

## **#WorldvsBank: social media guidelines**

This document is to guide you as you take on the big-bad entities of the world on Twitter and Facebook. Read this and get started.

The Rules <http://www.therules.org/> will be taking charge of all the social media actions on the 10<sup>th</sup> October.

### **Sample tweets**

Proposed new #WorldBank policies benefit wealthy foreign corporations, leave locals poor and landless #WorldvsBank [www.ourlandourbusiness.org](http://www.ourlandourbusiness.org)

#WorldBank making profits for the rich, making life worse for the poor. Get rid of the Doing Business in Agriculture Rankings now #WorldvsBank [www.ourlandourbusiness.org](http://www.ourlandourbusiness.org)

First the #WorldBank helps corporations grab land in developing countries. Then they talk about reducing poverty #WorldvsBank [www.ourlandourbusiness.org](http://www.ourlandourbusiness.org)

#WorldBank promises a bright future for corporations not people #WorldvsBank [www.ourlandourbusiness.org](http://www.ourlandourbusiness.org)

### **Sample Tweets to link to Reclaim power week**

Stop #WorldBank financing dirty energy and land grabs, time to fight back #WorldvsBank #reclaimpower [www.reclaimpower.net](http://www.reclaimpower.net)

#dirtyenergy; Coal mines, agrofuels, dams and nuclear pollute and lead to #landgrabs #ReclaimPower

Stop #WorldBank encouraging corporations to grab land and pollute our air. World Bank out of climate; World Bank out of land # WorldVsBank #reclaimpower

### **Twitter on the day**

- Follow The Rules on Twitter @TheRulesOrg.
- You can RT the tweets from The Rules or tag The Rules in tweets you want it to ReTweet.
- Share the 'donate your tweet' link with your circles. This amplifies important messages without asking individuals to do so. Please donate your tweets as well. <https://donateyouraccount.com/TheRulesOrg>
- Identify influential tweeters (big following) in your area. Send them direct messages to get an RT for your important tweets.

## **Hash tags**

Make sure all your tweets have #WorldvsBank or #WvsB in them. You can also use the following #-tags if necessary.

- #WorldBank (highly recommended)
- #ManufacturingPoverty
- #Poverty
- #Inequality
- If you are tweeting something specific to a location, # the name of the city or location.

E.g.: #NYC or #Delhi

- Look out for other trending topics. Use them to spread our message. E.g.: #LifeWillBeBetterif the World Bank shuts down. #WorldvsBank

## **Tags**

The World Bank more than one Twitter handle.

- Their main handle is @WorldBank. Other handles are;
- @WorldBankAfrica,
- @WorldBankLive
- @WorldBankMena
- @WorldBankAsia
- @WBPoverty
- Check the entire list of World Bank and related Twitter handles here:  
<https://twitter.com/search?q=World%20Bank&src=typd&mode=users>
- You will find Twitter handles of people who work for the World Bank in the link above too. Tag them in tweets. Make sure the message is very specific. Don't over do it.

## **Facebook:**

- Like The Rules Facebook page to keep of track of the content we are posting.

Link:

<https://www.facebook.com/therules.org>

- You can re-share that content from the /TR's page, or tag the page if you are posting something new, so that we can share it.
- Update Fb profile picture and cover picture using the WvB designs (optional).
- Like Twitter, you can also tag other verified organisations in a post. In our case it will be the World Bank.
- List of WB and related Fb pages (not all are relevant)

<https://www.facebook.com/search/results/?init=quick&q=World%20Bank&tas=0.2122114>

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- Images are best suited for Facebook. Post memes with funny statements and popular quotes. Use some of the templates provided with the guide.
- All designs should have the #WorldvsBank logo in them
- In either case, make sure you provide a link to the petition page:

**Article links you can tweet/share.**

1. The World Bank's Doing Business Rankings: Relinquishing Sovereignty for a Good

Grade <http://ourlandourbusiness.org/the-world-banks-doing-business-rankingsrelinquishing-sovereignty-for-a-good-grade/>

2. World Bank 'Development' Driving – Not Solving – Inequality, Poverty and Concentration of Wealth

<http://ourlandourbusiness.org/world-bank-development-driving-not-solving-inequalitypoverty-and-concentration-of-wealth/>

3. Land Grabbing in Africa, the new colonialism

<http://thisisafrica.me/land-grabbing-africa-new-colonialism/>

4. It is the World vs. the Bank. Pick your side.

<http://ourlandourbusiness.org/it-is-the-world-versus-the-bank-pick-your-side/>

5. Willful Blindness: How World Bank's Country Rankings Impoverish Small Holder

Famers by The Oakland Institute, March 2014 -

<http://ourlandourbusiness.org/reports-and-info/read-the-report/>

6. "The New Shock Doctrine: Doing Business with the World Bank" by Dr. Jason Hickel in Al Jazeera, April 2014:

<http://www.aljazeera.com/indepth/opinion/2014/04/newshock-doctrine-doing-busines-20144473715915842.html>

7. The World Bank and the IMF open up Ukraine to western interests

<http://ourlandourbusiness.org/the-world-bank-and-the-imf-open-up-ukraine-towestern-interests/>

8. WorldvsBank: <http://ourlandourbusiness.org/world-vs-bank/>

9. #WorldvsBank Thunderclap link: <https://www.thunderclap.it/projects/16339-worldvsbank>

10. Facebook events page:

<https://www.facebook.com/events/712436925517628/>

11. Facebook DC event page:

<https://www.facebook.com/events/315037948667790/>