

# GUIDE

— For The —

# INTERNET

# ACTIVIST

— By Joel K. Richards —



How to  
make people  
want to  
know more

# GUIDE FOR THE INTERNET ACTIVIST

By Joel K. Richards

The elite expects us to be divided and inefficient. Imagine a world where we are not!

This “Guide For The Internet Activist” is a free e-book about sharing and info-placement strategy, written for all of you who know about the New World Order (NWO). It is meant to inspire massive action and “streetwise” use of the web in order to spread the word *globally, efficiently and legally*.

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## “WHY?”

### **I. ACT NOW**

("Those Who Have The Privilege To Know  
Have The Duty To Act")

The above quote from Albert Einstein is more relevant now than it has ever been.

*It's our responsibility to act and it's at the cost of our society if we don't.  
If, however, you feel you know all about the "Why?" just skip this part and proceed to the "How?"*

First of all, sharing is caring! - Especially because we are in a race against time. We already know through experience with SOPA, PIPA and ACTA that the free and open Internet as we know it is under pressure.



Sooner or later, the powers that be will find a way to introduce a law that will allow them to censor the Internet to a degree where we can't share anything that is even remotely controversial.

A lot of investigative journalism is already circulating widely on the web, which is positive. The web is a huge "jungle" of information - and disinformation - but the only thing we can still use for distributing information out to "the many". The mainstream media is not going to help us out in that department - for obvious reasons.

The NWO is gathering pace incredibly quickly now - but so is the number of people waking up to see it for what it is. Both things are advantages when it comes to exposing it. In many areas, particularly in large cities, Internet access promotes a movement from the TV screen to the computer screen, which is - in this matter - a good thing. That way, people are moving away from a strictly censored media and onto a platform where crucial information is circulating and can be *potentially* picked up. In other words: The unavailable has become available. But people still have to find it somehow... That's where we come in.

**The whole mainstream idea that talking about hidden agendas and cover-ups is "far out" is not our biggest problem.  
Our biggest problem is that the vast majority of people have never even heard of it.**

They live in a world where, by and large, the "truth" is what's being brought to them by the corporate controlled mainstream media. So the idea that there even *is* a cover-up won't come to mind unless they are somehow introduced to it.

Let's face it: As long as people stick to the TV version of what's going on, no matter how intelligent they are, the odds are that they won't figure out the bigger picture by themselves. Politicians, bankers, doctors, etc. may all act out of complete ignorance of who is controlling them, and

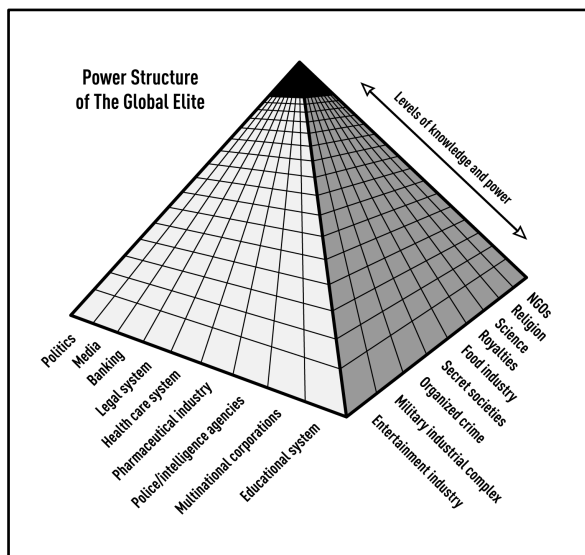


how... But as it becomes increasingly obvious that the control system is profoundly rotten, more and more people are becoming receptive to the idea that there *is* in fact a central coordinating force behind it.

Also, taking into account the accelerating speed of this agenda and the systematic haste to centralize power and to control us in every way - I think it's fair to say that anyone with eyes and a brain will sooner or later be able to see this system for what it is... *If they have heard the basic facts*, that is. Otherwise they won't be able to connect the dots.

The basic facts imply that you can *not* trust the mainstream media, and that your country is actually *not* run by the people that you see on TV. It is run by a group of shadowy elite people operating in the background - orchestrating false-flag operations, controlling both sides in armed conflicts and thus, like a puppet theatre, pulling strings to introduce a One World Government.

That's the basic and most important thing for ordinary people to understand. Without that basic knowledge, they won't be mentally receptive to any "advanced class" content you put out there. (I'll get to that in the section "Share The Basics" in Chapter 2)



**They may believe it or not believe it - the important thing is that they've even heard it.**

Having heard it, more and more people will eventually and inevitably start looking for information on their own because more questions will need answers.

So how do we introduce those vast numbers of people to those basics?

Optimally, the web should be teeming with challenging information to an extent where nobody can go online without stumbling upon the notion that things are *not* the way we're being told by the mainstream media.

**Simply put: The more places it can be found - the more likely it is that people will come across it.**

Many Internet activists make a daily contribution to this trend, using social networks people are already using every day: Twitter, Digg, Youtube, Reddit, Instagram, but most importantly, Facebook.

Throughout this text I will refer to Facebook many times, especially because it's the most commonly used social network and therefore the place where the most people can be reached.

Facebook poses a serious threat to the viewing figures of mainstream news networks because people tend to get their news through Facebook's news feed. This is why, in my experience, it's the best place to spread the word around the web, and where your efforts as an Internet activist will matter the most.

There is, however, a dark side to Facebook that shouldn't be ignored. Apart from its social utility, it's also an NSA tool for collecting data about you and tracking you. Some people think it has become outdated as an activist tool because of its constantly changing settings determining, among other things, who can see your posts and who can't. This should be taken into account and taken seriously. But in my opinion it's not a reason to give up sharing content – because if you can't reach enough people through the public news feed, you can always reach them directly! There is *always* a way. I'll get to that in Chapter 4, "Interest Groups".

## “HOW?”

### **2. SHARE – BUT SHARE WISELY**

(It Matters How You Do It)

- **SHARE THE BASICS**  
(Is it understandable?)

**The single most important thing in Internet activism is “the basics”. The basics serve as ordinary people’s “entry point” to investigative journalism and should be his/her first encounter with an “out-of-the-box” view.**

This is all about getting information across to those who *don't* know, so as I stated in the introduction, another pivotal question in Internet activism is:

"How do we get more people to **want** to know more?"

The most obvious way, whether online or in real life, is to share **basic class** information, and not **advanced class** information.

If you show people advanced class information too early, it's likely to be counterproductive as it can easily be overwhelming for them, sounding far-fetched, unbelievable, and a complete turn-off when it comes to *wanting* to know more. I'm completely aware that a lot of people will not even want to know more, no matter what. It's out of our hands what they choose to ignore, but it is our responsibility to make sure they hear the basics.

The basics are for beginners and matter more than anything you could ever share. This is because very often, basic class content speaks to the general population's *already existing* level of knowledge and works as their "wake-up call" and "entry point" to further research. In a political context, this could be the Bilderberg Group. When it comes to the food industry, it might be Monsanto. But in my view, the ultimate example of basic class information is 9/11. Everyone knows it is and everyone can agree that it was an important event for our society. They know this, first and foremost, because it was a mainstream televised event.

*(Word to the wise about 9/11: In most non-English speaking parts of the world, you'd probably want to call it "September 11" because far from everyone knows what "9/11" means. The same goes for the term "inside job")*



The official version of 9/11 is up against an abundance of forensic evidence implying that the buildings were brought down by controlled demolition and with the use of military explosives. The military was even ordered to “stand down” which basically means, “let it happen.” Any rational person taking a serious look at this will *never* go back to believing the official version - unless, of course, they are paid to believe it.

This is an excellent entry point, and strategically a much better one than "advanced class" content like the Codex Alimentarius, MK Ultra, HAARP, the TTIP or Fractional Reserve Lending because only a tiny part of the general population even knows what that is, not to mention, *understands* it.

Therefore, whatever the current level of knowledge is in your community, think in terms of what people's "wake-up calls" could be. Also, when people first become interested in knowing more and get into the habit of googling and youtubing on their own initiative, sooner or later they will get to the "advanced class" *anyway*. That's the beauty of it. It has happened to so many people that I've lost count! Ultimately, what we want is for ordinary people to start asking critical questions and stop cooperating with the forces that oppress them. Just imagine if the majority *actually* did that! That's a *revolution* right there, and the basics are more than enough to inspire that. That's why the basics need to be prioritized and given massive exposure!

**That is the single most important thing to know as an Internet activist.**

*I personally think this is completely straightforward, but I see so many Internet activists make the mistake of pushing advanced class content way too early and down-prioritizing the basics. That can only work if you share with a specific person or group that you know is ready for that. Posting it publicly has very narrow chances of being received well.*

- **SHARE THE BASICS OF THE BASICS**  
(What must they see to even start caring?)

**Even more basic than the basics is general, planetary concern - caring about the world, in the first place.**

Many people are of the mindset that all conspiracies are bogus and won't be receptive to any information implying, for example, that the U.S. government was involved in major cover-ups such as the 9/11 attacks. Does this mean that there is no hope for them? Not necessarily. As much as they may not accept the idea that authority figures can carry out ruthless acts against their own people, there is one thing that's impossible to cover-up and therefore impossible to deny: *The state of the world itself.*



Even *without* information about specific events, it is easy to see how our world is in a mess. Sometimes, all that is needed is to bring people's attention to injustices that are *right in our faces*; such as the growing wealth gap, world hunger despite the abundance of resources, destruction of the rainforest in the name of "progress," the money spent on war that could feed the world many times over etc. In a world where there is an *obvious* disregard for human life and the planet itself, is it so hard to believe that the "rulers" of the world do not care for the greater good?

**By pointing out obvious, yet often disregarded facts, it can help people realize that the sanest thing to do is to question authority *in general*.**

Sure, specific acts of injustice can serve as a powerful wake-up call, but after all, wake-up calls are supposed to have us think about the bigger picture; the greater injustices that affect us all but that we have been trained to ignore. Seeing the bigger picture has a very unifying effect amongst people, and establishes a common ground that almost everyone can agree on: *This has to change!*

- **KNOW YOUR AUDIENCE**  
(Do you represent them?)

**Activism that doesn't represent the many can never reach the many.**

It's as simple as that. If you want to get a message across, anything that puts a barrier between you and the many, is counterproductive. Therefore, in order to represent the many, you need to have a good situational awareness and know the "vibe" and level of knowledge in your country, community and network of friends.

- **MAKE IT PERSONAL**  
(Is it relevant – *according to them?*)

Besides taking people's current level of knowledge into account, it's also important consider what people see as *relevant to them*.

For example, however important the subject of Monsanto is, if you know that no one in your circle of friends even knows what Monsanto is, or even the meaning of "GMO", any post about Monsanto will attract zero attention. However, most people in the Western culture have a personal experience with cancer, either directly or indirectly.

So, if, for example, you know that cancer is a hot topic, then a post about pharmaceutical cartels and suppressed cancer cures will appear *much* more relevant to them. - Therefore:



**Post something they have a *personal* relation to.**

Only then will it get their attention, and only then will it have any chance of ending up as their "wake-up call". If that happens, they will eventually find out about Monsanto *anyway*.

- **VOUCH FOR IT**  
(Is it believable – *according to them?*)

Think before you post! Be sure you know exactly what you share, and be sure that it's considered trustworthy in your community. So never share anything you haven't read or watched yourself:

**Share only what you can vouch for!**

So to sum up the 2 previous points:

Every time you're about to post something, always ask yourself these 2 questions:

"In the group or community that I post this to..."

**A.** "...Will it get their attention?" (Will they see it as relevant?)

and:

**B.** "...Will it appear as credible?" (Will they believe it?)

- SHARE WITH MODERATION  
(Do you turn them *on* or do you turn them *off*?)

Independent, investigative reporting is a people's voice, as opposed to the mainstream media that are the voice of governments and corporations.

Therefore, if you share content publicly, always present it as a people's voice, and not the voice of some hysterical subculture that the many would never identify with because they feel it doesn't *represent* them. That's how the mainstream media *wants* to portray us! That's what the mainstream media *wants* the many to believe! They will present that image on TV, framing investigative journalists and activists as nutcases, extremists and so on, all in order to have the majority distance themselves from us.

Most open-minded people don't mind being introduced to new and challenging information if they see it as relevant, but nobody likes a spamming info-warrior. Therefore, especially on Facebook, be careful not to post controversial stuff *too* often because then people will see it as spamming.



For example, 10 posts per day about chemtrails, the Federal Reserve, pharmaceutical cartels, etc. will communicate to your network of friends that you need to be a bit of a fanatic to be an activist, and a lot more of them will "unfollow" or even "unfriend" you than if you had kept your posting to a moderate level.

**It's turning them off... It's counterproductive.**

In this way, you will only alienate yourself from the many, in which case you will be posting only to the people who *already* know about it. That's far from being optimal. Of course, why would we care if someone unfollows us because of that? We stand up for what we know is right, with no fear of what others think and with no self-censorship. But don't forget, people are supposed to **want to know more** and we can and should be streetwise about what **works** and what **doesn't**.



- **CREATE ATTENTION**  
(Are you alone - or are we many?)

**Attention creates more attention!**

Whoever is into viral marketing or information exposure should know this.

Therefore, when it comes to Facebook, I recommend you expand your network of friends to more people that have the same or similar insights as you do.

Geographical borders should never be considered an obstacle, and on a global scale, the larger your network is, the better. So add people in other countries too.

Having a large network of other Internet activists is an advantage in several ways:



First of all, they may find and share content that you would have never come across yourself, in which case you can help them boost its reach and popularity by liking and commenting. (But again, don't forget: Only share it with your own friends if it's *basic class* and *relevant to them*).

People in various social circles will then be attracted by the interest it gets, and if they react to the content themselves, they will be notified whenever someone else does.

Don't hesitate to ask other Internet activists for help. If they are committed, they will be as willing to support your posts, as you are to support theirs. This is also a way to show people "the social proof":

**Seeing that many others support your posts, they are more likely to see your posts as valid and relevant.**

Another important thing to consider is that the web is already abundant with people who are in the know about what's going on. Some of them are rampant news feed spammers, but for the most part, people are hesitant to share their insights because, among their colleagues, friends or relatives, they feel pressured to censor themselves. I believe most of us know that feeling all too well.

By using everybody's social network, Facebook, as a tool to spread information, we are promoting the idea that it's *not* time to censor ourselves.

Despite all the NSA surveillance, we are fearless enough to post content that challenges, or even undermines the dominant worldview. This communicates to the many hesitant ones that, finally, something big is going on to bring censored knowledge into the mainstream. They will then be much more likely to eventually join the trend.

What distinguishes an efficient Internet activist from a lazy Internet activist (also known as a "slacktivist" or a "clicktivist"), is that the effective one is *proactive*. This involves looking for opportunities out of one's own initiative, following up on people who need it, and keeping all options open for intelligent info-placement at all times.

These last chapters (3-6) are meant for the those who are, or want to be, proactive.

## “WHEN?”

### 3. WINDOWS OF OPPORTUNITY

(Key Info At Key Times)

This is all about timing and about making use of current events to get people to have their *first and most important* wake-up call.

There are times that are better fit for Internet activism than others, and what I find particularly interesting are the occasions where public sentiment is open to new ideas. Such events are windows of opportunity for activism, and if done right, mainstream attention can be used to boost what you want to share.

I'll give you a good example:

In Denmark, where I spend time each year, there was a major political scandal in the beginning of 2014. The minister of finance, Bjarne Corydon chose to sell the national treasure, Danish Oil and Natural Gas (D.O.N.G.) to none other than Goldman Sachs, the U.S. investment bank with ties to the weapons industry.

This infuriated the entire nation and many people didn't hesitate to call him a traitor. Corydon's calm and arrogant attitude on TV made a lot of people realize that he was *not* being loyal to the public, but rather to someone behind the curtains they were not supposed to know about. This incident in particular made it blatantly obvious to the many that they are not being told the whole story, and that whoever is in office, the same corruption and corporate greed is running society.



All of a sudden, the words "Bilderberg Group" and "Goldman Sachs" were all over Facebook, and at the following anti-government rally the speakers talked openly about Corydon's involvement in the Bilderberg Group and encouraged people to take their time to investigate for themselves how it all tied together. It was beautiful!

Again, it's all about timing...

Anytime is the right time for sharing. But through windows of opportunity like this one, we see a tangible change in awareness because the many suddenly **want to know more**, and succeed in finding documentaries, interviews and articles **on their own**.

Facebook is a perfect tool in this matter and at windows of opportunity, more than any other time, Internet activists need to seize the opportunity and post content which is most relevant, reliable, basic and to-the-point.

#### Obvious windows of opportunity:

- Rallies and uprisings
- Revelations
- Referendums
- Elections
- Scandals
- Historical anniversaries

## “WHERE?”

### 4. INTEREST GROUPS

(Key Info In Key Places)

At the 13th anniversary of 9/11, the organization “ReThink911” managed to get their key message about Building 7 across to a huge number of people through an ad on a massive digital billboard on Times Square in New York City. The ad was up for a month and was estimated to have reached about 3 million people! It was the result of an intelligently carried out crowdfunding and info-placement campaign, and illustrates perfectly what it means to put *key info in key places*.

On the web, however, it’s a different story. As I’ve stated before, Facebook’s news feed is an obvious key place, since it’s a place with a lot of traffic. But it’s not necessarily where people pay the most attention. (Hence the section, “Show The Importance” in Chapter 2)

Key places on the Internet are interest groups where people, as a rule, *do* pay attention, and where people are already open, to some extent, because they have an interest in knowing more. Any group of people who discuss issues relevant to what you want to share with them is actually a minor window of opportunity that we as Internet activists might as well look into. Therefore, on the Internet, key places are not where you post to the many, but to the *few*. This is the only case in which basic class content is not necessarily the best choice. Of course, Facebook groups are the easiest and laziest choice in this matter, but if you are proactive about sharing your insights, the possibilities are endless.



I’ve just recently come across a marvelous example of how this can be done proactively and successfully:

An Internet activist emailed an Alzheimer’s association with a polite encouragement to take a look at the likely connection between Alzheimer’s and the content of chemtrails. She threw in a couple of links to relevant articles and a documentary about geo-engineering. The doctor replying her thanked her for this “highly relevant material” and wrote that he would definitely go further with it. I’m sure, far from everyone would react like this, but it does illustrate how key info in key places **works**.

There are countless similar examples of people having their wake-up call this way, so I say, “Go for it!” and be creative about it. If you know your content well and share it politely, this is not even difficult. But remember, no matter what you want to present to them, and whether you want to share with one person or a whole group, always choose content that’s basic, reliable and relevant - *to them!*

#### Suggested areas:

- Journalism
- Politics
- Health
- Science
- Mass Media
- Human rights
- Animal rights

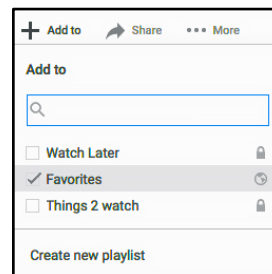
## 5. TIPS SECTION (For The Eager Ones)

### • User Accounts

Boosting the reach and popularity of videos and articles is important, so liking and commenting on content on whatever platform is an obvious activity for Internet activists.

Having a user account on Youtube is a good thing in this matter - and quite an underestimated thing in my opinion - because, besides liking and commenting on videos, you can also boost them by adding them to playlists and "favouriting" them.

Favouriting is the most powerful booster a video can have when it comes to visibility in search results and related videos.



*Note that Youtube has become a part of Google and that the two are gradually merging into one platform. This means, if you have a Google account (like Gmail), you also have a Youtube user account.*

Furthermore, having user accounts on mainstream news portals (key places) can make a big difference as academic studies have proven that the comment section below an article *can change how the article is being perceived by the readers (!)*

Of course, I suggest you don't waste your time on online arguments with shills, trolls and people who just won't see or listen. Simply stay polite and keep referring to basic facts. This is the wisest thing to do at all times. Just imagine if we *all* did that... 'Gives me the chills!

### • Memes

A "meme" is simply a picture with words on it.

If you want to get a statement across in a status update, for example, you can drastically increase the attention given to that statement by creating a meme with a catchy image supporting your statement. It's a simple operation in any photo-editing programme but if you want it *really* easy, I suggest you use:

[MemeGenerator.net](http://MemeGenerator.net)  
or [Cheezburger.com](http://Cheezburger.com)

These are websites designed for creating and sharing memes and Cheezburger is even available as a *free* app for smartphones and tablets.





• **Video Downloading**

Just because a video is on Youtube doesn't mean it will necessarily stay there! Download important videos from Youtube, Vimeo, DailyMotion etc. so they are available for showing *anytime*, whether you're online or not. Furthermore, even if the video for some obscure reason is taken down, you've got it! - for showing, sharing and possibly even re-uploading.

Suggestions:

[KeepVid.com](http://KeepVid.com), [SaveVid.com](http://SaveVid.com) and [ClipNabber.com](http://ClipNabber.com)

For a full list of download tools or sites, go to:  
<http://www.hongkiat.com/blog/download-youtube-videos/>

or simply google: "youtube video downloader".

## **6. FINAL ADVICE**

(What else to know?)

• **Go For City Dwellers**

Internet activists are mostly guys. The people you'd want to send this e-book to are young, city dwelling men between 18 and 35 years of age. By and large, they tend to think in terms like:

**Exposure, networking, exchange and resistance.**

They live in urban settings where rumors go fast and where people are the first to see the results of the unfolding agenda: surveillance cameras everywhere, military and police gaining more and more power, civil rights being taken away, etc.

Seeing this with your own eyes provides a motivation to **act** on it, as opposed to e.g. elderly people in rural areas who *don't* see the development of Society as clearly, who *don't* have a whole lifetime ahead of them, and who are *not* used to using the Internet as a natural part of their lives.

Exceptions to this are more than welcome, and if you can get to any mainstream journalists about anything controversial, good luck!

Statistically, however, young men are the ones behind the biggest contribution to getting information out. Big cities are where the action is and where trends begin, so make that your number one priority and the focus of your efforts.

• **Be Creative**

I've given you some ideas and insights that are solely based on *my* experience with spreading the word, but please feel free to experiment with this yourself.

These are all ideas that, if used right, can bring crucial information to the many, and new web tools are being introduced all the time, so keep yourself updated. The possibilities are endless, so be as creative with this as you can, as long as you keep it legal.

Translation is an important thing when it comes to making content "go global" so keep Youtube's subtitle function in mind.

• **Think Globally**

Do whatever you believe has the greatest impact on the web - or in the real world for that matter. All initiatives are welcome, but Internet activism deals with the web as a *global* tool, and that makes a hell of a difference. On the web, there is as much "distance" to your next-door neighbor as to someone on the other side of the globe. We all know this, of course, but sometimes we forget how to actually take advantage of that.

Though initiatives are being taken all the time to gain control of the web and suppress flows of information through censorship, the web is still, by and large, uncensored... In other words:

**We have a global, uncensored medium that provides *instant* delivery of information 24 hours a day!**

It's a wonderful tool and it's about time we make the most of it to get some eye-opening information out there. I hope this guide has been an inspiration to you, and that somehow you'll find it useful in bringing controversial stuff into public awareness.

Most importantly, however, I hope that bringing you these ideas has inspired you to ***act!***