



How To: Unsettling Goods Twitter Strategy

Aim

The primary objective of the Unsettling Goods Twitter action is to enhance ongoing strategies to seek a just peace in Palestine and Israel. This Twitter strategy will directly and publicly engage selected manufacturers (Ahava, SodaStream, and Keter) and Canadian retailers (Walmart, Canadian Tire, The Bay, and Home Depot) to influence them to label accurately the origins of products made in Israeli settlements in the occupied territories and/or stop selling products made in the settlements.

The secondary aim of this Twitter strategy is to encourage people to

- talk about the Unsettling Goods campaign
- spread the word
- correct misinformation by directing others back to correct information on the official Unsettling Goods webpages (www.united-church.ca/getinvolved/unsettling-goods) or the Q&A (www.united-church.ca/files/getinvolved/unsettling-goods/faq.pdf) in particular.

The hashtag and Twitter profile will also be used to communicate updates and direct people to new resources related to the Unsettling Goods campaign.

Action

1. Follow Unsettling Goods on Twitter: @UnsettlingGoods
2. When tweeting, use the hashtag #UGchoosepeace
3. Insert a link back to the Unsettling Goods webpages, such as the main page, the Q&A, or the economic action resources (www.united-church.ca/getinvolved/unsettling-goods, www.united-church.ca/files/getinvolved/unsettling-goods/faq.pdf, or www.united-church.ca/getinvolved/unsettling-goods/choose/resources). The URL link can be shortened via TinyUrl or Bit.ly and then included in the tweet.
4. Three types of messages are encouraged for this Twitter strategy:
 - a. Tweets directed at the three manufacturing companies: Ahava, SodaStream, and Keter. Examples:
 - @KeterTweets Properly label your products as either made in Israel or in OPT #GGchoosepeace (*insert link to Unsettling Goods website*)
 - Palestinian and Israeli partners are asking us to avoid buying @SodaStream_ca #UGchoosepeace (*insert link to Unsettling Goods website*)
 - b. Tweets directed at four retailers selling these products: Walmart, Canadian Tire, The Bay, and Home Depot. Examples:
 - @WalmartCanada Stop selling @SodaStream_ca and @KeterTweets #UGchoosepeace (*insert link to Unsettling Goods website*)

- @Canadian Tire Ensure proper labelling of @KeterTweets goods #UGchoosepeace (*insert link to Unsettling Goods website*)
 - @HomeDepotCanada Does your CSP policy include goods made in illegal settlements? #UGchoosepeace (*insert link to Unsettling Goods website*)
- c. Tweets used to spread the word and communicate updates about the Unsettling Goods campaign. Examples:
- New worship resources for Lent available! #UGchoosepeace (*insert link to Unsettling Goods website*)
 - Stop buying products made in illegal settlements. Learn more (*insert link to Unsettling Goods website*) #UGchoosepeace

Key Messages

1. Palestinian partners are asking The United Church of Canada to take this stand because the existence of the settlements has been recognized as a major obstacle to attaining a just peace for Palestine and Israel.
2. These products are made in illegal Israeli settlements that are in occupied Palestinian territory (OPT) and should be labelled “Made in the occupied Palestinian territories,” and not “Made in Israel,” so consumers can make informed decisions.
3. The Unsettling Goods campaign is not asking consumers to stop shopping at Walmart, Canadian Tire, The Bay, and Home Depot. It is asking consumers to stop buying these products and to engage with the stores that sell them, asking them to use their influence with manufacturers to ask for accurate labelling, and to stop selling those products.

Guidance

- Your actions will reflect on the United Church positively or negatively. Please ensure all communication is polite and respectful. Avoid personal attacks or rudeness. Keep the tweets simple and focused on the key messages of the Unsettling Goods campaign. And remember to follow the Twitter rules (<https://support.twitter.com/articles/18311-the-twitter-rules>).
- Regardless of the focus of the tweet or what language is used (English, French, or another), it is important that all advocates use the same hashtag: #UGchoosepeace. This way all activity by Unsettling Goods campaigners can be easily found in one Twitter feed, allowing the Unsettling Goods Planning Team to assess the level of engagement using this particular strategy.
- Please think of creative ways to mobilize your own congregation or community to get behind this Twitter strategy. This could also include tweeting your local newspaper.
- While this strategy is particularly focused on using Twitter, please feel free to also engage with companies and retailers through their Facebook pages.
- Re-tweet United Church partner tweets so your followers hear directly from partners. Find out more about these partners on the United Church website (www.united-church.ca/partners/global/africa/israel-palestine).

Twitter Users to Engage

- SodaStream Canada: @SodaStream_ca
- Keter Plastic Ltd.: @KeterTweets

- Ahava: @AHAVA_US
- Walmart Canada: @WalmartCanada
- Hudson's Bay: @TheHudsonsBayCo
- Canadian Tire: @CanadianTire
- Home Depot Canada: @HomeDepotCanada

Follow Partners on Twitter

Sources of information and tweets to re-tweet:

- Global partners in Palestine and Israel:
 - Ecumenical Accompaniment Program in Palestine and Israel: @EAPPI
 - Sabeel, an ecumenical grassroots liberation theology movement among Palestinian Christians: @SabeelJerusalem
 - Defence for Children International Palestine: @DCIPalestine
 - Jerusalem Centre for Women: @JCW_Palestine
- United Network for Justice and Peace in Palestine and Israel: @unjppi_info
- KAIROS, Canadian Ecumenical Justice Initiatives: @kairoscanada
- Israel/Palestine Mission Network of the Presbyterian Church (USA): @IPMN
- World Council of Churches: @Oikoumene