

**NEEDED – A Mass Social Movement on Social Media**  
to Spread the Speech by Bob Avakian:  
**Why We Need An Actual Revolution And How We Can Really Make Revolution**

Over the next few weeks, hundreds need to reach and involve many thousands on social media letting them know that on **October 19**, this serious and urgently needed speech will premiere online. *The film will premiere on youtube and vimeo. A trailer will be posted this Saturday and can be played at the preview screenings. This should be the first of many promo videos for the speech.*

*Who needs to be reached?*

All those who agonize about the horrors of this society, who have thought about revolution but aren't sure it could be done, who hunger for fundamental change...

*How will we reach them?*

**To answer that, your ideas and creativity are needed.** We have plans and ideas but we don't know how to make this reach throughout society in the ways it needs to. Please write to [revolution.reports@yahoo.com](mailto:revolution.reports@yahoo.com) with your thinking, suggestions and reports on what you've done.

**Here are 5 basic things to start:**

**1.** The most important thing is for you to **share word of this on your own platforms**, saying what you think of this speech and why – on October 19 – people should tune into to see it for themselves. Post about this regularly, message friends and ask them to do the same. Tag @tuneintorevcom

If you're on a street team, or hosting a preview, video people on the spot (and tag them and @tuneintorevcom) saying what they thought of the film and why others should see it.

**2.** Over the next month, we will be working to sign **500** people up who agree to all post the film on their social media **ON October 19**, the day it's released. Working all together, we can have an amplified impact. [Note: if you're familiar with thunderclap, this will be like a guerrilla thunderclap.]

Sign people up for the [revcom.us](http://revcom.us) or your local Revolution Club email list. [Revcom.us](http://Revcom.us) will be sending out weekly updates on how this is going with sample social media posts... working toward a goal of 500 people posting on their own accounts all together on October 19.

**3.** A lot of what we do on social media will interpenetrate and amplify **what you're doing on the ground**. If you're on a street team, take pictures and video! Create a scene, record it, and record people's reactions and commentary. Light/video projections are an important way to create a buzz! Do some live tweeting, short Facebook and IG live video while you're out spreading the word. Tag @tuneintorevcom on these posts.

**4. Reach out to people** with large followings. Ask them to join you at an outing to get their own original content from the scene you're creating. Call or message people about the speech, why they

should see it and tell their followers about it. If you know of influential folks that you think should know about this, but you don't know how to reach them, send us those ideas. People with podcasts, bloggers, gamers, journalists and op-ed writers... Any and all ideas on who should be reached are needed, write to [revolution.reports@yahoo.com](mailto:revolution.reports@yahoo.com)

Also, we are aiming to raise funds for targeted social media promotion. Any ideas on advertising strategies, how and where to target would also be important to learn.

**5. Fundraising, fundraising, fundraising.** As part of, and to enable, this movement of promotion, we need a movement of fundraising. We need to raise thousands of dollars for targeted social media advertising. We should include and emphasize videos and comments from people who are giving funds to the promotion of this speech about why they gave and/or why they're raising funds. And document forms of social fundraising as well as individual comments.

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Together and all across the country, we are doing something significant and needed—raising people's sights to the possibility of a whole different world. Putting the answers and guideline concentrated in this speech before millions.