



Digital Mobilisation Tool Kit

Purpose:

This social media toolkit is for FIA National Alliances, members, partners, and allies, offering essential resources to effectively drive engagement and action for the January 18 People's Assemblies and Red Line Actions. Designed for use across X, Facebook, Instagram, LinkedIn, and TikTok, this comprehensive pack includes: [Pre Jan 18 Mobilisation Messages](#) and [18 January and Davos Influencing Messages](#).

Our primary hashtag to is: **#RedLineToBillionaires** and the secondary hashtags are: **#Davos2025 #WEF2025**

When posting, tag or mention FIA's social media handles: X (Twitter): [@FightInequality](#), Instagram: [@fightinequality](#), Facebook: [@fightinequalityalliance](#), LinkedIn: [@fightinequalityalliance](#), TikTok: [@fightinequality](#)

18 January Individual Action

Your participation matter join the action virtually by doing the following symbolic action



1. Draw a bold red line on your palm
2. Snap a self and post on your social media
3. Suggested post caption: I Draw the Red Line Against Super-rich Greed!
4. Use the hashtag: #RedLineToBillionaires
5. Tag us: X , Instagram, Facebook, LinkedIn, TikTok
See reference illustration for the action👉



[Download all assets](#)

CLICK ON THE ASSET IMAGE OR DESIGN TO DOWNLOAD RESOURCES

1. Pre Jan 18, 2025 Mobilisation Messages

Suggested caption	Suggested date for posting and notes	Assets
<p>📢 SAVE THE DATE! 📢</p> <p>On Jan 18, 2025, we're drawing the #RedLineToBillionaires! 🗓️👊</p> <p>🌐 13 countries 46+ cities 30,000+ voices</p> <p>🔴 Join us to fight inequality and billionaire greed!</p> <p>#Davos2025 #WEF2025</p>	<p>For immediate release, 9 am</p> <ul style="list-style-type: none"> - Click on the image/video icon to download resources - Cards also available in SP and French 	 <p>The poster features a black background with a red skyline of a city. A red line is drawn across the skyline, with the words 'RED LINE TO BILLIONAIRES' written in red. Text on the poster includes: 'SAVE THE DATE', 'FIGHT INEQUALITY', 'DRAW THE RED LINE AGAINST INEQUALITY!', '13 countries, 46+ cities, 30,000+ voices', 'Date: January 18, 2025', 'Global Mobilisation Day', and a list of actions: 'Join the movement to challenge billionaire greed and demand real solutions: Red Line Actions, People's National Assemblies, Mass Digital Action'. Hashtags #RedLineToBillionaires and #Davos2025 are at the bottom.</p>
<p>👊 CHANGE IS COMING! 👊</p> <p>On January 18, 2025, we will rise to #DrawTheRedLine against billionaire greed and inequality!</p> <p>📅 17 Mark your calendar and join the global movement!</p> <p>#RedLineToBillionaires #Davos2025</p>	<p>For immediate release, 12 Midday</p>	 <p>The poster features a black background with a red outline of a city skyline. A red line is drawn across the skyline, with the words 'RED LINE TO BILLIONAIRES' written in red. Text on the poster includes: 'CHANGE IS COMING ON JANUARY 18, 2025!', 'FIGHT INEQUALITY', 'THE WORLD WILL MOBILISE TO #DRAWTHEREDLINE AGAINST BILLIONAIRE GREED AND INEQUALITY.', 'Stay tuned for: Red Line ACTION Map, Digital ACTION Pack', and 'Mark your calendar and get ready to join the global movement!'. Hashtags #RedLineToBillionaires and #Davos2025 are at the bottom.</p>

🔥 Indonesia, It's Time to Rise!

While billionaires relax in snowy luxury, our forests burn, our islands sink, and our people struggle to survive.

🌊 Jakarta, are you ready to shake the world?

ENOUGH of greed. ENOUGH of destruction.

📅 Date: 18 January

🕒 Time: 9:00 AM Indonesia Time

👏 Join the People's Assembly and #RedLineToBillionaires action in Jakarta to demand climate justice, economic fairness, and a future where *people* and *planet* come first!

🗣️ Raise Your Voice. Rise for Justice. Ignite the Change!

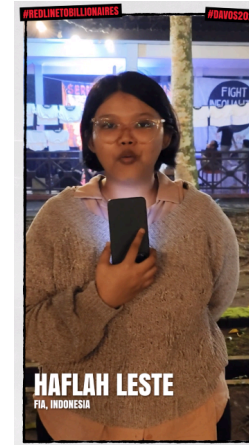
#RedLineToBillionaires #Davos2025 #WEF2025

Jan 15, 2025 6:00 PM

You Tube


link:https://youtu.be/-zTzeyL_Pkac

- Square/landscape videos are ideal for LinkedIn, Facebook, Instagram and X
- While portraits/vertical work well on TikTok and Instagram stories





🇲🇽 Mexico, It's Time to Rise Up! 🇲🇽

While the 1% enjoy luxury getaways, our people are facing endless wars, climate disasters, and rising costs just to survive. ¡YA BASTA!

 Date: 18 January

 Time: 9:00 AM Mexico Time

 Join the People's Assemblies and #RedLineToBillionaires actions in Mexico City, Jalisco, and Aguascalientes to demand real change and justice for all.

 Stand up. Speak out. Fight back.

#RedLineToBillionaires #Davos2025 #WEF2025

Jan 15, 2025 12:00 PM


You Tube Link:
<https://youtu.be/tqftMywW0CI>




🇿🇲 Zambia, It's Time to Rise Up! 🇿🇲

While billionaires relax in luxury, our communities are battling endless conflicts, climate disasters, and rising costs just to survive.

ENOUGH IS ENOUGH!


 Date: 18 January

 Time: 9:00 AM CAT

Jan 15, 2025 4:00 PM

You Tube Link:
<https://youtu.be/8bTELAIGe4>



<p>👏 Join the People’s Assemblies and #RedLineToBillionaires actions in Chipata, Lusaka, Livingstone, Mongu, and Mansa to demand justice and real change!</p> <p>🗣️ Stand up. Speak out. Take action for Zambia’s future!</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>		
<p>🇿🇼 Zimbabwe, It’s Time to Rise Up! 🇿🇼</p> <p>While the 1% gather in luxury, our people are suffering—caught in endless conflicts, devastated by climate disasters, and struggling to survive.</p> <p>ENOUGH IS ENOUGH!</p> <p>📅 Date: 18 January</p> <p>🕒 Time: 9:00 AM CAT</p> <p>👏 Join the People’s Assemblies and #RedLineToBillionaires actions in Harare, Masvingo, Gweru, Mutare, and Bulawayo to demand justice and real change!</p> <p>🗣️ Raise your voice. Take a stand. Fight for Zimbabwe’s future!</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 15, 2025 7:00 PM</p> <p>You Tube Link: https://youtu.be/XBI5bo7WEI4</p>	

🇳🇬 Nigeria, It's Time to Shake the Ground! 🇳🇬

While billionaires sip champagne in snowy resorts, our people face conflict, floods, heatwaves, and rising costs just to survive.

WE WON'T STAY SILENT!

📅 Date: 18 January

🕒 Time: 9:00 AM WAST

🔥 Lagos, are you ready to ROAR?

👏 Join the People's Assembly and #RedLineToBillionaires action in Lagos to demand justice, climate action, and a future that works for *everyone*—not just the 1%!

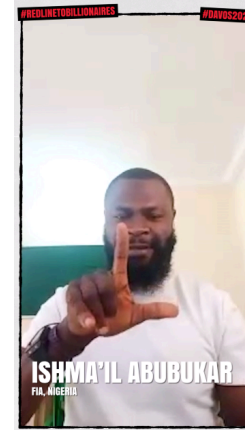
🗣️ This is OUR fight. OUR future. Let's claim it!

#RedLineToBillionaires #Davos2025 #WEF2025

Jan 16, 2025 9:00 AM

You Tube Link:

<https://youtu.be/yfzfqlbnOnU>



🇮🇳 India, The Moment to Rise is NOW! 🇮🇳

While billionaires sip luxury in snowy retreats, millions of us are choking on smog, drowning in floods, and battling to survive.

🔥 DELHI, are you ready to turn up the HEAT?

📅 Date: 18 January

🕒 Time: 9:00 AM EST

Jan 16, 2025 12:00 PM

You Tube

Link: <https://youtu.be/dqxwklxi6TY>



<p>ENOUGH of the greed. ENOUGH of the lies.</p> <p>👏 Join the People's Assemblies and #RedLineToBillionaires action in Delhi to demand climate justice, economic fairness, and a system that puts PEOPLE over PROFIT!</p> <p>🗣️ Raise Your Voice. March for Change. Ignite a Revolution!</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>		
<p>🏔️ Nepal, It's Time to Rise Higher! 🏔️</p> <p>While the billionaires hide in luxury resorts, our mountains melt, our rivers flood, and our people struggle to survive.</p> <p>🔥 Kathmandu, are you ready to make the ground SHAKE?</p> <p>📅 Date: 18 January</p> <p>🕒 Time: 9:00 AM Nepal Time</p> <p>ENOUGH of the greed. ENOUGH of the destruction.</p> <p>👏 Join the People's Assemblies and #RedLineToBillionaires action in Kathmandu to demand climate justice and a system that puts <i>people</i> and <i>planet</i> before profit!</p> <p>🗣️ Rise Like the Himalayas. Stand Tall. Demand Change!</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 16, 2025 4:00 PM</p> <p>You Tube Link: https://youtu.be/7VWWoHQ7lf4</p>	

🇵🇰 Pakistan, It's Time to Rise and Resist! 🇵🇰

While the billionaires bask in luxury, our people are drowning in floods, choking on smog, and fighting to survive.

🔥 Islamabad, Lahore, Karachi—Are You Ready to Shake the System?

ENOUGH of the exploitation. ENOUGH of the injustice.

📅 Date: 18 January

🕒 Time: 9:00 AM PST

👏 Join the People's Assemblies and #RedLineToBillionaires actions across Pakistan to demand climate justice, economic equality, and a future where *people* come before *profit*!

🗣️ Stand Up. Speak Out. Lead the Change!

#RedLineToBillionaires #Davos2025 #WEF2025

Jan 16, 2025 7:00 PM

You Tube

Link:<https://youtu.be/aaMWGoPHonI>



🇸🇩 Burkina Faso, It's Time to Rise and Resist! 🇸🇩

While the richest 1% celebrate in luxury, our people are caught in conflict, battling droughts, and struggling for basic survival.

🔥 Ouagadougou, are you ready to make your voice UNSTOPPABLE? 🔥

📅 Date: 18 January

🕒 Time: 9:00 AM GMT

ENOUGH of greed. ENOUGH of injustice.

👏 Join the People's Assemblies and #RedLineToBillionaires action in Ouagadougou to demand climate justice, equality, and a system that puts *people over profit!*

🗣️ Stand Strong. Speak Loud. Demand Change!

#RedLineToBillionaires #Davos2025 #WEF2025

Jan 17, 2025 9:00 AM

You Tube

Link:<https://youtu.be/3GhNEtCceIE>



🇨🇮 Côte d'Ivoire, The Time to Rise is NOW! 🇨🇮

While the wealthy elite sip champagne in icy resorts, our lands are drying, our people are struggling, and our voices are being ignored.

🌍 Zouhan-Hounien, can you feel the ground shaking?

📅 Date: 18 January

🕒 Time: 9:00 AM GMT

🔥 From the cocoa fields to the city streets, it's time to BURN the line of injustice!

NO MORE GREED. NO MORE SILENCE.

👏 Join the People's Assemblies and the #RedLineToBillionaires action in Zouhan-Hounien and demand a system that works for *us all*—not just the privileged few!

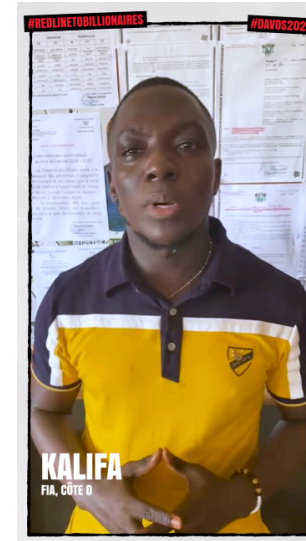
🌟 Stand tall like the Baobab. Speak louder than the storms. Let's rewrite the future!

#RedLineToBillionaires #Davos2025 #WEF2025

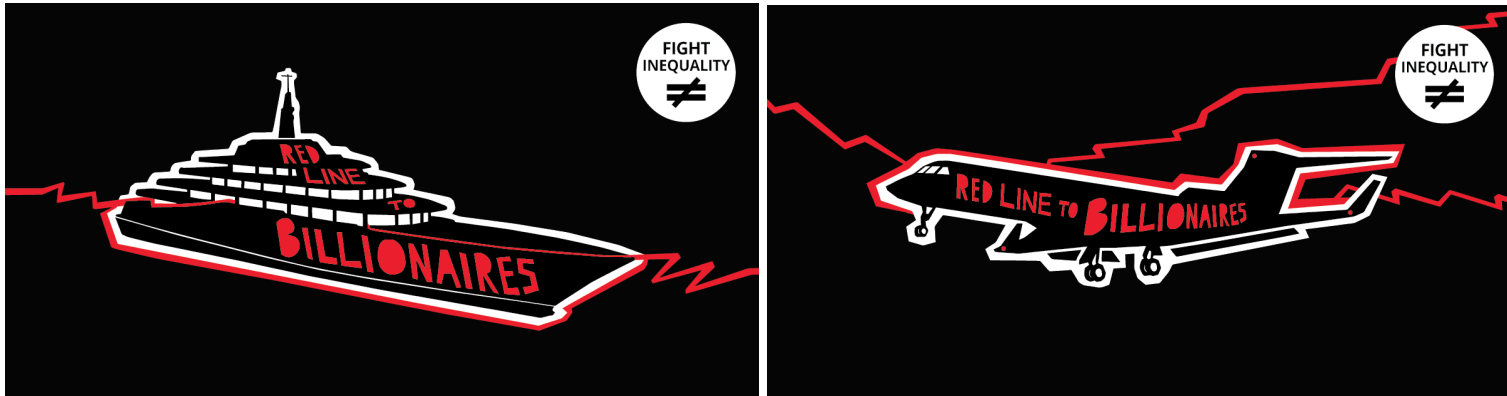
Jan 17, 2025 12:00 PM

You Tube


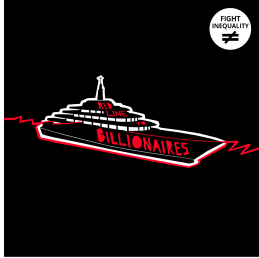
Link: <https://youtu.be/EC8aeI44RYY>







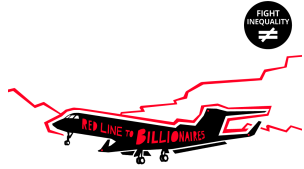
2. 18 January 2025 and Davos Influencing Messages



Join us in amplifying these powerful messages! Do they resonate with you? Share them on your social media and do not forget to tag/mention us!

Suggested caption -	Suggested date for posting and notes	Assets (click on the image to download)
<p>1. Billionaire wealth has a limit 🚫. Our Planet 🌍❤️ and People 👥 cannot afford their greed . Draw the red line 🚫. Demand accountability now 🗣️📢.</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 18, 2025 9:00 AM</p>	
<p>2. Their Billion-Dollar Yachts 🚢 Float on a Sea of Inequality 🌊. Draw the Red Line 🚫. End the Billionaire Loophole ✖️👛.</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 18, 2025 11:00 AM</p>	

<p>3. A Red Line 🇺🇦 between Excess 🏠 and Equality ⚖️. It's Time to Choose ⌚.</p> <p>Stand with Us 🤝. Tax the Wealth Hoarders 📊.</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 18, 2025 1:00 PM</p>	
<p>4. Super-rich Greed 💰😡 Knows No Limits 🚫. But We Can Stop It 🤝. Draw the Red Line 🇺🇦👉.</p> <p>Say No ❌ to Unchecked Greed .</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 18, 2025 3:00 PM</p>	
<p>5. Every Billion Hoarded 💰❌ is a School Unbuilt 🏫🚫, a Hospital Unfunded 🏥💔. Greed Stops Here 🤝.</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 18, 2025 5:00 PM</p>	

<p>6. Super-rich Greed 🤑😡 Thrives in Silence 😬. Let's Shout: Enough! 📣👊</p> <p>Take Action ✅. Draw the Red Line 🇺🇸👉.</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 18, 2025 7:00 PM</p>	
<p>7. Tax the Super-Rich 💰⚖️: Every Dollar Hoarded 💰❌ is a Dollar Stolen from the Future ⌚.</p> <p>Demand Fair Taxes 📢📝 for a Just World .</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 18, 2025 9:00 PM</p>	
<p>8. Symbolic action</p>	<p>Post throughout the day</p>	<p>Symbolic action</p>
<p>9. A Tax 📊💰 on the Super-Rich Could Change Millions of Lives and fight inequality 💡.</p> <p>Join Us 🙌. Let's Tax The Super Rich ⚖️.</p> <p>#RedLineToBillionaires #Davos2025 #WEF2025</p>	<p>Jan 19, 2025 9:00 AM</p>	

10. When the Super-Rich Pay Their Fair Share 💰⚖️, Everyone Wins 🏆.

Fair Taxes 📄✅. Fair Future 🌱.

#RedLineToBillionaires #Davos2025 #WEF2025

Jan 19, 2025 11:00 AM



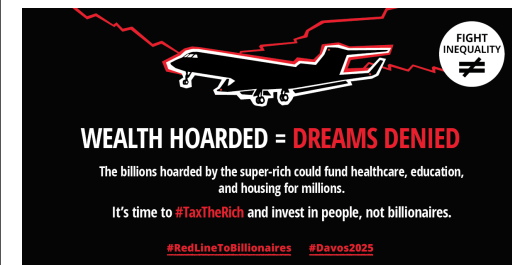
11. Wealth Hoarded 💰🔒 = Dreams Denied 🗨️❌

The billions hoarded by the super-rich 💰 could fund healthcare 🏥, education 📚, and housing 🏠 for millions 👥.

It's time to #TaxTheRich 🗳️⚖️ and invest in people 🤝, not billionaires 🚫💰.

#RedLineToBillionaires 🇺🇸 | #Davos2025 🌐 | #WEF2025 🌐

Jan 19, 2025 1:00 PM



12. No More Billionaire Takeovers! 🚫💰


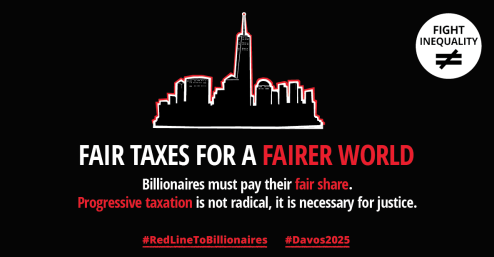
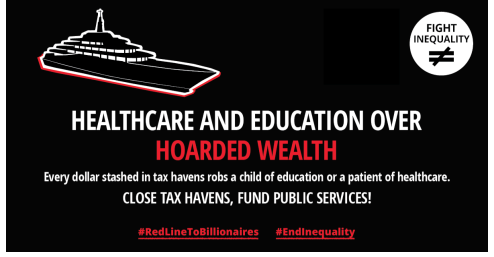
Political systems 🏛️ should not be playgrounds for billionaires 🗳️💰.




We need progressive taxation 📊⚖️, free public services 🏥📚, and decent wages for all 🧑💰.

Jan 19, 2025 3:00 PM



<p>#RedLineToBillionaires 🇺🇸 #Davos2025 🌍 #WEF2025 🌐</p>		
<p>13. Climate Justice 🌍⚖️ Needs Wealth Justice 💰👛</p> <p>The 1% 🏠 caused the climate crisis 🌡️🔥. They must pay up 📄💰 for climate action 🌱 instead of hoarding wealth 🗝️💰.</p> <p>#RedLineToBillionaires 🇺🇸 #Davos2025 🌍 #WEF2025 🌐</p>	<p>Jan 19, 2025 6:00 PM</p>	 <p>CLIMATE JUSTICE NEEDS WEALTH JUSTICE</p> <p>The 1% caused the climate crisis. They must pay up for climate action instead of hoarding wealth.</p> <p>#RedLineToBillionaires #Davos2025</p>
<p>14. Inequality is Not Inevitable, It Is Engineered! ⚙️💰</p> <p>The system isn't broken 🏛️❌—it's rigged 🗝️ for the super-rich 🤑.</p> <p>We demand a world 🌍 where hard work 📁 is rewarded 🏆, not exploitation 🚫👤.</p> <p>#RedLineToBillionaires 🇺🇸 #Davos2025 🌍 #WEF2025 🌐</p>	<p>Jan 19, 2025 9:00 PM</p>	 <p>INEQUALITY IS NOT INEVITABLE, IT IS ENGINEERED!</p> <p>The system is not broken, it is rigged for the super-rich. WE DEMAND A WORLD WHERE HARD WORK IS REWARDED, NOT EXPLOITATION.</p> <p>#RedLineToBillionaires #Davos2025</p>
<p>15. Democracy is Not for Sale 🏛️❌💰</p> <p>Wealth 💰 should not buy political power 🗳️⚖️.</p> <p>Let's reclaim democracy 👤🌍 from billionaire influence 🤑🗝️.</p> <p>#RedLineToBillionaires 🇺🇸 #Davos2025 🌍 #WEF2025 🌐</p>	<p>Jan 20, 2025 9:00 AM</p>	 <p>DEMOCRACY IS NOT FOR SALE</p> <p>Wealth should not buy political power. Let's reclaim democracy from billionaire influence.</p> <p>#RedLineToBillionaires #Davos2025</p>

<p>16. The Power of the 99% is Rising! 🤝🌍</p> <p>Workers 🧑🏭 are striking 🖐️, students 🎓 are marching 🚶, and communities 🏠 are mobilising 🔥.</p> <p>Together, we demand justice ⚖️ and accountability 🗣️.</p> <p>#RedLineToBillionaires 🇺🇸 #Davos2025 🌍 #WEF2025 🌐</p>	<p>Jan 20, 2025 12:00 PM</p>	
<p>17. Fair Taxes for a Fairer World ⚖️</p> <p>Billionaires 💰 must pay their fair share 📊.</p> <p>Progressive taxation 📁📈 is not radical 🚫—it's necessary for justice ⚖️.</p> <p>#RedLineToBillionaires 🇺🇸 #Davos2025 🌍 #WEF2025 🌐</p>	<p>Jan 21, 2025 9:00 AM</p>	
<p>18. Healthcare and Education Over Hoarded Wealth 🏥📚🚫💰</p> <p>Every dollar 💰 stashed in tax havens 🏝️ robs a child 🧒 of education 📖 or a patient 🏥 of healthcare ❤️.</p> <p>Close tax havens 🗝️ and fund public services 🏠🏥!</p>	<p>Jan 21, 2025 12:00 PM</p>	

<p>#RedLineToBillionaires 🇷🇺 #Davos2025 🌍 #WEF2025 🌐</p>		
<p>19. A Broken System Creates Billionaire Tyrants 🍷👑</p> <p>Billionaires are not job creators 🚫👛—they are system manipulators 🧠⚙️.</p> <p>Let us rebuild 🛠️ a world 🌍 that rewards fairness ⚖️, not greed.</p> <p>#RedLineToBillionaires 🇷🇺 #Davos2025 🌍 #WEF2025 🌐</p>	<p>Jan 22, 2025 9:00 AM</p>	 <p>A BROKEN SYSTEM CREATES BILLIONAIRE TYRANTS</p> <p>Billionaires are not job creators, they are system manipulators. Let us rebuild a world that rewards fairness, not greed.</p> <p>#RedLineToBillionaires</p>
<p>20. Real Solutions, Not Empty Promises ✅🧠</p> <p>While billionaires 💰 talk in Davos, we act in solidarity 🤝👉.</p> <p>Tax the Rich 📊📈, invest in public services 🏠📚, and deliver climate justice .</p> <p>#RedLineToBillionaires 🇷🇺 #Davos2025 🌍 #WEF2025 🌐</p>	<p>Jan 22, 2025 12:00 PM</p>	 <p>REAL SOLUTIONS, NOT EMPTY PROMISES</p> <p>While billionaires talk in Davos, we act in solidarity. TAX THE RICH, INVEST IN PUBLIC SERVICES, AND DELIVER CLIMATE JUSTICE.</p> <p>#RedLineToBillionaires #Davos2025</p>
<p>21. The Red Line is Clear: No More Billionaire Domination! 🇷🇺🚫💰</p> <p>The world needs bold action 🌍👊:</p> <p>Tax the super-rich 📊📈, end tax dodging 🚫🌴, and build a just economy for all ⚖️👉.</p> <p>#RedLineToBillionaires 🇷🇺 #Davos2025 🌍 #WEF2025 🌐</p>	<p>Jan 23, 2025 9:00 AM</p>	 <p>THE RED LINE IS CLEAR: NO MORE BILLIONAIRE DOMINATION!</p> <p>The world needs bold action: TAX THE SUPER-RICH, END TAX DODGING, AND BUILD A JUST ECONOMY FOR ALL.</p> <p>#RedLineToBillionaires</p>