

# HOW TO DO ONLINE OUTREACH

## WHAT is it? WHY do we do it?

**WE ARE ALL CREW**, and we need to mobilise rebels for this movement to succeed

- Social media is a huge part of the lives of the majority of people in the UK, particularly those of younger generations
- By reaching out directly to rebels through Facebook, we could increase the number of people turning up to meetings and actions

## HOW do we do it?

- It's really easy, even for rebels with little time to spare
- Follow the 5 steps below
- Message your friends who have responded to an Extinction Rebellion Facebook event, and ask them to commit to coming to the meeting or action!

### STEP ONE: Choose your event and the rebels

- Find the Facebook Event for the meeting or action you're mobilising people for
- Click 'Going' on the Facebook Event
- You will be able to see which of your friends have clicked 'Going' or 'Interested' on the Facebook Event

### STEP TWO: speaking to them

- Send each of your friends who have responded with 'Going' or 'Interested' a personalised version of the template message (you can find this in the accompanying [methods pack](#))
- Make sure to have a conversation with them - these are your friends remember!
- Encourage them to come along to the meeting or action - if they can't, ask them why and see if you can help!

### STEP FOUR: challenge

- Challenge your friends to follow these steps and contact all of their friends who have responded to the same event
- Give them these documents
- Ask them click 'Going' on the Facebook Event page, and to share it!

### STEP THREE: resources

- Your friends may be facing barriers which are stopping them coming along to the event. These resources may be able to help them!
- [Sign up](#) to roles in Extinction Rebellion
- Extinction Rebellion [FAQ](#)
- Extinction Rebellion [Local Groups](#)
- October Rebellion [Facebook Event page](#)
- Mass Mobilisation [webinar](#) and [sign up](#)

### STEP FIVE: follow up

- Give your friends a call the next day to see how they got on with their friends!