

# 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 6<sup>th</sup>
- 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

