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