

TIME
TO TAX
THE RICH

GLOBAL PROTEST
TO #FIGHTINEQUALITY
14-21 JANUARY, 2023



Social Media Toolkit



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WHAT IS THE GLOBAL PROTEST TO #FIGHTINEQUALITY?

The Global Protest to #FightInequality is our largest global mobilisation of the year and ‘kicks off’ 2023. We need to make a collective statement with our mobilisation and we need everybody. The message that we need to Tax the Rich and build People’s Alternatives to Davos must build our movement and drive headlines around the world. During the [2022 Global Protest](#) we mobilised in January and again in May as the WEF met twice in one year. We had [a global virtual rally to #TaxTheRich](#), we reached more than 24 million people in 42 countries with our shared call to #TaxTheRich, we got our agenda into the media with [opinion pieces](#) and much more. As we head towards 2023, we are living through a global economic recession and multiple crises that push even more people towards the brink. This coming January we can organise in People’s Assemblies to put more power behind our solutions to inequality, both in January, and throughout 2023.

We mobilise because inequality continues to spiral rampant and unchecked. The Covid-19 pandemic has exacerbated the already high levels of inequality which existed before the pandemic, while billionaire wealth and greed have increased unabated. The neoliberal economic system continues to fail the majority of people across the world. Communities and societies at the forefront of inequality from the grassroots have been organising in response to these unacceptable levels of inequality and will continue to do so until this gross imbalance in power and resources ends. It is only through people power; the coming together of people affected and impacted by this gross imbalance of power and wealth, that can turn this crisis around.



3 ways to join the Global Protest

1. Join #BlackBandFriday

What is Black Band Friday?

Thousands of activists and publics across the world will observe the Global Black Band Friday on 20 January. Black Band Friday will be observed across the world to demand governments Tax The Rich. Participating activists and publics will be wearing a Black Band to show that at a time of multiple crises pushing us to the brink, we demand real change. The Black Band Friday takes place as the super rich have gathered in Davos for the World Economic Forum.

The Black Band Action will begin in Asia and sweep across the globe via Africa, Europe, Latin America and the Caribbean with actions taking place in each of the countries mobilising throughout the day. We invite everyone around the world to join in.

[How To Join](#)

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 #Wef23 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

3. Sign the open letter

From 17th January, we will 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.](#)





What do I need to join #BlackBandFriday

1. Get a group of people together, the number doesn't have to be large. You can be in an office, out in public, at a park or anywhere else that works best for you.
2. Wear a black arm band (just use a simple piece of cloth - whatever you have)
3. Say why you want to #TaxTheRich (here's [9 reasons](#) if you are feeling stuck)
4. Post the picture or video on twitter using the hashtags #BlackBandFriday #FightInequality #TaxTheRich.

What time will Black Band Friday take place?

The action will take place on Friday, the 20th January 2023. Hold your actions at the following times so we can create a powerful wave of actions across the world during the day:

In Asia - between 10am - 2pm local time in your country.

In Africa - between 10am - 2pm local time in your country.

In Europe – between 10am - 2pm local time in your country.

In North and Latin America - 10am - 2pm local time in your country.

[More details on how to join #BlackBandFriday](#)

HOW TO JOIN #BLACKBANDFRIDAY - 20TH JANUARY

FIGHT INEQUALITY

1. GET A GROUP OF PEOPLE TOGETHER, THE NUMBER DOESN'T HAVE TO BE LARGE. YOU CAN BE IN AN OFFICE, OUT IN PUBLIC, AT A PARK OR ANYWHERE
2. WEAR A BLACK ARM BAND (JUST USE A SIMPLE PIECE OF CLOTH)
3. SAY WHY YOU WANT TO #TAXTHERICH
4. POST THE PICTURE OR VIDEO ON TWITTER USING THE HASHTAGS #BLACKBANDFRIDAY #FIGHTINEQUALITY #TAXTHERICH.

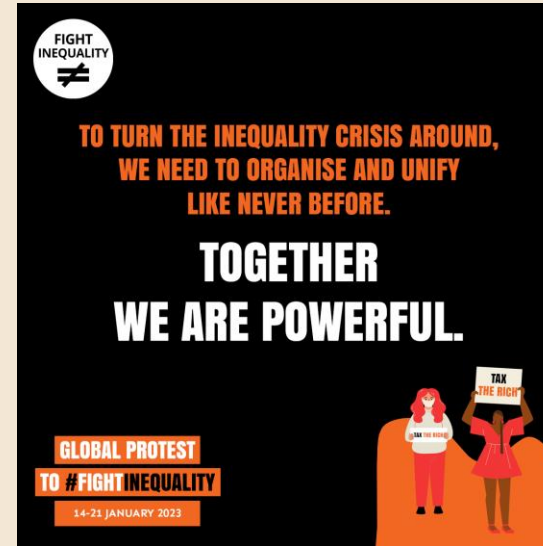
GLOBAL PROTEST
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Social Media Graphics

Click on the images to view and download from its location on Google Drive
[More images available here](#)



The irony is the 1% meeting in Davos to shape the world's future yet they are one of the world's problems! Abolish Billionaires! It's time to #TaxtheRich #Wef23



We are still facing the effects of the pandemic, we are going through a cost of living crisis but the elite continue to meet at Davos with no real solutions. Let's come together and demand the governments to #TaxtheRich #WEF23

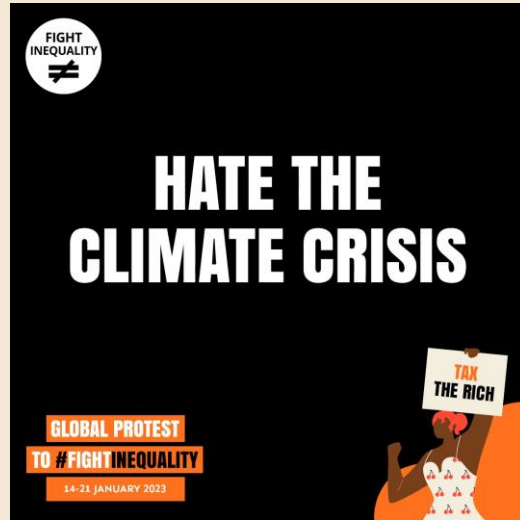


When have seen what we can achieve when we join hands and speak out! Join the Global Protest to #FightInequality

Here are different ways you can participate
<https://fightinequality.org/>
Together we are powerful.
#TaxtheRich

Social Media GIFs

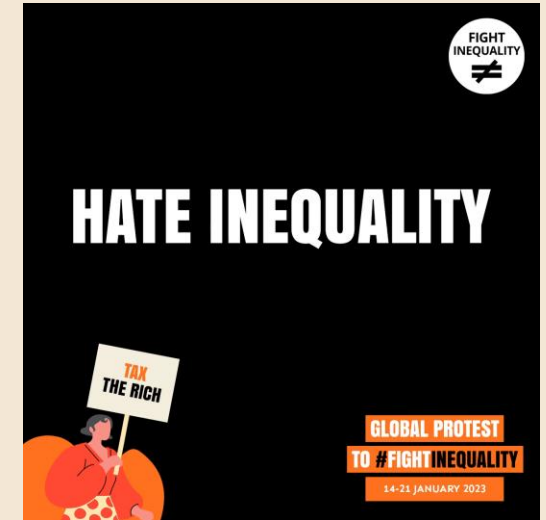
Click on the videos to view and download from its location on Google Drive
[More materials available here](#)



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 #Wef23



AUSTERITY is another term for CLASS WAR #Wef23
#TaxtheRich
#FightInequality



The irony is the 1% meeting in Davos to shape the world's future yet they are one of the world's problems! Abolish Billionaires! It's time to #TaxtheRich #Wef23

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
- Be a member of the Alliance in your country (link to the protest map and national/regional alliance contact details)
- Follow us on [Twitter](#), [Instagram](#) and [Facebook](#) and share or retweet our messages

Our Key Messages



- We have reached a critical juncture. Covid-19 is an inequality virus. During the pandemic, at the same time that billionaire wealth is spiraling 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.
- The Fight Inequality Alliance is/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.



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