twitter banner image
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Tweet 2:

People in the Global south are suffering the most from the climate crisis. Stop fossil fuel projects & fracking everywhere! #ClimateJusticeNow #NoToFracking	Blackpool  12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Twitter post image Link to Twitter banner image
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Tweet 3

The cost of living crisis + the climate crisis are symptoms of the same problem. As millions across the UK struggle to pay energy bills, fossil fuel corporations + their financiers make record profits + further climate breakdown.	Blackpool 📍 12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Twitter post image Link to Twitter banner image
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Tweet 4:

Communities everywhere are sacrificed as energy companies+banks in the West make record profits from exploitation+extraction. Demand climate justice for communities everywhere! #ClimateJusticeNow	Blackpool 📍 12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Twitter post image Link to Twitter banner image
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Instagram story

Story 1

Slide 1: The cost of living crisis are the climate crisis are symptoms of the same problem. Slide 2: As millions across the UK struggle to pay energy bills, fossil fuel corporations and their financiers make record profits, including in the UK through the cost of living crisis, leading to further climate breakdown. Slide 3: This money should finance clean energy, subsidise our soaring energy bills, improve public healthcare and fund a Green New Deal. We support workers taking strike action for a decent pay rise! Join the COP27 mobilisation in Blackpool on 12th November!	Blackpool 📍 12th November, Comedy Carpet Blackpool, From 12 am. Sign up: http://tiny.cc/climateblackpool Link to Insta story image
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Story 2

Slide 1:

Communities in the Global South are suffering the most from the climate crisis, despite having the lowest emissions. Wealthy elites in the Global North & South plunder communities through imperialism and colonialism.

Slide 2:

While oil & coal companies and the banks that fund them make record profits, millions are sacrificed, including in the UK through the cost of living crisis.

Slide 3:

We demand climate reparations for the damage done to vulnerable communities everywhere COP27 rally on 12th November in Blackpool to show solidarity with communities around the world!

Blackpool

📍 12th November, Comedy Carpet Blackpool, From 12 am. Sign up: <http://tiny.cc/climateblackpool>

[Link](#) to Instagram story image

Tell the press!

- Here are pre-written press releases for reach region. Copy this or adapt it for your release (here are some good [tips](#)).

City	Press release
Blackpool	Link to be added

Designate someone to:

- Manage social media during and after the action.
- Take photos during the action—with consent!

Plan a follow-up

- - Organise a retro on what went well and what could be different!
- - Keep their energies engaged by planning the next events to address the issue.
- - Send an update to the media, and to your followers on social media.
- - Thank everyone who took part.

During the action

- **Get a rough count of people and let us know so we can share!**

- **Take lots of photos & videos**
 - Share them in **this WhatsApp group**.
 - If you're sharing "live" videos or tweets, use the hashtag #ClimateReparationsNow.
- **Make some noise!**

After the action

- **Tell the world, again!**
 - On social media, use these hashtags **#ClimateJusticeNow**.
 - Send us your photos and posts so we can re-share them!
 - Update your website with a report about the actions.
- **Tell the press, again!**
 - Share your press release with photos with us so we can re-share it!
- **Rest**
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Questions? Reach out to **Tarun Gidwani** at Tarun@tippingpoint.org.uk or +44 (0)7704480982