

Call to Action! Solidarity w/ Appalachians Against Pipelines Days of Action (Jan 29th-31st)

Social Media Toolkit

Get plugged in to the nation-wide strategy and organizing against the Mountain Valley Pipeline by using this toolkit to share your solidarity action.

What's in this toolkit?

- **Telling Us About Your Action**
 - **Who Else to Tell About Your Action**
 - **General Messaging**
 - **Sample Social Media Posts**
 - **Media Resources**
-

Telling Us About Your Action

We want to share all the different solidarity actions that are happening! Please send us a little info about your action after it happens. Part of this call to action is to connect nation-wide organizing against the MVP. That depends on you all sharing with us your badass actions (after they happen). You can either tag us on social media or email us your action for us to post.

- **Write a statement!** Write about why you're taking action.
 - **Take photos!** Share your amazing photos of your action.
 - **Tag us!** Tag Appalachians Against Pipelines in your social media posts
 - Facebook: Appalachians Against Pipelines
 - Instagram: @appalachiansagainstpipelines
 - Twitter: @stopthemvp
 - **Email us!** If you don't have a social media account to post to, email us instead and we'll post it on AAP's social media accounts. Make sure to include where you are, a brief description of the action, why you took action, and a photo.
 - aapsolidarity@proton.me
 - **Use hashtags!** Include our hashtags in your posts.
 - #BlockEveryPath
 - #DoomtothePipeline
 - #StopMVP
 - #NoMVP
-

Who Else to Tell About Your Action

Get the word out about your action! Social media is great, but sometimes it's nice to get your action in the news or make sure that the corporation or bank you are targeting see it. Consider writing a press release and sending it to local media or tagging your target in your social media.

Solidarity Target Emails and Contact Info

You can tag the social media accounts of whatever bank or corporation you are targeting. Consider emailing your statement (be smart about it, don't use your personal email address) and action to them. Let's bombard them with our resistance. Here are some examples, but go ahead and do your own research.

Company	Company Social Media	Company Contacts
EQT Midstream <i>(Project Partner)</i> Pittsburgh, PA	<ul style="list-style-type: none"> • Twitter: @EquitransMid 	<ul style="list-style-type: none"> • Community Hotline: 888-574-6944 • Investors Relations: ntetlow@equitransmidstream.com 412-553-5834 • Directory
NextEra Energy Resources <i>(Project Partner)</i> Juno Beach, FL	<ul style="list-style-type: none"> • Twitter: @NextEraEnergyR 	<ul style="list-style-type: none"> • Main Number: 561-691-7171 • Media Inquiries: media.relations@nexteraenergyresources.com 561-694-4442
ConEdison Transmission <i>(Project Partner)</i> New York, NY	<ul style="list-style-type: none"> • Twitter: @ConEdison 	<ul style="list-style-type: none"> • General Inquiries: infoCET@conedtransmission.com 1-800-752-6633 • Investor Relations: investorrelations@coned.com • Media Inquiries: 212-460-4111
Altagas/WGL Midstream <i>(Project Partner)</i> Calgary, Canada	<ul style="list-style-type: none"> • AltaGas Twitter: @altagas • WGL Twitter: @WGLanswers 	<ul style="list-style-type: none"> • AltaGas Head Office: 403-691-7575 • AltaGas Media Relations: media.relations@altagas.ca 403-206-2841 • WGL Media Inquiries: wglmedia@washgas.com 202-624-6334
RGC Midstream <i>(Project Partner)</i> Roanoke, VA		<ul style="list-style-type: none"> • info@rgcresources.com • 540-777-4427
Bank of America <i>(Bank)</i> Charlotte, NC	<ul style="list-style-type: none"> • Twitter: @BankofAmerica • Instagram: @BankofAmerica 	<ul style="list-style-type: none"> • Brian Moynihan (CEO): brian.t.moynihan@bofa.com • Media relations directory • Investor Contacts
Wells Fargo <i>(Bank)</i> San Francisco, CA	<ul style="list-style-type: none"> • Twitter: @WellsFargo 	<ul style="list-style-type: none"> • Charles Scharf (CEO): charles.scharf@wellsfargo.com • Media Contacts

	<ul style="list-style-type: none"> • Instagram: @wellsfargo 	<ul style="list-style-type: none"> • Investor Relations: investorrelations@wellsfargo.com • BoardCommunciations@wellsfargo.com
PNC (Bank) Pittsburgh, PA	<ul style="list-style-type: none"> • Twitter: @PNCBank • Instagram: @pncbank 	<ul style="list-style-type: none"> • William S. Demchak (CEO): bill.demchak@pnc.com • Media Relations: media.relations@pnc.com 412-762-4550
Capital International Investors (Investor) Los Angeles, CA	<ul style="list-style-type: none"> • Twitter: @CapitalGroup • Instagram: @capitalgroup 	<ul style="list-style-type: none"> • Mike Gitlin (CEO & President): Mike.Gitlin@capgroup.com • Canise Arredondo (CFO): Canise.Arredondo@capgroup.com • Martin Romo (Chief Investment Officer): Martin.Romo@capgroup.com • Media Contacts: Hannah.Coan@capgroup.com Natalie.Marin@capgroup.com sarah.christiansen@capgroup.com Caroline.Semerdjian@capgroup.com Theresa.Donis@capgroup.com
BlackRock INC (Investor) New York, NY	<ul style="list-style-type: none"> • Twitter: @BlackRock • Instagram: @blackrock 	<ul style="list-style-type: none"> • Media Team: groupcorpcommsamrs@blackrock.com groupcorpcommsamrs@blackrock.com ed.sweeney@blackrock.com
The Vanguard Group (Investor) Malvern, PA	<ul style="list-style-type: none"> • Twitter: @Vanguard_Group • Instagram: @vanguardgroup 	<ul style="list-style-type: none"> • Public Relations: vanguard_media_relations@vanguard.com
T. Rowe Price (Investor) Baltimore, MD	<ul style="list-style-type: none"> • Twitter: @TRowePrice • Instagram: @t._rowe_price 	<ul style="list-style-type: none"> • Public Relations: Jamaal.Mobley@troweprice.com Arminta.Plater@troweprice.com
Precision Pipeline (Contractor) Eau Claire, WI	<ul style="list-style-type: none"> • Twitter: @PrecisionPL • Instagram: @precisionpipelinellc 	<ul style="list-style-type: none"> • Steve Rooney (CEO): srooney@precisionpipelinellc.com • Bobby Poteete (President): bpoteete@precisionpipelinellc.com • info@precisionpipelinellc.com

Writing a Press Release

Find the press contact for your local (or nationwide) media and send them your press release. There are tips on writing a statement, writing a press release, and talking to media in the Resources

section. But here is the general format for writing a press release:

Email Subject: [FOR IMMEDIATE RELEASE]: Short line about what is going on

[Where your action is happening, county/city and state] --

Paragraph 1: What is happening/what happened

Paragraph 2: Quote about why you're taking action

Paragraph 3: Background context and facts

Paragraph 4: Another quote

Paragraph 5: More background context

And it's a good idea to include pictures of your action no matter who you're sending it to (and give folks permission to use your photos, as applicable)! [Here is an example of a press release](#) written previously in this campaign.

General Messaging

When thinking about writing a statement or posting your action on the internet, here are some talking points that can help.

<p>Pipeline construction of the Mountain Valley Pipeline, and the fight to stop the MVP, is far from over.</p>	<ul style="list-style-type: none">• Joe Manchin leveraged a global economic crisis to fast track MVP's permits in the Fiscal Responsibility Act. This pipeline and the companies behind it were failing, and it took politicians at the highest level to bring it back from the brink of death by holding the debt ceiling deal hostage.• This fight has been long, and it still isn't over. They have continually pushed back their finish date, which is now sometime in the spring.• February of this coming year will mark 6 years of since a direct action campaign was started to fight pipeline construction. People have been fighting the permitting process and blocking surveyors long before there was a direct action campaign.• The pipeline will never be built. We are fighting for more than just an end to this pipeline, but for a better world.
<p>The MVP is currently being built across Peters Mtn (Jefferson National Forest), a</p>	<ul style="list-style-type: none">• This mountain is a beloved place that has been protected by years of resistance

<p>place that has been the site of fierce resistance to the pipeline and is a place many people in the community care deeply about. Appalachians Against Pipelines and the direct action campaign against the MVP started on that same mountain in 2018.</p>	<ul style="list-style-type: none"> • They are planning to drill through the mountain underneath the Appalachian trail.
<p>Stand in solidarity with people in Appalachia who are facing increased state repression in the fight against the Mountain Valley Pipeline, specifically those taking direct action against the pipeline. Both the company and local law enforcement are coming after people who are trying to stop this doomed project.</p>	<ul style="list-style-type: none"> ○ In a recent mass action, multiple people received abduction and theft charges to try and scare people away from doing direct action. ○ Someone has received a sentence of 3 months for a simple lock down with only misdemeanor convictions. In multiple cases, prosecutors have said they want people who have taken direct action against the MVP to receive serious jail time. ○ People who have been locking down or disrupting work have been added to ridiculous SLAPP suits in multiple states and jurisdictions. Folks are being sued for millions of dollars in damages by MVP for simple lockdowns or even just walking onto construction sites. ○ Since the summer of 2023, workers have used machinery to intimidate and endanger pipeline fighters, sometimes with the approval of law enforcement.
<p>Appalachians Against Pipelines is standing in solidarity with other land defense movements who are also facing increased political repression.</p>	<ul style="list-style-type: none"> ○ We are approaching one year since the murder of Tortuguita in Atlanta during the Stop Cop City Weelaunee Forest occupation. People are facing domestic terrorism and RICO charges for taking a stand against Cop City. ○ Years after Standing Rock, people are continuing to endure state repression with subpoenas being issued recently.

Sample Social Media Posts

When writing a social media post about an ongoing action, it is important to remember a few things that will help you to communicate to folks outside of your action group what is or was going on. A good action post should communicate what happened, where the action was, and why the action was taken. If the action post goes up after the festivities have ended, it can also be helpful to communicate if any arrests were made and what charges activists might have received, if you have

their consent to do so. Ideally, conversations around arrestable details and action media happen beforehand between those planning on being in an arrestable position and their media team/jail support. Good action posts frequently also communicate why people are putting their bodies on the line, and can feature statements from activists. Don't mince words here, let everyone know why you showed up, why you fight, and why you are holding your target accountable. Feel free to make your statement personal, and Lastly, don't hesitate to include how those reading your post can support your work, whether that is donating to a bail fund, writing letters to incarcerated fighters, or showing up to an ongoing rally or event.

Below is a model of what a potential action post template could look like for a potential lockdown at a gas company:

"Statement from (you)AgainstPipelines"

This morning, five pipeline fighters locked themselves to multiple entry gates at the (Insert target) gas company in (Your home, Turtle Island) . The actions of these activists prevented work from taking place at the (target) for more than 8 hours. The (Target) gas company is the largest supplier of industrial drills currently being used in the construction of the Mountain Valley Pipeline, a 303 mile long fracked gas pipeline that is actively destroying mountains and communities in the Appalachian region of so-called "Virginia" and "West Virginia." Today's action was taken in solidarity with Appalachian's Against Pipelines, a direct action campaign of pipeline fighters opposing MVP construction on the ground.

Finch, an activist arrested at today's lockdown said,

"Though the Mountain Valley Pipeline is geographically far away, I recognize that the terror this pipeline inflicts on the people of Appalachia is part of a larger colonial framework that seeks to pillage the land, pollute the water, and destroy our communities. Today, I stand in solidarity with the people of Appalachia in opposing extractive industry wherever it may rear its ugly head. We are one people, and when we organize and fight together, we recognize that a better world is possible."

After 8 hours of blockading the plant, all five activists were arrested and charged with trespassing and obstruction of justice. They were all released a few hours later on their own recognizance.

Block the path! No pipelines through Appalachia, or anywhere! Solidarity forever!

We have some more examples of social media posts to get you started:

- In solidarity with @AppalachiansAgainstPipelines & Appalachia to #StopMVP, we are blocking this (financial/construction/partner/gov't) path! This pipeline isn't finished and it never will be. The water, land, air, critters & communities deserve to live and thrive. No pipelines anywhere! #BlockEveryPath #DoomtothePipeline
- Pipelines blow! That's why we are taking action in solidarity with @AppalachiansAgainstPipelines and #Appalachia to say #DoomtothePipeline! The time of fossil fuels is *over* although Equitrans & MVP's partners want to keep tearing through the landscape and communities for the sake of their greed. We say no more! MVP's partners are the worst of the worst, funding and fueling wars, tearing up precious land and waterways for this disaster of a nightmare. MVP investors are subsidizing the poison that is fouling our future. Now, MVP is threatening brave protectors with vile SLAPP suits, demanding \$4 million+! We

applaud these pipeline fighters for putting themselves in the way of MVP's grotesque project. Stop the madness! We want a future. #StopMVP #DoomtothePipeline #BlockEveryPath

- The MVP is a disaster, a killer of futures. It must stop. We act in solidarity with our friends and family in Appalachia, to rise up against this monstrosity. MVP's partners, investors, contractors and government allies have sold their souls to create this disaster that should never have been considered. The ancient and amazing soil, water and creatures here should be revered, not decimated. This area is not for sale, and not to be sacrificed. Bringing ruin to these communities is a sacrilege. We will not let this continue. Together, we will bring down these predators who seek to profit from what isn't for sale. We lift up our comrades who have put themselves between the mountains and the machines. Time is up, MVP! #StopMVP #DoomtothePipeline #BlockEveryPath

Media Resources

Check out different resources for planning media for an action:

- [AAP Media Zine](#)- This has campaign messaging and history as well as good tips on writing a statement (disclaimer - it's a few years old!)
- AAP Solidarity Website:
 - [Solidarity Targets](#)
 - [Planning a Solidarity Action](#)
- Check out AAP's social media for more inspiration for messaging and banners
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
- [MVP 101](#)