

**I'm ready,
but what
can I do?**



Topics & Targets, Strategy & Tactics

March 2026



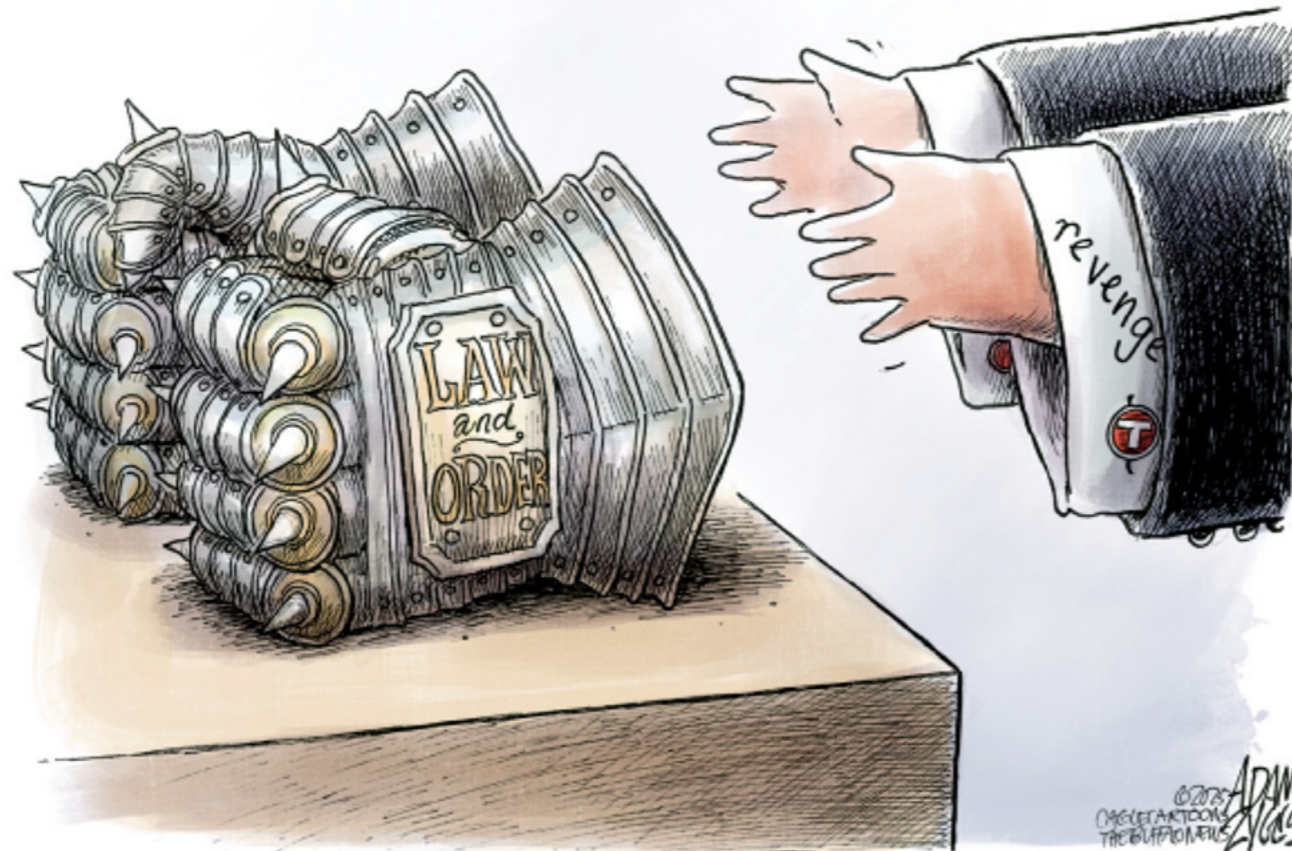
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An important topic and a workable strategy make action more compelling.

Many concerns have in common

Domination

**We each define domination
- feel it and wield it - differently.**



*“...being in a superior position or to tower above others...
...to control the destiny of others...”*

human > all creatures
white > non-white
male > female
cis-gender > any other
government > citizens
billionaire > rich > poor
citizen > immigrant
neighbour > stranger
christianity > all others
other faith > all others
educated > less educated
united states > all others
ice agent > constitution

Do we define our mission by what we *don't* want, or
picture our aspirations for a better world?



With so many topics,
we can pick ones that
we will still care about
for a long time.

ICE protest, Minneapolis

save the environment
enforce human rights
sexual equality
personal choice
citizens > government
fair wealth distribution
fair, safe immigration
helping others
religious freedom
separation of church and state
accessible, affordable education
fair, rules-based international order
constitution > ice agent (unemployed)

What to do about
Authoritarianism

This is a mission to de-fang
forces that seek to
dominate nature and
peaceful people of the world.

GOVERNMENT

CORPORATE

CULTURAL



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But this is way too big.

**Dictators are never as strong
as they tell you they are.
People are never as weak
as they think they are.**

Dr. Gene Sharp

Film: How To Start a Revolution



Occupy Vancouver

How to find a focus

TOPICS	TARGETS within our sphere of influence	STRATEGY	TACTICS
ICE	Companies in Canada collaborating with ICE	requesting they drop contract; seek to influence clients and social media marketers	Protest, boycott, contact clients, news, social media
Surveillance	Pending bills in Canada that increase warrantless surveillance	Campaign against Bills C-12 and C-2	Phone MPs and committee members, arrange meetings with MPs, social media, demonstration?



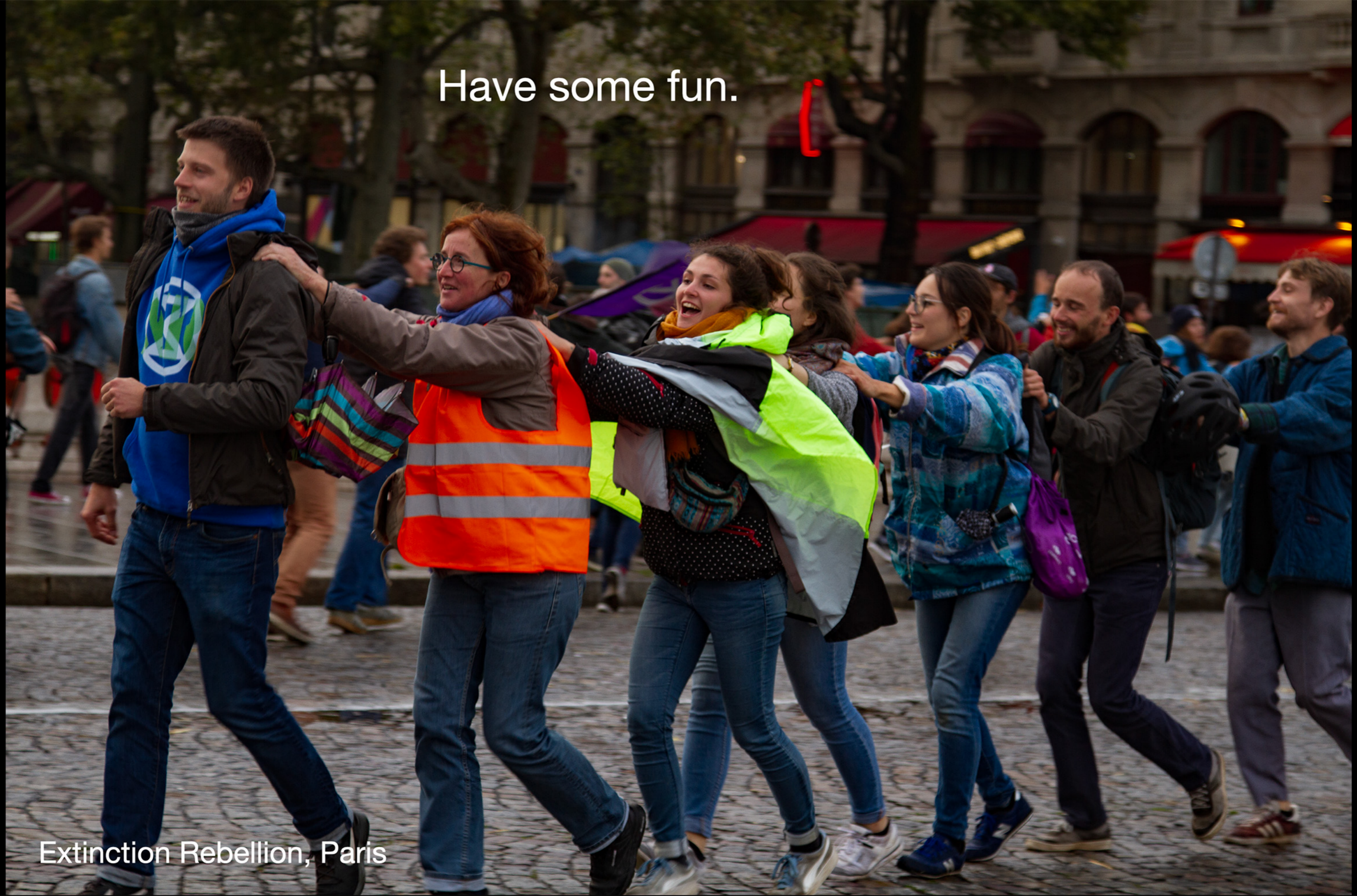
1. Show up,
(what you're
doing now)

join others.



Have some fun.

Extinction Rebellion, Paris



An example...

2. You need a **topic**:

I.C.E.

A modern gestapo; Trump's private army with slave labour camps. Present in Vancouver; Canadian companies collaborating.

GOVERNMENT: Stop commerce with ICE

CORPORATE: Don't work with ICE

CULTURAL: Resist growth of Maple Maga



3. You need a **target***:

Hootsuite

Present in Vancouver; A Canadian company collaborating with ICE to improve their social media messaging, ie cultivating hate

Talkwalker feature uses AI to analyze video; detect logos and other elements.

Can provide list of accounts that oppose Trump; they say the don't.



**or call it a focus if that sounds too gangster*

4. You need a **strategy**:
Reframe the brand

By getting media exposure and using creative elements like music and media, slowly associate the brand with ICE.

They are a media company which provides metrics and ease of management.

Their social media reputation reflects the quality of their product.



5. You need **tactics**:

**Vary tactics
to sustain pressure**

Protests, articles, websites, social media, chalking events, photographs, marches, earned media, commenting on social media posts of company and executives.

Contact clients and consultants to alert them to the situation

Create network with people in other Hootsuite cities.





Montgomery Bus Boycott, 1956

Topic: racial segregation

Target: public transit system

Strategy: bus boycott

Tactics: car pools, arrests

Result: desegregation of transit

21 December 1956, the day of the desegregation of the public transportation system in Montgomery, Alabama.

More than 12 months earlier, Rosa Parks had been arrested for refusing to give up her seat for a white man, sparking the 382-day Montgomery bus boycott – the first large-scale demonstration against segregation in the US.



2018 Irish Referendum Campaign

Topic: abortion

Target: international media

Strategy: symbolize # of women forced to travel for abortion

Tactics: symbolic procession

Result: legalized abortion

In May 2018, two-thirds of Irish voters opted to legalise abortion in a referendum pro-choice activists had long called for. A defining image of the campaign was of a march two years earlier outside the Irish embassy in London. “We wanted to make a visual statement that might reach decision-makers at home,” says Hannah Little (front). “We decided 77 women should walk silently with suitcases towards the embassy, the number of women then travelling from Ireland to Britain every week to access terminations.

“People who question if a protest accomplishes anything don’t see the butterfly effect: strangers meet, swap details, start a campaign. That’s exactly what happened here.” The London-Irish Abortion Rights Campaign met with MPs, launched legal cases, raised money for pro-choice causes, held protests and mobilised Irish voters abroad. “I don’t see myself in this photo at all. Oddly, I never have,” Little says. “I see young women who are angry and ready to take power back. It resonates with people because we look unstoppable. And we were!” *GS*

PLACED UPON THE HORIZON (CASTING SHADOWS)

KNOW MORE THAN A NAME
SOFT THE LAND WE ARE
AS THE POINT OF GRAT
ITUDE IT IS TIME TO CO
MMIT TO MORE THAN L
IVE, WORK AND PLAY.

Missing Children Memorial, Vancouver



Tien Xuan Phan
Age: 55

Genny Donaldo Ruiz-Guillen
Age: 29

Makym Chernyak
Age: 45

Lorenzo Antonio Batrez Vargas
Age: 32

Ismael Ayala-Urbe
Age: 39

Delvin Francisco Rodriguez
Age: 39

Nhon Ngoc Nguyen
Age: 55

Norlan Guzman-Fuentes
Age: 37

Renée Nicole C
Age: 37

Francisca Gaspar-Andres
Age: 45

Nenko Stanev Ganchev
Age: 56

Sherio Villeg
Age: 33

Johnny Novieto
Age: 43

Jean Wilson Brutus
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Chantrel
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ICE IS AGAINST HUMAN RIGHTS

Victims of ICE - Hootsuite Action - Vancouver



Extinction Rebellion, Paris



Everything
started
small.