

Support from your nation/region/XRUK M&M teams

It can feel overwhelming for small local groups to start a Media & Messaging working group as it involves a wide range of skills that your rebels may not have. Fear not! As well as the resources in this shelf of the Toolkit, there are experienced rebels in your national/regional team as well as in XRUK's M&M team who can answer your questions and support you with your work.

XRUK support to help communicate your action/event.

For spicy actions - please don't fill in the form - contact Action Circle directly: xr-action@protonmail.com.

Use the **Request XRUK Support Form** to submit your event listing or for support from the following:

- **Movement Calendar and Events Map:** if you're organising an action, get it added to the calendar and map. This is the best way for everybody - existing rebels and members of the public - to find your action (the XRUK website directs people to the map). As well as submitting via the form, you can also speak directly to your national/regional calendar admin, or even learn how to add stuff directly. Find out more on the [Movement Calendar and Events Map](#) page.
- **Rebellion Broadcast:** Our Rebellion Broadcast Telegram channel is for key info on UK-wide actions, strategy and other updates. [Telegram](#), [Mattermost](#).
- **Movement Broadcast:** This is a second Telegram broadcast channel, for UK-wide events and training. [Telegram](#), [Mattermost](#)
- **Press:** The XRUK press team publish press releases on the website and contact journalists to it picked up by media outlets
- **Social Media:** Instagram, Bluesky, Faceook, TikTok, etc.
- **Email:** if relevant to the whole XRUK mailing list
- **Website:** get your action promoted on the XRUK website
- **Livestream:** Events can be livestreamed on e.g. YouTube
- **Rebel Toolkit:** Usually for more complex actions

Additional support you can request through the form

- Spokespeople
- Photographers
- Videographers
- Digital Rebellion (who can support with digital accompaniments to your action)

More detail about working directly with some XRUK teams

Working with XRUK M&M

If you are getting support from XRUK M&M (Media and Messaging) to promote your action, be aware this may lengthen the process as they will need to integrate your action into their existing work. So link up with them as early as possible to find out deadlines.

M&M will advise you on your action's messaging in order to make it fit well with their existing messaging and comms plans - so it's best to be prepared to compromise so you can reach an agreement as quickly as possible. And get this sorted before progressing with any of your design work and creative assets.

Bottom line: if you are getting XRUK M&M support, you need XRUK M&M linked into your action team ASAP.

Working with XRUK Broadcast

If you are getting support from XRUK Rebellion Broadcast, draft a message - keep messages short and link out to further information. Consider the graphics, links, supporting documents and formatting. Read [this style guide](#). The Broadcast team can offer support with this if needed.

Share your final copy via Broadcast Comms Telegram channel.

Give 2 weeks lead time, or more if possible, for your message to land. It can sometimes take weeks for a message to reach Local Group channels. Last minute messaging can be counterproductive.

Messages are checked and edited by the Broadcast Comms team for consistency and accessibility. The rep who brought the final post is tagged in the Broadcast Comms Telegram channel and a thumbs up must be given before the message is signed off.

POSTED! The message is broadcast and can then be shared further.

Do not share messages before they've been broadcast. The messages need to be checked for accuracy and accessibility and it confuses people to see different versions of the same

message doing the rounds.

The Telegram broadcasts are usually synced up with Mattermost, so people can see the messages on either channel - and cascade it further from there, if needed.

(To request a message for the Movement Broadcast share it to the [XRUK Comms requests reception channel](#) on Mattermost, or submit it through the Comms Requests Form.

Working with the XRUK Website Team

If the XRUK website team want to promote your action, here's some guidelines for collaborating:

Spec: the content of the page will need to be provided in a google doc, with the headings, content, videos, making sure that any bullets are formatted, any links to other pages already defined. Graphics with the following specs can be within the document or can be provided separately. If they are not in the doc, please mark in the document where graphics to be placed

Hero image will provide a main page heading that will overlay the hero image, so you do not need the hero image to contain any text. The hero image spec for this to cater for all display sizes is 2048x850, ideally with the important image info in the top third of the image (or it'll get cut off on various display sizes). Then make the filename for the image something like [name-of-the-campaign].jpg share it with the website team.

Featured image: For campaigns pages we will require featured images so that when the page is shared it is image branded. Ideal featured images should have dimensions in the ratio 1.91:1, with bitmaps of 1200x630 which is a pretty optimal image size. This could be done either by delivering another 2048x850 hero image with file name [name-of-the-campaign]-featured-image.jpg and then webteam would use a graphics tool to crop a copy of that down to 1200x630 and then add it to the page. Or, ask a designer to supply a separate featured image file with above name and dimensions.

The XRUK M&M Broadcast

The XRUK M&M team maintain a "M&M Broadcast" channel, for M&M organisers throughout the movement, where the XRUK social media team share a round up of key posts so you can make sure you don't miss the most important moments. You can join it [here](#).

Contacting XRUK M&M

☐ Media & Messaging [Mattermost Reception](#)

☐ Social Media: xruksocialmedia@protonmail.com

✉ Press: press@extinctionrebellion.uk

✉ Video: xrvideo@protonmail.com

National/Regional M&M Teams

Bristol

- Email: mediacoordination.xrbristol@protonmail.com
- [Linktr.ee](#)
- [Website](#)
- Broadcast
- [Facebook](#)
- [Twitter/X](#): XRBristol
- [Instagram](#): xrbristol
- Youtube

Cymru Wales

- Email
- [Linktr.ee](#)
- [Website](#)
- Broadcast
- [Facebook](#)
- [Twitter/X](#): xr_cymru
- [Instagram](#): xr_cymru_wales
- [Youtube](#)

East of England

- Email
- [Linktr.ee](#)
- [Website](#)
- [Broadcast](#)
- [Facebook](#)

- [Twitter/X: XR_EoE](#)
- [Instagram: xr.eoe](#)
- [Youtube](#)

London

- Email: london+media@extinctionrebellion.uk
- [Linktr.ee](#)
- [Website](#)
- [Broadcast](#)
- [Facebook](#)
- [Twitter/X: XRLondon](#)
- [Instagram: xrlondonuk](#)
- [Youtube](#)

Midlands

- Email: xrmidlandsmedia@protonmail.com
- [Linktr.ee](#)
- [Website](#)
- [Broadcast](#)
- [Facebook](#)
- [Twitter/X: MidlandsXR](#)
- [Instagram: xrmidlands](#)
- [Youtube](#)

North (NW & York)

- Email
- [Linktr.ee](#)
- [Website](#)
- [Broadcast](#)
- [Facebook](#)

- [Twitter/X](#): Rebellion_North
- [Instagram](#): xrnorth
- Youtube

North East & Cumbria

- Email: xrne.media@protonmail.com
- [Linktr.ee](#)
- [Website](#)
- Broadcast
- [Facebook](#)
- [Twitter/X](#): XRNE_UK
- [Instagram](#): xrne_uk
- Youtube

Northern Ireland

- Email
- [Linktr.ee](#)
- Website
- Broadcast
- [Facebook](#)
- [Twitter/X](#): xr__ni
- [Instagram](#): xr__ni
- [Youtube](#)

Scotland

- Email
- [Linktr.ee](#)
- [Website](#)
- Broadcast
- [Facebook](#)
- [Twitter/X](#): ScotlandXr

- **Instagram:** xrscotland

- Youtube
