

RESIST. REVOLT.

A RESIST REVOLT ORGANIZER'S GUIDE

Build a Digital Toolkit

Our feeds, our voices, our power: organizing online for collective liberation

What a toolkit is / What goes in it / How to build it step by step
Platform tips / Sample posts / Safety / Launch checklist / Template

START HERE

What is a digital toolkit?

Bosses and landlords have PR firms, lobbyists and ad budgets. We have each other. A digital toolkit is how we turn scattered voices into a collective one: **one shared link** that gives supporters everything they need to post about your campaign in under five minutes: ready-to-copy posts, graphics, hashtags, accounts to tag, and the single action that moves us toward our demands.

Without one, our people want to act but don't know what to say, post at random times and scatter their energy. With one, hundreds of workers, tenants, mothers and caregivers speak in a single voice, at the same moment, toward the same demand. Coordination is how the many outweigh the few who own and profit.

This work is shared, not owned. Resist Revolt made this guide for anyone organizing their community against exploitation, whether or not you're part of our network. Take it, adapt it, pass it on. The labor of organizing, so often done unpaid by women, queer and femme comrades, should be made visible, shared and lightened. A good toolkit does exactly that.

The test of a good toolkit: a neighbor or coworker who has never heard of your campaign can open the link, copy a post, download a graphic and share it in five minutes, without one organizer carrying the whole load of explaining it.

Before you build: answer five questions

Question	Why it matters	Example (tenant campaign)
What's the goal?	Everything in the toolkit points here.	Get Sunrise Apartments' owner to fix AC in all units.
What's the one ask?	One clear action beats five vague ones.	Sign the petition / call the owner's office.
Who are we reaching?	Shapes tone, language and platforms.	Neighbors, local allies, council members, reporters.
When is the push?	Coordinated timing multiplies reach.	Day of action: Tuesday at 10 a.m.
Who holds it?	Someone must update links and answer questions. Rotate it so no one burns out.	Comms lead + one backup, rotated monthly.

THE CONTENTS

What goes in your toolkit

Not every struggle needs every piece. Start with the first five, then build as your movement grows. Each piece is a tool that lets more people act without waiting on a single leader.

Component	What it is	Tips
1. Campaign overview	2–3 sentences: the problem, who's responsible, what you want.	Plain language, 6th–8th grade level. Name who profits and who pays.
2. The ask + link	The one action and a short, trackable link.	Use one link everywhere so you can count clicks.
3. Key messages	3 talking points supporters can say in their own words.	The harm, who's responsible, our demand. One sentence each.
4. Sample posts	Copy-and-paste posts for each platform.	Write 3–5 per platform in different lengths and tones.
5. Graphics	Images and short videos sized for each platform.	Big text, high contrast, campaign colors, alt text included.
6. Hashtags + tags	Campaign hashtag and accounts to tag.	One unique campaign tag plus 1–2 local ones. Check tags first.
7. Scripts	Call, email and comment scripts for the target.	Include phone number, email and best times to call.
8. Content calendar	What to post when, especially on the day of action.	Name the exact time for the coordinated push.
9. FAQ	Short answers to the questions supporters will get.	Pull from real questions in comments and meetings.
10. Guidelines + contact	Community rules, safety tips, who to ask for help.	Include how to report harassment to your team.

Graphic sizes that work

Free tools like Canva have templates in all of these sizes. Platforms change their specs, so double-check before a big launch.

Format	Size (pixels)	Use for
Portrait post (4:5)	1080 x 1350	Instagram and Facebook feeds; takes the most screen space
Square (1:1)	1080 x 1080	Any feed; safest all-purpose size
Vertical (9:16)	1080 x 1920	Stories, Reels, TikTok, YouTube Shorts, WhatsApp Status
Landscape (16:9)	1600 x 900	X, Bluesky, Threads, link previews, email headers

STEP BY STEP

How to build it

- 1 Write the core message together.** Draft the overview, three key messages and the demand as a group, not alone. Test it on a neighbor or coworker. If they can't repeat it back, simplify.

- 2 Make one home base.** Create a shared folder (Google Drive, Dropbox) or a one-page site. Set sharing to *anyone with the link can view* so no one can accidentally delete files.

- 3 Organize the folder so it's obvious.** Use numbered folders: 01_START_HERE, 02_Sample_Posts, 03_Graphics, 04_Scripts, 05_FAQ. Put a one-page START HERE doc at the top.

- 4 Write the sample posts.** For each platform, write short, medium and long versions. Lead with the human cost, name who profits from it, and end with the demand and the link. Leave a [BLANK] for people to add their own story; our lived experience is our evidence.

- 5 Design the graphics.** Make each key message a graphic in each size. Keep text to under 20 words per image. Export as PNG, name files clearly (AC-Demand_Square_EN.png), and write alt text for every image.

- 6 Translate.** Our class is multilingual. Offer key posts and graphics in the languages your community speaks. In the Phoenix area, Spanish at minimum.

- 7 Create one short link.** Use a link shortener or link-in-bio page to point to your petition or sign-up. Add tracking tags so you know which platform sent people.

- 8 Test it with three people.** Give the link to three supporters with no explanation. Watch where they get stuck. Fix that.

- 9 Share the toolkit.** Send it to members, unions, allied groups and mutual aid networks 2–7 days before the push, with the exact date and time to post. Solidarity is built across struggles.

- 10 Launch together, then follow up.** Post at the agreed time, lift each other's posts, share the work of replying to comments, and report back to everyone on what our collective action won.

PLATFORMS

Write for each platform

These platforms are owned by billionaires, and their algorithms aren't built for us. Use them strategically, but never let them replace face-to-face relationships. Go where your people already are; you don't need to be everywhere.

Platform	Best for	What works
Instagram	Visual stories, younger supporters, local community	Carousels that explain the issue slide by slide; Stories with link stickers; Reels with captions
TikTok	Reaching new people fast	Real people on camera, 15–60 seconds, hook in the first 2 seconds, on-screen captions
Facebook	Neighborhood groups, older residents, events	Longer posts, Events for actions, sharing into local groups (follow each group's rules)
X, Bluesky, Threads	Reporters, officials, rapid response	Short posts that tag the target and reporters; threads for updates
WhatsApp / Signal	Organizing our own people	Broadcast lists or channels for reminders; not for public pressure
Nextdoor	Hyper-local neighbors	Calm, factual tone; focus on conditions and how neighbors can help
Email + text	Your most committed comrades	Channels we control, not an algorithm. Send the toolkit and day-of reminders here

Online is a tool, not the movement. A share is a first step, not the finish line. Every digital push should move people toward something offline: a meeting, a one-on-one, a picket, a membership card. Algorithms can be throttled and accounts suspended. The relationships we build with each other can't be taken from us.

Before you post, ask

- Does this post move people toward our demand, or just toward more scrolling?
- Does it name who holds power and who pays the cost?
- Did the people whose story this is say yes to sharing it?
- Is there a clear next step offline?

SAMPLE POSTS

Copy, adapt, post

A tenant campaign example. Swap in your own struggle, and always leave room for people to tell their own story in their own words.

SHORT | X, BLUESKY, THREADS

It's 112 degrees and families at [PROPERTY] have had no AC for [#] days while @[OWNER] keeps collecting rent. Housing is a right, not a profit stream. Repair every unit now. [LINK] #[CampaignTag] #PHXTenants

MEDIUM | INSTAGRAM, FACEBOOK

[#] households at [PROPERTY] have reported broken AC to [OWNER] since [MONTH]. In Phoenix summers, that's dangerous. The mothers, workers and elders who live here have formed a union. Their demand: repair every unit by [DATE]. An injury to one is an injury to all. Sign and share. Link in bio. #[CampaignTag]

PERSONAL | ANY PLATFORM

I'm standing with my neighbors at [PROPERTY] because [YOUR REASON]. The people who keep this city running deserve safe homes. Will you stand with us? [LINK]

EN ESPAÑOL | INSTAGRAM, FACEBOOK, WHATSAPP

Las familias de [PROPERTY] llevan [#] días sin aire acondicionado mientras [OWNER] sigue cobrando la renta. La vivienda es un derecho, no un negocio. Exigimos reparaciones en todas las unidades ya. Firma y comparte: [LINK] #[CampaignTag]

CALL-IN SCRIPT | SHARE WITH SUPPORTERS

Hi, my name is [NAME] and I'm calling about [PROPERTY]. Tenants there have gone [#] days without AC in dangerous heat. I'm asking [OWNER] to repair every unit by [DATE] and to take no retaliation against the tenant union. Thank you.

VIDEO HOOK | TIKTOK, REELS

"This is what 94 degrees inside an apartment looks like." [Show thermostat] [Tenant explains in 20 seconds] [On-screen: Sign at LINK]

Safety, privacy and access

Protect each other

- Safety is collective care, not an afterthought. The people most exposed are often women, queer and trans folks, and immigrants. Build protection in from the start.
- Get clear consent before posting anyone's face, name, unit number or story. Offer to blur faces or use first names only.
- Some comrades face extra risk from immigration status, past evictions or abusive partners. Each person decides how visible to be. No one is ever pressured to be the face of a campaign.
- Aim at **power, not people**: the company, the owner's business, public offices and official contact info. Don't post anyone's private home address or family members.
- Stick to facts you can document. Exaggeration hands the target an easy way to discredit you and can create legal risk.

Protect your accounts

- Turn on two-factor authentication for every campaign account and the shared folder.
- Use a campaign email, not a personal one, and give at least two trusted people access.
- Keep sensitive planning off public platforms; use encrypted chats like Signal for strategy.

Plan for pushback

- Decide in advance who replies to comments, rotate the job, and agree on what you won't engage with. Online harassment of women organizers is a tactic to silence us; don't carry it alone.
- Screenshot and save harassment before reporting or blocking.
- Have a short holding statement ready if the target responds publicly.

Make it accessible

- Write alt text for every image and captions for every video.
- Use high-contrast colors and large text; avoid putting key info only in images.
- Use CamelCase hashtags (#FixOurAC) so screen readers read them correctly.
- Offer translations and plain language throughout. A movement that excludes disabled comrades isn't a liberation movement.

Measure what matters

Likes don't shift power; organized people do. Track what builds our strength: signatures, calls made, new members, meeting turnout and demands won. Check your numbers after each push, and report back so everyone sees what our collective labor accomplished.

BEFORE YOU LAUNCH

Launch checklist

☐	Goal, one ask and target are written down and agreed on
☐	START HERE page explains the campaign in under 100 words
☐	Short link works and is the same everywhere
☐	3+ sample posts per platform, with a personal-story version
☐	Graphics in square, portrait and vertical sizes, with alt text
☐	Key posts and graphics translated
☐	Hashtag checked for existing use; tag list includes target, officials and reporters
☐	Call and email scripts include current phone numbers and emails
☐	Folder is view-only and organized with numbered folders
☐	Tested by three neighbors or coworkers who weren't involved
☐	Day-of-action time sent to all members and partners
☐	Comment replies shared across at least two people for the first hour
☐	Consent confirmed for every person shown or named
☐	Plan to report back on results and celebrate together

TEMPLATE

Your START HERE page

Copy this into the first file of your toolkit folder. It's the first thing every comrade sees, so keep it short and clear.

[CAMPAIGN NAME]: Digital Toolkit

The issue: [1–2 sentences on the problem and who it affects]

Who can fix it: [Target name / company]

What we want: [The demand]

What you can do: [The one ask] at [SHORT LINK]

Post on: [DATE] at [TIME]

Hashtag: #[CampaignTag] **Tag:** @[target] @[official] @[ally]

In this folder: 02 Sample posts / 03 Graphics / 04 Scripts / 05 FAQ

Questions or harassment to report? Contact [NAME] at [EMAIL / PHONE]

Solidarity forever.