

From Facebook to Streetbook



BEHIND THE SCENES OF THE EGYPTIAN
FACEBOOK REVOLUTION

SHERIF
MANSOUR



FREEDOM
HOUSE

The Struggle for Freedom in Egypt



- Kefaya (2003-2006)
 - Umbrella coalition of political parties
- Facebook youth organizations (2008-)
 - National strike of April 6th
- Elbaradei campaign for reform (2010-)
 - Return of hope and gathering of 1 million signature drive
- Khaled Said campaign (June 2010-)
 - Connection to ordinary Egyptians
- The revolution! (January-February 2011-)
 - To be continued

Organizational Tactics



- Online to street activism

- Planning
- Coalition building
- SMS
- Wall writings and posters
- Arts
 - ✦ Cartoon
 - ✦ Rap music
 - ✦ Video clips
- Decentralization
- Labor strikes



logistical and moral support



- Tahrir independent state
 - Ensuring security
 - Neutralizing the army
 - Building unity



logistical and moral support



- Tahrir independent state
 - Normalization of live
 - ✦ Radio
 - ✦ Medical support
 - ✦ Food support
 - Having fun:
 - ✦ Art shows
 - ✦ Reception
 - ✦ Wedding in the square



logistical and moral support

- International Support



logistical and moral support



- Humor



lessons learned



- Momentum
- Drama
- Mid way struggle
- Elevation of pressure

