

ACTION

ASTROTURFING

: using fake posts to create the illusion of widespread support for a movement or organisation. Pick a target and astroturf them. Post at least 5x messages in their support.

ACTION

FLAGGING

: reporting a post or an account for inappropriate or abusive content.

ACTION

TROLLING (INSULT)

: posting deliberately inflammatory messages which attacks the target's character, gender or race. Insult trolls often resort to juvenile name-calling and bullying.

ACTION

COUNTER-MEMEING

: reposting an existing meme after replacing part of its contents with contrary or ironic messaging. Post it with the same hashtags found on the original meme.

ACTION

TROLLING (LULZ)

: posting sarcastic, humorous or off-topic messages in an effort to sow discord or just for the lulz. Pick a target and troll them.

ACTION

SNITCH-TAGGING

: a snitch-tagger is essentially a tattletale. Find a post criticizing or concerning another user and tag that person in the comments. Your aim? To stir the pot.

ACTION

TROLL-HUNTING

: the practice of identifying and exposing trolls or sock-puppet accounts. Find a target and either flag, comment or DM them.

ACTION

SCAMBAITING

: posing as a potential victim to a scammer in order to waste their time and resources, gather information, or publicly expose them. Pick a target and scambait them.

ACTION

GEOTAG-GAMING

: the practice of appropriating or 'gaming' a certain geotag, by posting reactionary or challenging material to its feed. E.g. posting protest images to the geotag of a right-wing political party's office. Pick a geotag and post 3 images to it.

ACTION

HASHTAG-GAMING

: the practice of appropriating or 'gaming' a certain hashtag, by posting reactionary or challenging material to its feed. Pick a target and post 3 images to its hashtag.

ACTION

SPAMMING

: sending multiple unsolicited messages, especially advertising, to one account or site. Pick a target and send them 5x messages. Or pick 5x targets and send them the same message.

ACTION

FACT-CHECKING

: the process of attempting to verify or disprove assertions made by another user. Pick a target (e.g. a fake news item) and fact-check or otherwise question them.

ACTION

TROLLING (FLAME BAIT)

: posting deliberately inflammatory messages in an effort to sow discord or generate angry responses. Pick a target and flame them.

ACTION

TROLLING (IDEOLOGICAL)

: posting deliberately inflammatory messages in support of a political or personal ideology. Often longer in form, and critical in attitude. Try to engage your target in a debate.

ACTION

COUNTERSPEECH (SHAMING AND LABELING)

: responding directly to hateful or harmful speech in an attempt to undermine it. Shaming and labeling is an approach which involves publicly calling out the offensive post. e.g. 'What you have said is racist / misogynist.'

ACTION

COUNTERSPEECH (SCHOLARLY)

: responding directly to hateful or harmful speech in an attempt to undermine it. The scholarly approach (inspired by Ladymouthbot), involves posting quotations from leading theorists or key figures which run counter to your target's message.

ACTION

DOXXING

: (from dox, abbreviation of documents) the practice of researching and then broadcasting private or identifiable information about an individual or organization. Pick a target and either threaten to, or actually dox them.

ACTION

DISINFORMATION CAMPAIGN (POSITIVE)

: spreading positive fake news items or misleading information in order to influence public opinion or obscure the truth. Post 3 deceptive claims to your feed which support your mission.

ACTION

SHITPOSTING

: spamming on another level. Or, posting large amounts of context-less, absurd and poor quality content to derail discussions or otherwise confuse and frustrate the audience. Pick a target and comment at least 10x on one of their posts, shitpost style.

ACTION

TROLLING (CONCERN)

: adopting the persona of a member of your opposition, and posting subversive messages while claiming to share their goals. The aim is to create division, sway opinion or sow uncertainty within the group.

ACTION

MEME-MAKING

: creating and posting a new meme to your feed. Use hashtags to make it more visible to your target audience.

ACTION

REAL TALK

: engage directly with a troll or user who you do not agree with. Send them a direct message with a sincere invitation to explain their standpoint and discuss your differences openly.

ACTION

DISINFORMATION CAMPAIGN (NEGATIVE)

: spreading negative fake news items or misleading information in order to influence public opinion or obscure the truth. Post 3 deceptive claims to your feed which target your opposition.

ACTION

NEWS-JACKING

: piggybacking off the day's biggest news stories to draw attention to your own content or ideology. Find a post or hashtag around a current event and inject yourself and your mission into the discussion.