

Messaging & Assets

Social media

Consider how you want to use social media to promote your action. Make this part of your action planning so on the day there is a clear plan for your M&M coordinator to follow, ensuring your action reaches the widest audience.

Don't forget to give XR UK M&M team notice of your action via the [Comms Request Form](#) to ensure they can promote it.

Here are some examples of effective social media posts from previous Cut the Ties actions:




xrwimborne

Follow



Liked by xrsoutheastuk and 36 others

xrwimborne  LIVE: CUT THE TIES WITH FOSSIL FUELS!

XR & aligned groups take action at offices of fossil fuel enablers across London

Families face a cost of living crisis BUT government prioritises the profits of companies destroying the planet

Press Release

If you need guidance on writing a Press Release, you can find [step by step instructions \(with handy videos\)](#) here.

See an [example press release](#) from a Previous Cut The Ties action.

If you would like help specifically with including content relevant to your Cut the Ties Action, please email us at cut-the-ties@proton.me.

If you are happy to write and send out your own, brilliant, please cc. us at cut-the-ties@proton.me when you release it.

Embargoed Press Releases

As a rule do not send a PR for a spicy action in advance, wait until the action has started, this is good security and allows you to get word of any changes to the way the action went off and allow a last minute edit.

Email your PR out then call to follow up to ask if the story is being used, offering interviews with a spokesperson.

See [M&M Get Started](#) for further help

Resources

Cut the Ties branded fire extinguishers & fake oil barrels have been used extensively across previous actions and are available for rebels to use again, please email us at cut-the-ties@proton.me if you need any.

Download these [instructions for creating banners, stickers and flyers](#) to give you everything you need to get your assets created. Should you require any help please reach out and ask.

Photography and videos

To have a greater impact for the press and social media, having professional photography and videos is a great tool. There is a network of XR photographers, live streamers and spokes persons across the nations and regions. If you would like one then make sure you put in a request with

plenty of notice (at least two weeks).

You can find [advice on how to make your photos and videos most effective](#) in the Media and Messages pages of the Toolkit.
