

Comms for your Action (Internal)

When planning an action, you need to think about:

- How to mobilise your group and supporters to participate in the action (that's what this page is about).
- How to get the message out to the public, or whoever your audience is (see [this page](#)).

If you want people to turn up to your action, you need to win them over. That's a combination of selling the vision, reassuring people, and communicating the practical details. You need to think about the Action Identity (the design, branding, visuals, etc) - more on that in [Vibe and Creative Elements](#).

There is loads of advice on how to run really good 'internal comms' [here](#). You can also put out information about the action on your social media channels.

Mobilisation Messaging

So far in planning this action you have thought about [the action's message](#) - this is the message you want the action to send to the intended audience. But now have a think about the "mobilisation" message - this is the message you want to send to your members and supporters in advance of the action, to convince them to get involved.

Think about the narrative behind the action - what will get people excited and wanting to take part? And think about how they will sign up, stay connected, and receive all the key info. You need a simple, compelling message - including a clear call to action (a way to sign up or commit). This is particularly important for mass participation actions.

Comms Channels

This call to action can be communicated through appropriate channels:

- Sending an [email](#)

- Sharing on [messaging apps](#) like Signal
- Sharing on [broadcast channels](#) like Telegram
- A recruitment roles fayre
- A [Facebook event](#)
- Talking to your regional group about it so other local groups in your area are aware of it

For closed (secure) elements, you're likely to want a Signal chat for the organising team. It's best to separate those who are at higher risk of arrest from those who are not, to protect them (see Comms Security section below).

For public two-way channels, appoint at least three admins and keep on top of messages, replying to questions and keeping the vibe going.

If you are setting up a broadcast channel with UK-wide appeal, liaise with the XRUK Broadcast team to make sure the content plan works alongside and with existing XRUK broadcasts.

Recruiting new members

An action can also be a great opportunity to recruit new members into your group. It is an immediate, exciting thing to get involved in. **Ten committed new people joining your next action is worth so much more than hundreds sitting dormant on a mailing list!**

Always make it to be as quick and easy as possible for new people to join us at actions. What pathways are you offering to bring people into roles, further info/training or involvement?

Open Calls

XRUK M&M can offer technical and organisational guidance on how to hold an effective open call, with updates also being made to the Rebel Toolkit for info. Contact

Mov.Comms@extinctionrebellion.uk.

Comms Security

When setting up the group chat make sure you follow [these rules to keep it as secure as possible](#).

Security and inclusion can become two ends of a scale. To make an action more secure often means making it [less inclusive](#). There are ways to try to lessen this affect.

If you have a spicy element to your action, you need to take extra care to balance the info given to spicy rebels so they can commit and feel brought into the action, without having more info than they need. Request a legal briefing from XR Legal via the [XRUK Support Request form](#) and share this so rebels can weigh up the risks and potential consequences.

The key thing here is to give information on a need to know basis. Encourage everyone to be super vigilant with this rule. Stagger giving spicy info like this - Eg. We've got this kind of action in late May, would you be interested? If yes, then give the date, are they available? If yes, then give the types of roles you are recruiting. If yes, then give the final details you are prepared to share.

Air-gapping

The best thing to do to protect ourselves and XR is to use a process called '**Air-gapping**' and is broadly used in government agencies, military and corporate sectors.

Air-gapping simply means we communicate any action planning and organising using one app (Mattermost is good for this) on a private channel or direct messages and then send specific details such as car registrations, credit card numbers and addresses using a different app that is end-to-end encrypted and enables self-deleting messages (Signal is best). This creates a gap between the planning and those specific details and ensures that if an adversary manages to get their hands on one account, they don't have all the pieces of the puzzle to sabotage an action, nor pair up individuals with a particular action plan, nor put faces to words with intent to commit crime (etc).

Digital Rebel Agreement for Actions

This has been developed by the UK Action Planners Circle (last updated July 2024):

- We abide by [XR's Principles & Values](#).
- We respect one another and don't assume knowledge of their circumstances.
- We withhold judgement on others and their actions to focus on our actions & impact.
- We protect one another's identity: don't reveal others' personal details & ask before sharing their name/contact onwards.
- We use the names people have chosen in the channel we're on.
- We don't feed the rumour mill (on or off actions)!! We share information as "verified" only when we have seen it ourselves.
 - We do not share reports if we can't get eyes-on or at least make it clear that we are sharing it "unverified" and state who the report came from.
- We consistently take simple security precautions with identity and spice:
 - We use Signal for anything spicy and for when on actions.
 - We set a 4 week disappearing message timer on all chats and 1 week for spice as standard.
 - We always have at least 3 admins so they can remove peoplefolk if they are arrested with their phones.

- We check with others before adding new peoplefolk to a closed group (unless an admin).
- We leave and delete spicy / actions chats once they've served their purpose.

Comms to do list

- Is the name of the event clear and engaging? Does the name already exist (and mean something else?! Google it to check).
 - Be consistent and clear with the content and style of your messages. There's lots of advice on this in [Style Guide for Messaging Apps](#).
 - Get people to [register via Action Network](#) (this is helpful in that new people will be added to your mailing list)
 - As details come together, send them out on the mailing list - AND keep your [automated welcome email](#) up to date, so that new joiners don't miss out on anything.
 - Add the event to the [Movement Calendar](#) (which will automatically put it on Event Map). This should include specific meeting point details, a way to contact you for further details, and a link to sign up. Test that your action displays correctly on the map and that the signup links work.
 - Create a chat where people can ask questions and/or receive updates. Include details for joining this chat in the automated welcome email and the email they receive when they register for the event via Action Network.
 - Try to phone rebels signing up for the action in advance, explain the plan and ask what they'd need to come, e.g. info on legal rights, risk, toilets, access etc. The likelihood of somebody attending increases *significantly* if they get a call from you.
 - Use the same image(s) for the campaign and repeat it in every message and post, to make your action catch. You can make images using the Aktivisda generator, more details [here](#).
 - Create a [Facebook event](#) for the action.
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