

Social Media Pack: Uproot the DMRE

How to share the event with your constituencies:

- Use the tools available to you: whatsapp, email, and other social media such as Facebook, Instagram and Twitter
- Create a Facebook event for your local action and invite people to attend
- Print posters and flyers to stick up / hand out to your colleagues and friends
- Time dependent, host online / covid-safe in-person workshops with your constituencies to explain the event
- Use the below resources such as hashtags, parter tags and graphic elements to support your sharing activities
- Engage / tag local community media to inform more people in your community about the event

Website link:

<https://uprootthedmre.org/>

Hashtag(s):

#UprootTheDMRE
#StepAsideMantashe

Partners to tag:

Twitter: @AfrClimAlliance, @AmandlaMedia, @macua_sa, @SAFTU_media,
@Project90by2030, @350Africa, @CJCoalition

Instagram: @africanclimatealliance, @extinctionrebellionsa, @350Africa

Facebook : @africanclimatealliance, @amandlamedia, @CJCoalition,
@ExtinctionRebellionSouthAfrica, @GIWUSA, @MACUASA, @WorkerControlledFederation,
@Project90by2030, @350Africa.org @CJCoaliton

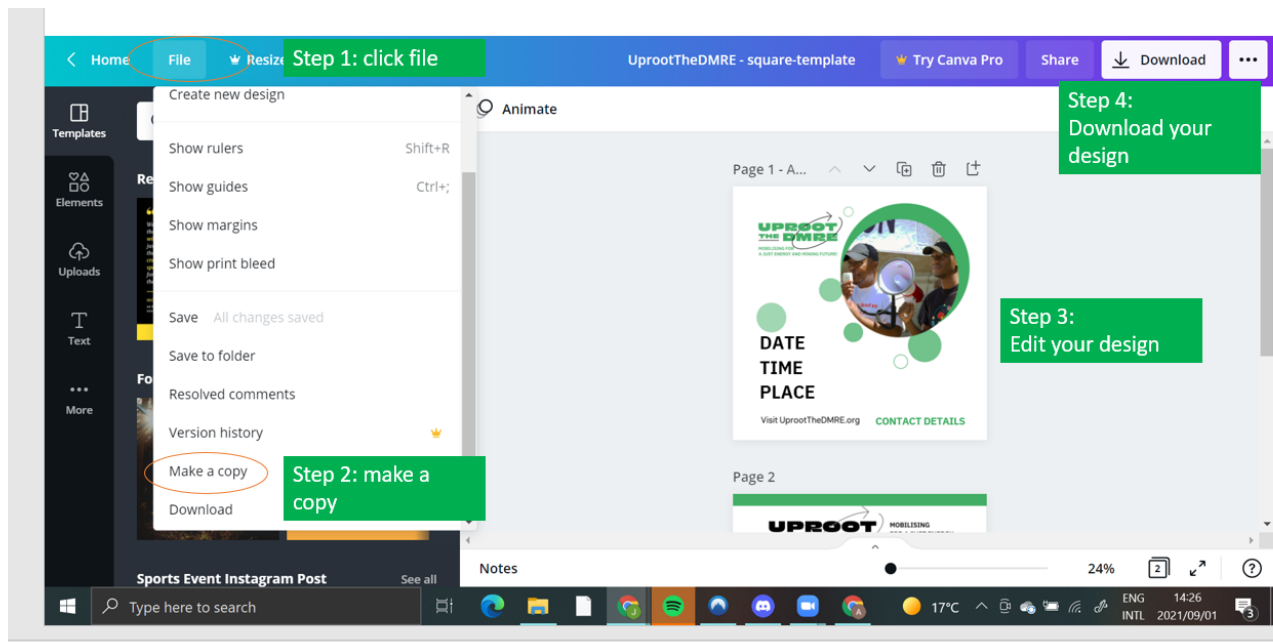
Graphics, elements and templates:

Use our existing graphics to advertise the general mobilisation and make use of the graphic elements such as font and logo to create your own posters and graphics for your local event:

https://drive.google.com/drive/folders/1PDQ5Txi6-wey9mlqgKUuQi5D_QIHSJDU?usp=sharing

Need help with your design? Use our canva premade templates and simply add in your event details. Be sure to **make a copy of the file before making edits and then downloading your design.** (View screen shot below)

- Square:
https://www.canva.com/design/DAEorIG6OGg/7h8_H_OyaOuF44EXqUpPg/view?utm_content=DAEorIG6OGg&utm_campaign=designshare&utm_medium=link&utm_source=harebutton&mode=preview
- A3 (can be sized down to a4 or a5) poster / flyer:
https://www.canva.com/design/DAEorurFeH8/07AjbJdY-a2bSghJY2Bszw/view?utm_content=DAEorurFeH8&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview
- Facebook event cover:
https://www.canva.com/design/DAEoxHQ--h4/ovlv7FiiCL0g_P4WcHz_g/view?utm_content=DAEoxHQ--h4&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview



Politically Awesh Video:

Politically Awesh made a hilarious and searing satire video that supports the #UprootTheDMRE mobilisations. Check it out on Youtube [here](#), and if you want help to share it, [here](#) is a specific social media pack that Politically Awesh put together for the video.

Green New Eskom Video Series:

Video 1 - Trailer: <https://youtu.be/CLaoXdKDQJE>

Video 1 - Transforming Eskom: Africa's Biggest Polluter: <https://youtu.be/eRPiClKArfl>

Suggested post:

Eskom is not working for us. That's why we need a #GreenNewEskom ensuring a rapid and just transition to a more socially owned future. A short documentary on why we must transform Eskom featuring mining-affected, energy & climate justice activists.

<https://www.youtube.com/watch?v=eRPiClKArfl>

Video 2 - Working Class Climate Justice: <https://www.youtube.com/watch?v=Vj04HSGgyoA>

Suggest post: Working class activists & trade unionists know that climate justice is a working class issue. We must transform our energy systems to serve the majority, not the profits of the minority. It's time for a #GreenNewEskom

<https://www.youtube.com/watch?v=Vj04HSGgyoA>

Video 3 - Youth Securing a Just Climate Future <https://youtu.be/4eAklSjoUXg>

When it comes to the climate crisis, it is young people's future that is most on the line. It is also young people who are leading the call for the radical changes needed to ensure a more socially & ecologically just future. #UprootTheDMRE.

<https://www.youtube.com/watch?v=4eAklSjoUXg>

Overall Key Messages

1. We demand a just energy future. The DMRE is standing in the way of a socially, economically and environmentally just energy and mining future
2. South Africa can benefit from renewable energy that is affordable, creates jobs and is socially-owned
3. Coal dependent workers and communities must be protected and invested in to ensure a just transition
4. A transformed DMRE can contribute greatly to an economically transformed South Africa
5. The DMRE needs a clear plan for a just transition with zero new investment in oil, gas and coal
6. Gas is not the answer to the coal problem

Facebook and Instagram sample posts:

We are calling on South Africans to host or join events across all nine provinces as we call on the Department of Mineral Resources and Energy (DMRE) to stop blocking a socially, economically and environmentally just energy and mining future. Join us!

<https://uprootthedmre.org/>

It's about time that South Africans benefited from renewable energy that is affordable, creates jobs, is socially owned and above all, sustainable. Don't miss out as we call on the DMRE and demand a just energy future for South Africa. There is no future in dirty energy! Here's how you can join the action: <https://uprootthedmre.org/> #UprootTheDMRE

For a just transition to renewable energy to happen, coal dependent workers and communities must be protected and upskilled! We are calling for a change in the Department of Mineral Resources - a great obstacle on the road to a just future in energy and mining! Join our cause on <https://uprootthedmre.org/> #UprootTheDMRE

Twitter sample posts:

Time's up for the fossil fuel industry! Time's up for dirty energy! It's time for the @DMRE_ZA to give us a solid plan for a renewable energy future! Join the action to secure South Africa's future <https://uprootthedmre.org/> #UprootTheDMRE

South Africans are coming together, mobilising against the @DMRE_ZA and calling for just a transition from fossil fuel dependency. It's time to shift to a more sustainable path. Join the action! <https://uprootthedmre.org/> #UprootTheDMRE

The science is clear, there's no more room for dirty energy! This is why, South Africa is mobilising against the @DMRE_ZA and calling for a just transition with zero new investment in oil, gas, and coal. Here's how you can join us: <https://uprootthedmre.org/> #UprootTheDMRE

There is no future in coal and gas is not the answer! We demand a just energy future and @DMRE_ZA is standing in the way! Join us as we mobilise this September and call for a just transition to renewable energy. <https://uprootthedmre.org/> #UprootTheDMRE