CUT-MILEX SOCIAL NETWORK TOOLKIT 2017:

How to use social network to challenge a political representative over the military spending issues?

Convince key policy-makers in your country to vote or take a stand against military expenditures.

This document aims to expose different manner to lobby and challenge, with the help of social media, members of parliaments and other political representative you may deem appropriate over military spending issues, and to inform them about peace culture issues. The logic of the strategy proposed below is quite close to the “naming and shaming” strategy. The idea is to challenge directly and publicly your representatives about the military spending issues. This document therefore provides you with some campaign in order to do so.

Ps: As there is many others ways to do so, don’t hesitate to complete or to send us an email with any other proposal at coordination.gcoms@ipb.org.
How to promote another culture of peace with the help of Facebook & Twitter? How to pressure governments and political representatives to invest in culture, health, education and social care rather than in weapons, defense and borders?

> The idea is to use Twitter & Facebook, to challenge directly and publicly members of parliaments / ministers / or any other political representatives or groups on military spending issues. However, let’s be clear: **Twitter is the best option to lead a lobbying campaign** on social media since it allows to directly question the main stakeholders by “mentioning” them alongside with some keywords. Indeed, **Twitter has become a very important place of political debate and attracts much public and media attention**. Nonetheless, this does not prevent you to use Facebook to support your campaign by diffusing contents (pictures, letters, petitions, and even tweets).

> Remember such a strategy aims to both **create a responsibility feeling on the politician** and to **put the light on military spending issues**. The idea here is to “tag” politicians in a tweet to challenge them to take a stand on our issue. It’s a way to **put the light on them** and to **create a feeling of responsibility**. When possible, do it collectively: the more people are challenging them on social media, the more them may feel obliged to respond. Indeed, it is their public image which are at stake!
BELOW YOU’LL FIND A SERIES OF:

- **Tweets** that are ready to be used (you just have to add the name of your parliamentarian or any other “political target” you want to challenge);

- **Hashtags** to be added;

- **Partners’ twitter accounts** (you will identify them in your tweet to get their support); you just have to add the name of your parliamentarian or any other “political target” you want to challenge; eventually, you may also mention some important defense industry/lobbies companies that have strong links with your government.

The message (or tweet) has to be clear and straight to the point: the shortest is the better for this kind of campaign (have a look on our examples below). Remember, on twitter, the number of characters is very limited!

The message has to be accompanied by a striking image/infographic (many infographics are available on our website). Indeed, the infographics will show, clearly and simply, the issues related to military spending while the tweet will challenge the parliamentarian about the issue.

The **Budget vote period** is particularly favorable to do such action, however to be the most effective, it is important to do it before the Budget is voted. In addition, the media are particularly attentive to public opinion during this period, what may be an advantage for you. However, the pressure has to be maintained all over the year.

When you are using social network for the campaign, think to mention **#CutMilex**, as it will ensure a multipliable effect.
Hi @... the Budget vote is coming. Will you engage for #peace or for the military industry? #CutMilex #PeaceNotWeapons #GCOMS

THE WORLD SPEND DISPROPORTIONATE RESOURCES ON VIOLENCE COMPARED TO WHAT IT SPEND ON PEACE. CONSIDERING THAT VIOLENCE COSTED $742 BILLION IN 2015, MAYBE IT’S TIME TO INVEST IN PEACE...

The budget vote is coming! @... will you vote to cut on #military spending to invest in #education instead? #CutMilex #PeaceNotWeapons

DID YOU KNOW THAT $1 BILLION IN SPENDING ON EDUCATION WILL GENERATE 138% MORE JOBS THAN $1 BILLION IN SPENDING ON THE MILITARY?

Hi @..., the budget vote is coming, will you engage for #disarmament & sustainable #development? #CutMilex #GCOMS

ONLY 1% OF GLOBAL MILITARY EXPENDITURE WOULD ALLOW US TO DEAL WITH EMERGENCY AND HUMANITARIAN NEEDS.

Hi @..., the budget vote is coming, will you vote to cut on the military spending and fund human needs? #CutMilex #GCOMS

DID YOU KNOW THAT THE EU COMMISSION IS PLANNING TO DEDUCT DEFENSE SPENDING FROM THE 3% DEFICIT TRESHOLD THAT MEMBER STATES HAVE TO RESPECT?

A PRIVILEGE NOT GRANTED TO EDUCATION, HEALTH OR ENVIRONMENT INVESTMENTS...
> Stop feeding war, let’s feed people! @... will you vote against an increase in military spending? #NoMoneyForArmsDealers #CutMilex #GCOMS

DID YOU KNOW THAT IT WOULD TAKE
ONLY 13% OF 2015 MILITARY
EXPENDITURE TO PUT AN END TO
POVERTY & HUNGER IN THE WORLD?

> Hi @... will you engage for #2030 Agenda for Sustainable Development or for warfare? Vote for peace, not war!

10% OF WORLDWIDE MILITARY EXPENDITURE
WOULD BE ENOUGH TO FUND THE SDG AGREED
UPON BY 193 MEMBER STATES TO END
POVERTY & HUNGER BY 2030.

> Hi @... will you stand for redirect military expenditure to social, environmental, education needs? #CutMilex

DID YOU KNOW THAT IT WOULD TAKE
ONLY 2% OF 2015 MILITARY
EXPENDITURE TO PROTECT WORLDWIDE
ECOSYSTEMS & BIODIVERSITY?

> #CutMilex: to assess consequences of military spending on #Conflicts and the violation on #humanRights

IN 2015, ECONOMIC LOSSES FROM
CONFLICTS HAVE REACHED $742 BILLION.
MAYBE IT’S TIME TO INVEST IN PEACE,
DON’T YOU THINK?
> @... time to question an economic model based on arms trade rather than on social needs

THE 16,000 NUCLEAR WEAPONS THAT REMAIN IN THE WORLD’S ARSENAL COST $100 BILLION ANNUALLY. FUNDS THAT COULD BE USED TO REVERSE CLIMATE CHANGE & ELIMINATE POVERTY.

> @... Which approach can effectively ensure peace, sustainable development & respect of the environment? #NoMoneyForArmsDealers

HUMAN SECURITY DEPENDS ON THE REALLOCATION OF MILITARY EXPENDITURE. IN FACT, IT LEADS TO INCREASED EMPLOYMENT, PROTECTION OF THE ENVIRONMENT, SOCIALLY USEFUL GOODS & SERVICES AND, FINALLY, LESS SOCIAL FRICTION.

> @... Would the #arms trade be beneficial for our country #economy? Time to think about it #Budget2018 #CutMilex

REALLOCATE MILITARY EXPENDITURE TO CIVILIAN USE CAN HAVE IMPORTANT BENEFITS:
1) INCREASE OF INVESTMENT IN PRODUCTIVE ECONOMIC ACTIVITIES,
2) AVAILABILITY OF SKILLS FROM DEMOBILIZED SOLDIERS & SCIENTISTS,
3) FREEING OF LAND HOLDINGS FROM BASE CLOSURES,
4) REDUCTION OF TENSION IN POST-CONFLICT REGIONS CAN RESULT IN HIGHER ECONOMIC GROWTH RATES.

Please do not forget to add #CutMilex each time you make a tweet related to our campaign to ensure the multipliable effect. Here are KEY Hashtags that can be used all along the campaign, and key Twitter account (of our partners) that can be useful.
KEY Hastags

#GCOMS
#CutMilex
#MoveTheMoney
#WellfareNotWarfare

Key Twitter Account

GCOMS Partners:

> GCOMS Africa: @GcomsAfrica
> GCOMS Australia: Independent and Peaceful Australia Networks: @IPAusNet
> GCOMS Barcelona: Delàs Center for Peace Studies: @CentreDelas
> GCOMS Belgium: Agir pour la paix: @ActionPaix
> GCOMS Colombia: International Alert: @intalert
> GCOMS Corn of Africa: Pastoralist Journalist Network: @pajankenya
> GCOMS Italy: Rete Italiana per il Disarmo: @ReteDisarmo
> GCOMS Japan: Peace Boat: @peace_boat
> GCOMS Kenya: Coalition for Constitution Implementation: @UKatiba
> GCOMS Norway: Norges Fredslag: @Fredslaget
> GCOMS U.S. Campaign: American Friends Service Committee: @afsc_org
All NGO partners:

- Acción Colectiva de Objetores y Objetoras de Conciencia:
  @ACOOCobjecion
- African Hungarian Union:
  @AfricaHungary
- American Friends Service Committee:
  @afsc_org
- Better World Links:
  @BetterWorldInfo
- CAAB:
  @C_A_A_B
- Canadian Voice of Women for Peace:
  @VOWPeace
- Ceasefire.ca:
  @ceasefireblog
- ChangeMaker – Society for Social and Economic Development:
  @ChangeMakerBD
- Coalition for Constitution Implementation:
  @UKatiba
- CODEPINK - Women for Peace:
  @codepink
- War $$ Home/CODEPINK:
  @wardollarshome
- Costofwar:
  @costofwar
- Creators of Peace:
  @CreatorsOfPeace
- Deutsche Friedensgesellschaft-Vereinigte KriegsdienstgegnerInnen:
  @DFGVKMuenster

> Fellowship of Reconciliation (FOR):
  @forpeacemaker
> Food Not Bombs:
  @Food_Not_Bombs
> Fundi Pau (Foundation for Peace):
  @Fundipau
> Global Exchange:
  @globalexchange
> Global Fund for Women:
  @GlobalFundWomen
> GSofA – Group for a Switzerland without an Army:
  @GSoASchweiz
> Gun Free South Africa:
  @GunFreeSA
> International Physicians for the Prevention of Nuclear War (IPPNW):
  @IPPNW
> IPB:
  @IntlPeaceBureau
> Just Foreign Policy:
  @justfp
> Le Mouvement de la Paix:
  @mvtpaix
> National Network Opposing the Militarization of Youth (NNOPY):
  @nnomynetwork
> National War Tax Resistance Coordinating Committee:
  @WarTaxResister
> New Priorities Network:
  @New_Priorities
> National Priorities: @natpriorities
> Norges Fredslag: @Fredslaget
> Norges Fredsråd: @NorgesFredsrad
> Nuclear Age Peace Foundation: @napf
> On Earth Peace: @OnEarthPeace
> Pax Christi International: @PaxChristi / @paxchristiuk
> Peace Action: @PeaceAction
> Peace Boat US: @PeaceBoat_US
> Peaceful Solution: @SeePeace
> Peace Network: @_PeaceNetwork
> Peace Support Network: @PeaceSupport
> Peace Crane Project: @PeaceCraneProj
> Progressive Democrats of America: pdamerica
> Quaker Peace & Social Witness disarmament: @DisarmQuaker
> Rauhanliitto – Peace Union of Finland: @Rauhanliitto
> Reaching Critical Will: @RCW
> Science for Peace: @ScienceforPeace
> Scientists for Global Responsibility: @ResponsibleSci
> Strategic Concept for Removal of Arms and Proliferation: @SCRAPweapons

> Suaram: @SUARAMtweets
United for Peace & Justice: @UnitedForPeace
> Veterans for Peace: @VFPNational
> War Resisters' Int'l: @warresistersint
> War Resisters League: @resistwar
> Win Without War: @WinWithoutWar
> Wisconsin Network for Peace and Justice: @WisNPJ
> Women In Black: @WiB_London
> Women’s International League for Peace & Freedom: @twilpf
> Women’s International League for Peace and Freedom – Australia: @WilpfAustralia

CAMPAIGNS:

> ENAAT: @_ENAAT
> ICAN: @nuclearban
> No tax for war: @WarTaxResister
> Scot Anti Militarism: @MilitarismScot
> Taxes for Peace: @taxesforpeace
INSTITUTES:

> Instituto di Ricerche Internazionali Archivio Disarmo (IRIAD): @IRIAD1982
> OssMILEX: @OssMilex
> SIPRI: @SIPRIorg
> Vlaams Vredesinstituut / Flemish Peace Institute: @Vredesinstituut

UN BODIES:

> The UN Institute for Disarmament Research: @UNIDIR
> The UN Office for Disarmament Affairs: @UN_Disarmament

& Others:

> Acción para la paz: @accionparalapaz
> Global Zero: @globalzero
> Institut Català Internacional per la Pau (ICIP): @ICIPeace
> Justícia i Pau: @JusticiaIPau
> Network For Okinawa: @CloseTheBase


