

ACTION TACTICS DURING THE TIME OF SOCIAL DISTANCING

CAR BLOC



Popular physical distancing tactic. A great way to “march”. Maintain physical distance, and take up even more space!

1. Have clear messaging directed at your target.
2. Pick a time and location. Share it.
3. On the day, have people in vehicles line up and “march” in front of your target location (e.g. State Capitol or Governor’s Mansion). Hold signs out of windows, attach signs to their call, use bullhorns and music to amplify messaging.
4. Move cars slowly (20 mph). Maintain distancing. If possible, have volunteers help direct the flow of traffic throughout the action.

NOISE DEMO



This tactic can be done from vehicles. It can also be done from surrounding buildings, or out in the open, maintaining physical distance.

1. Decide on target location and amplified sound form (e.g. car horns, noise makers, recordings).
2. At the chosen time and location, play sounds loudly.

TWITTER STORM



If you have a target who frequently uses Twitter for engagement, this is the tactic for you! It consists of crowding the target’s “mentions” and potentially getting your messaging to trend.

1. Decide on time/day and messaging.
2. Have participants flood your target’s mentions with relevant messaging,
3. Include hashtags. Get people tweeting at your target (.@ for public visibility),
4. Respond to your target’s tweets (they don’t have to be related to your issue!),
5. have conversations that can include informative information and fun cultural nods, like memes that use the hashtag and mention your target.

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PHONE JAM



This tactic involves many people calling a target at once and repeatedly for a specific and strategic time.

1. Decide on time/day and messaging.
2. Develop and share a suggested script for people to support what they say.
3. Call your target (on all the numbers they have) and deliver the messaging.
4. When you get voicemail, leave a message AND continue to call until someone answers the phone.

PHYSICALLY-DISTANCED RALLY



This tactic enables power of numbers and physical bodies, while adhering to physical distancing guidelines.

1. Decide on target, time, and location. Share.
2. Maintaining at least 6 feet of distance between each other in all directions, have participants take up space at location.
3. Make and bring signs with messaging on them,
4. Make and bring sounds (bull horns, portable speakers and mics, etc).
5. Leave art or messaging behind (e.g. chalking, sticking signs in a lawn, etc).

