

1. SOCIAL MEDIA CAMPAIGNS

A social media campaign is a coordinated effort using one or more social media platforms to promote ideas.

2. TRADITIONAL MEDIA OUTREACH

Media outreach is about drawing media attention to the ideas the students in Parkland want to promote in the traditional print and broadcast media.

3. WALKOUTS

A walkout is the act of leaving a place (often a workplace) in protest or to strike. A strike is an organized refusal to work, typically in an attempt to gain concessions of some sort.

4. LOBBYING

Lobbying means to seek to influence (a politician/public official) on an issue

5. MARCHES & RALLIES

A march is an act or instance of marching as a protest or demonstration.

A rally is a mass meeting of people protesting or showing support for cause

6. GETTING OUT THE VOTE

Getting out the vote describes efforts aimed at increasing the voter turnout in elections.

7. BOYCOTTS & DIVESTMENTS

A boycott is a concerted refusal to have dealings with (a country, a state, a person, a store, an organization, etc.), usually to express disapproval or to force acceptance of certain conditions.