

Beyond Famous Manifesto

KONY 2012

- [ ] Get the Facts
- [ ] Spread the Word
- [ ] Cover the Night



Introduction Message

1

Patrick Schwerdtfeger

KONY 2012

Have you watched the KONY 2012 video on YouTube? Are you helping to spread the word? If so, this manifesto will help you maximize your impact for the cause. It provides some guiding principles and action plans to communicate effectively on social media.

Do you know others who are helping to spread the word as well? If so, please pass this along to them. It is provided free of charge as my small contribution to the "Kony 2012 Beyond Famous" campaign.

© 2012, Patrick Schwerdtfeger



Guiding Principles

2

Patrick Schwerdtfeger

KONY 2012

- [ ] Always reward good behavior!
- [ ] Evoke emotions to capture attention.
- [ ] Communicate visually (photos, videos).
- [ ] Encouraging interaction builds trust.
- [ ] Provide tiny incentives for tiny actions.
- [ ] Foster autonomy, mastery & purpose.

© 2012, Patrick Schwerdtfeger



Beyond Famous Manifesto 3

Patrick Schwerdtfeger

KONY 2012

Here are 10 things you can do on an ongoing basis.

- ☐ Use the #kony2012 hashtag in all tweets related to the campaign.
- ☐ Retweet anyone who uses the #hashtag in an effective way.
- ☐ Publish a weekly post “Best 20 #KONY2012 tweets” on your blog.
- ☐ Notify people who are featured in the post on Twitter. They will retweet.
- ☐ Take pictures of supporters holding KONY2012 signage or beside posters.
- ☐ Upload these photos to Facebook and tag the supporters where possible.
- ☐ Publish blog posts featuring these photos of KONY2012 supporters.
- ☐ Pin each blog post in a “KONY2012” board on Pinterest and share.
- ☐ Identify other social media “influencers” who are fellow supporters.
- ☐ Send influencers a copy of this manifesto or some other relevant tool.

www.PatrickSchwerdtfeger.com

© 2012, Patrick Schwerdtfeger



Beyond Famous Manifesto

4

Patrick Schwerdtfeger

KONY 2012

Here are 10 things you can do on April 20th, 2012

- [ ] It's a Friday. Host a #KONY2012 party.
- [ ] Create a branded setting with lots of Kony 2012 posters.
- [ ] Take pictures of everyone by the posters, then tag them in Facebook.
- [ ] Ask attendees why they're supporters and video record their answers.
- [ ] Upload the videos to YouTube and link to the Invisible Children channel.
- [ ] Post the videos on the Facebook walls of the people featured in them.
- [ ] Encourage supporters to create other visual content supporting the cause.
- [ ] Post the "KONY2012 International Resources" link on all your profiles.
- [ ] Download the PDF posters and stencils, and repost them on your blog.
- [ ] Send the blog post to your email list and encourage them to share it.

© 2012, Patrick Schwerdtfeger



Personal Biography

Patrick Schwerdtfeger

KONY 2012

Patrick Schwerdtfeger is the author of *Marketing Shortcuts for the Self-Employed* (2011, Wiley) and is a regular speaker for Bloomberg TV. He has spoken about business trends, modern entrepreneurship and the social media revolution at conferences and business events around the world.

Patrick's past books include *Webify Your Business: Internet Marketing Secrets for the Self-Employed* (2009) and *Make Yourself Useful: Marketing in the 21st Century* (2008). He has been featured by the New York Times, CNN Money, Fortune, Bloomberg Businessweek, the Associated Press, MONEY Magazine and Forbes, among others.

© 2012, Patrick Schwerdtfeger