

10 tactics for turning information into action



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Are you interested in how digital technology can enhance rights advocacy? Then you might want to know about Tactical Tech's new project, 10 tactics for turning information into action.

A documentary with a difference: 10 tactics is a 50-minute documentary film that explores the use of technology and social media platforms such as Google Earth, Twitter and Facebook for human rights advocacy in the developing world. It presents ten strategies for turning information into action and is aimed at global human rights advocates, as well as campaigners of all kinds. To complement the film, there are 15 fold-out cards – filled with tools tips and advice – for campaigners to work through as they plan their own info-activism.

Stephanie Hankey, Co-Founder of Tactical Tech, explains: “Technology and social media platforms have revolutionised the way we communicate and campaign on global and local issues. We have seen examples of the power of social media to shine a spotlight on oppression and hold governments to account, notably in Iran and Burma.”

“Using technology and social media can also, however, carry huge risks for individuals in terms of security and visibility. This film provides practical advice through the compelling and inspiring stories of human rights groups who have used technology effectively to maximise the impact of their work.”

The film features stories from 25 rights advocates from around the world who have successfully used information and digital technologies to create positive change. Highlights include:

- The story of *Noha Atef* whose blog, TortureinEgypt.net (<http://TortureinEgypt.net>), has led to the release of illegally detailed prisoners in Egypt.
- *Sami Ben Gharbia* explaining how activists upset the government in Tunisia when they used Google Earth and Google Maps to highlight stories of rights abuses.
- *Dina Mehta*, from India, explaining what it was like to be part of an online group that worked via Twitter to get blood donors and other essential support to hospitals during the Mumbai Terror attacks.

Screenings in Guwahati: 10 tactics will be screened at Guwahati soon. Please contact babulgogoi@hotmail.com (<http://www.assamtimes.org/mailto:babulgogoi@hotmail.com>) for date and event location.



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