

# Take Action From Home

## Do It At Home/Digital Rebellion

Use various ways to show public concern around your campaign:

**Mass email and phone calling** action targeting Managing Agent CEOs - get numbers, and ideally don't do it just once. **Gather support from other groups in your area**, an open letter could be a great way to do this. We can suggest groups that you might want to get in contact with.

## Social Media

Organise a **social media blitz**, where you get a group together, and you comment on all their Facebook and LinkedIn posts, and Tweet at them. This is a great follow-up action after you've done a creative action and have some great photos.

## Google Swarm

**Google reviews** can deliver a strong blow to their public image, and publicly remind everyone just what these companies are involved in. Get your supporters to leave one star reviews on the Managing Agent, Google profiles. Here is a **Google Swarm action guide** for the Stop EACOP campaign.

## Getting in the Media

The big ticket for increasing pressure is getting the insurer mentioned in the media, as we know these insurers have been sensitive to media attention in the past. But even if you don't do something big enough to get national media attention you should be able to get in local media.

More advice here about the [press releases, spokesperson info and media lists of journalists and publications](#).

## Emails & Phone Calls

You want to **get in touch with staff** for several reasons. You want to build pressure beyond management. You want to educate them about why their company must rule out insuring your project. You want to encourage them to agitate internally. Finally, where they feel comfortable, we also want to give them the opportunity to pass on useful hints and tips. For this reason, our asks of staff throughout our outreach are:

- Are you aware of the EACOP project? Are you aware of the West Cumbria mine?
- Do you think your company should be insuring fossil fuels?
- Can you raise this with your manager? How did they respond?

You don't need to look up the emails or phone number yourself, we've compiled a [complete list of contacts for all the Managing Agents at Lloyd's](#). For other local companies [take a look here](#).

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