

TIME
TO TAX
THE RICH

GLOBAL PROTEST

TO #FIGHTINEQUALITY

15-22 JANUARY 2022



Social Media Toolkit



CONTENTS

- What is the Global Protest to #FightInequality?
- Our Key Messages
- Join the Global Protest
- Social Media Graphics
- Join the Movement



WHAT IS THE GLOBAL PROTEST TO #FIGHTINEQUALITY?

From 15-22 January 2022, join the people powered protest kicking off 2022! We will come together across the world **both online and offline** to demand we Tax The Rich and build People's Recovery Plans to Covid-19. The protest action is led by the people at the frontlines of inequality. This is a key week when we mobilise together to make the voices of people on the frontlines of inequality heard and call on governments to listen to their citizens for solutions to end inequality. And wherever you are, the Global Protest to #FightInequality needs you!

In January 2022, global elites will gather for the World Economic Forum face to face again in Davos, Switzerland for their annual meeting . In reality, we are living in a broken system that has failed billions of people across the world. They will sit in Davos and discuss the future of our countries and our economies with no legitimacy, as those who created our crisis. During Covid-19, billionaire wealth already increased by August 2021 more than it has in the past 15 years from [\\$8 trillion to \\$13.5 trillion](#), while over 5 million people have died. In Davos they will not discuss real solutions like taxing the rich. We know the solutions cannot come from them.



Our Key Messages

Here's a handy guide on what to say when you are talking about the Global Protest to Fight Inequality. These are the messages to amplify when joining in online or recruiting others. Add key facts, statistics or demands from your country. And don't forget to make it personal. Share how you have been affected by inequality during the pandemic and why we need to Tax The Rich and enact [People's Recovery Plans](#).

- We have reached a critical juncture. Covid-19 is an inequality virus. During the pandemic, at the same time that billionaire wealth is spiralling out of control, billions face a daily struggle to survive.
- The 1% are meeting at Davos in January to shape the future of the world but the truth is they have no answer to our biggest problem. The elites cannot and will not end the virus of inequality they have helped to create and built their fortunes on the back of. Arsonists do not make good firefighters.
- The Covid-19 pandemic should be a once in a generation opportunity to tackle the systemic causes of inequality but our so-called leaders are failing us. Instead we have seen elites blocking moves for wealth taxes, governments and international institutions doubling down on austerity, failing to agree to debt cancellation, unwilling to introduce basic income grants and starving public services of vital funds.
- We are a grassroots movement and offer real solutions from people living on the frontlines of (social and economic) inequality.
- This week a growing movement with protests in over 30 countries are taking to the streets and social media/digital platforms to say that now is the time to act - to Tax The Rich, and build People's Recovery Plans for Covid-19.
- The inequality virus has laid bare a broken system that forces us to choose between healthcare and the environment, between democratic rights and food on the table, between social protection and a living wage. We deserve a future where a dignified, just and equal life is possible for people and planet.



Join the Global Protest

1. Sign the open letter

On **17th January**, we will be launching a huge open letter for you to sign and call on your government to #TaxTheRich. [Sign up here so we can alert you when the open letter is ready for your signature.](#)

2. Spread the word on social media platforms

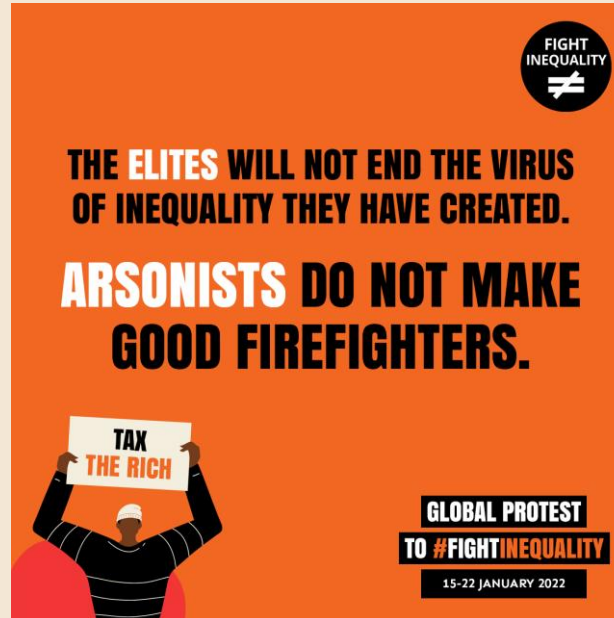
We need to be as vocal as possible if we want our governments to listen to our demands. We will only be successful with a huge amount of public pressure. So whether you are at home or on the streets during the Global Protest, you can spread the message online and add to the pressure for change in the following ways”

- Share your own posts using these hashtags **#TaxtheRich** and **or#FightInequality** and tag your country’s President or Prime Minister while at it. You can also use hashtag #Wef22 to reach the people attending the forum. [Find editable materials here](#)
- Find ready made social media posts and images to use on **page 6** to get you started. Follow us on [Twitter](#), [Instagram](#) and [Facebook](#) and share or retweet our messages

Social Media Graphics

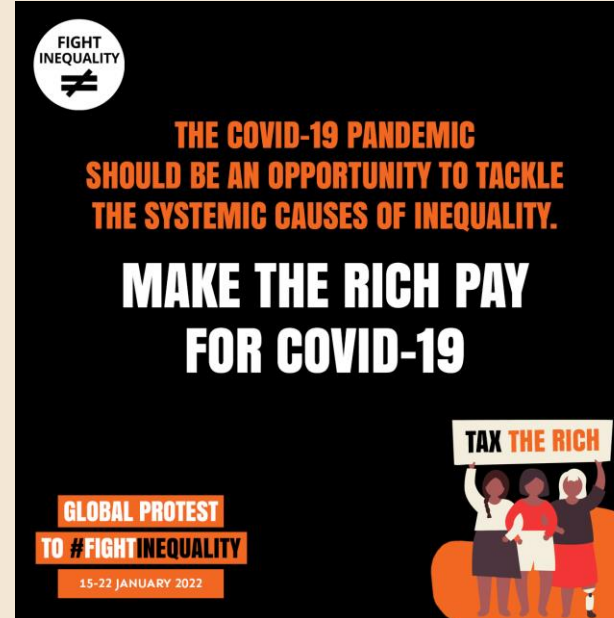
Click on the images to view and download from its location on Google Drive

[More images available here](#)



Date: 20th – 24th December, 2021

The irony is the 1% plan to meet in Davos in January to shape the world's future, yet they are one of the world's problems! Abolish Billionaires! It's time to #TaxTheRich #Wef22 Join the Global Protest to #FightInequality 15th - 22nd January 2022



Date: 20th – 24th December, 2021

The #COVID19 pandemic should be a once in a generation opportunity to tackle the systemic causes of inequality. Make the rich pay for #COVID19 #TaxTheRich #WEF22 15th - 22nd January 2022 we take it to the streets for the Global Protest to #FightInequality



Date: 20th – 24th December, 2021

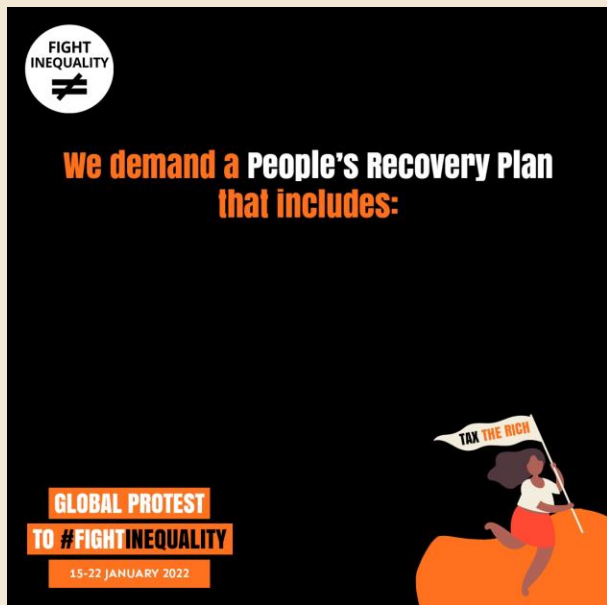
We deserve clean water, good climate, a job with a decent pay, shelter, the #COVID19 vaccine, education...We all deserve a dignified, just and equal life! #TaxtheRich #Wef22



Social Media GIFs

Click on the videos to view and download from its location on Google Drive

[More materials available here](#)



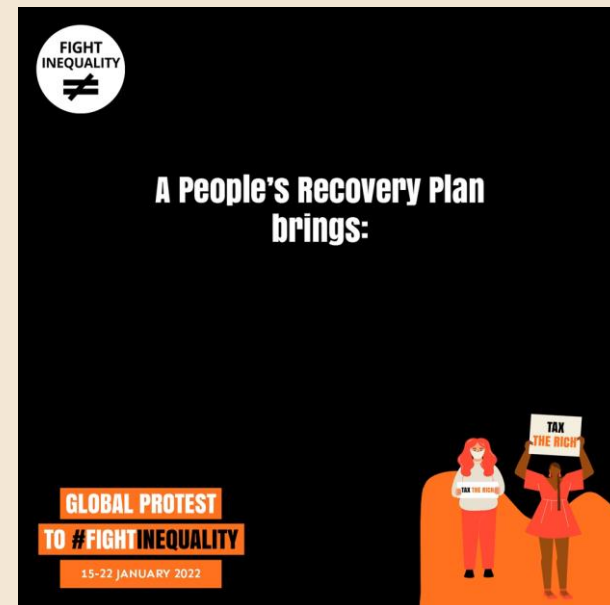
Date: 27th Dec – 4th Jan 2022

👊👊👊👊👊 People are pushing for a PEOPLE'S RECOVERY PLAN!! Because the only way to end this pandemic is to ensure that the needs of people and our planet are respected and met.
#TaxtheRich #FightInequality
#wef22



Date: 27th Dec – 4th Jan 2022

I am ready to be SEEN, HEARD and FELT! It's time for our government to #TaxtheRich
#FightInequality



Date: 27th Dec – 4th Jan 2022

Let's start the year with a bang! Join the Global Protest to #FightInequality on January 22, 2021. With the pandemic supercharging inequality at all levels, we will show that people's solutions to inequality are #TaxtheRich

Protest Images

Click on the images to view and download from its location on Google Drive

[More materials available here](#)





Whatsapp Stickers

Click on the videos to view and download from its location on Google Drive

[More materials available here](#)

**TAX
THE RICH**

Icon



How to install Whatsapp Stickers:

1. Download the Sticker Maker
<https://play.google.com/store/apps/details?id=com.marsvard.stickermakerforwhatsapp>
2. Create name & Author as you wish
3. Upload the Icon and the 3 stickers
4. Share widely!



Join The Movement

If you would like to be a part of the movement that is fighting inequality:

- [Sign up](#) to receive regular emails
- Follow us on [Twitter](#), [Instagram](#) and [Facebook](#) and share or retweet our messages



**Let our voices be HEARD,
our presence FELT &
our demands MET.**