

# Do you



announce your actions or demos  
on Instagram, Facebook, TikTok

give updates on Twitter, Telegram, Discord

ask people to follow you on the socials

# Would you

charge people to see your announcements

ask for their telephone number  
as you hand them a flyer

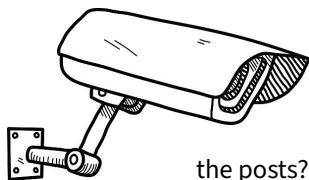
require wearing name tags  
at demonstrations and actions



*Answer yes to any of the first questions?*

**Then you also said yes to the rest.**





**Why?** Log out of Instagram for a moment. Can you access the posts? No. That's not because the corporations are protecting you: it's because they need people to log in to track them. Promote your Instagram account, then you promote Instagram. It's the same with all these platforms.

**Surveillance capitalism** is the massive collection and commodification of personal data by corporations. After you make an account, their business model is to track and correlate your activity on the platform and elsewhere. It gets worse when they get a name, telephone number, date of birth, and maybe a recognizable picture. You pay with your data.

**But this is "just" advertising?** Not all the time. Sometimes it is used against you: by the corporation, the state, your school, your boss, hackers, fascists. Data is shared and stolen, purposefully and accidentally.

***By promoting your (corporate) socials,  
you are telling your friends and activists that this is just fine.***

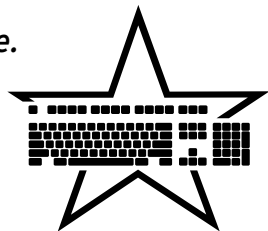
**But we need outreach.** Each of these services have their own rules, and decide what can be said and what can't. Numerous groups had their accounts closed or their messages hidden, because the tech companies did not like what they post about. Be it trans rights, birth control, anti-colonialism... the list is long. Are you already shadow-banned?

**There are alternatives.** We don't need to use the services offered by surveillance capitalism, because there are alternatives. And the very least you can do is to use your tracked accounts to point people to something better.

**Let's grow the services** and infrastructures that do not require anybody to sign up, that keep access anonymous, that don't have the information to leak, that resist the use by state authorities, and where nobody is out to make money from your activity.

***Tell your friends being tracked is not fine.***

***Promote alternatives to Capitalism.***



**Check the alternatives:**

<https://squ.at/alternative-socials>