

# JULY 12TH: INTERNET-WIDE DAY OF ACTION TO SAVE NET NEUTRALITY

The FCC wants to destroy net neutrality and give big cable companies control over what we see and do online. If they get their way, they'll allow widespread throttling, blocking, censorship, and extra fees. **On July 12th, the Internet will come together to stop them.**

☐ I have a large online audience, or a friend or employer who does.

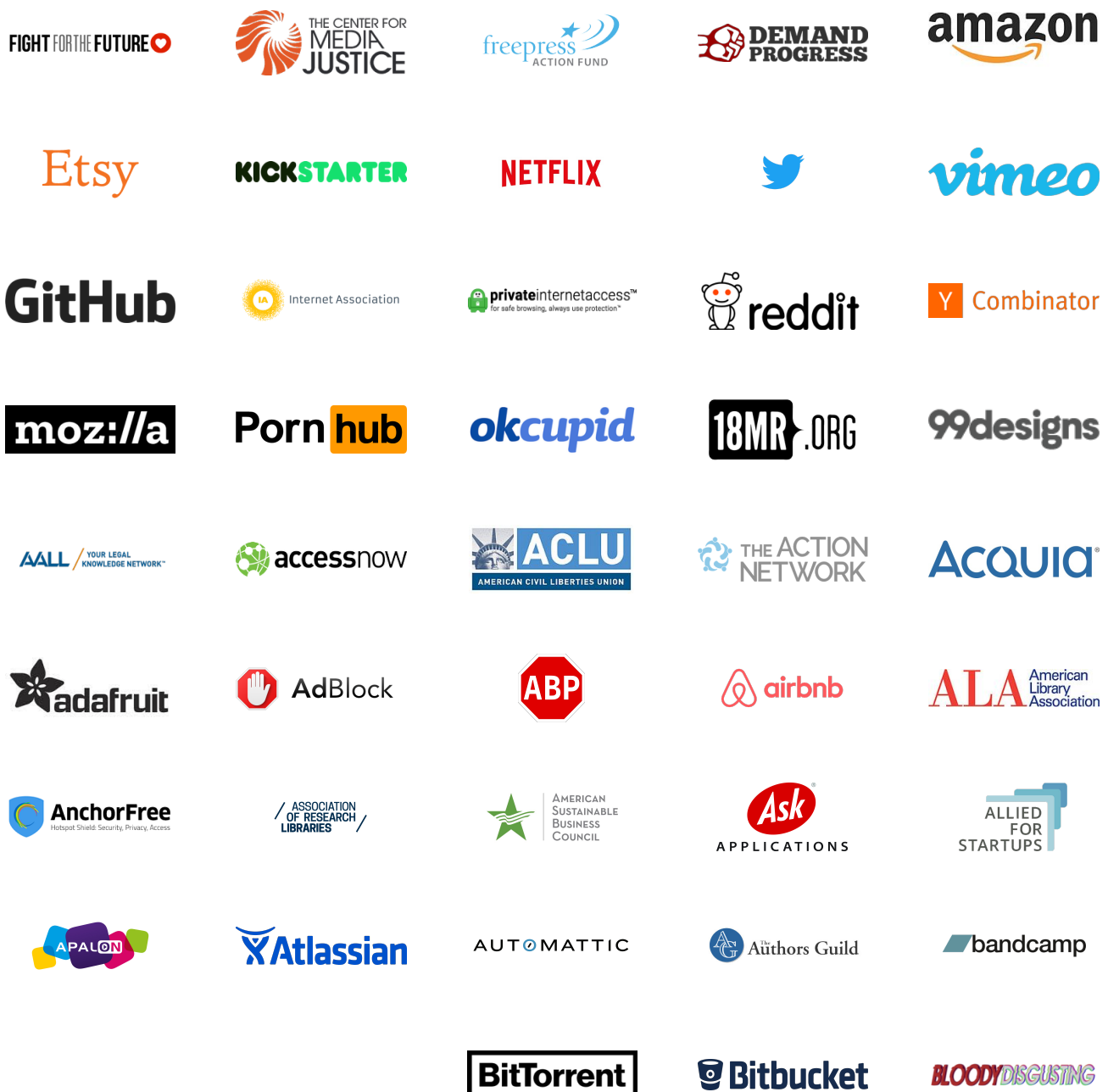
## JOIN THE PROTEST

We'll send you everything you need to participate. [Fight for the Future](#) will email you about work related to this, and you can unsubscribe at any time. If you enter your number (it's optional) Fight for the Future may follow up by SMS, at which point message & data rates apply. You can always text STOP to stop receiving messages. Here's our [Privacy Policy](#).

comment deadline: July 17th

## PARTICIPANTS

Below is a list of notable websites, companies, and organizations who have confirmed their participation in the July 12th day of action. The list is broad, and represents a wide range of perspectives and online communities. The one thing all of them agree on: defending Title II net neutrality.











## WHAT IS NET NEUTRALITY?

Net neutrality is the basic principle that protects our free speech on the Internet. "Title II" of the Communications Act is what provides the legal foundation for net neutrality and prevents Internet Service Providers like Comcast, Verizon, and AT&T from slowing down and blocking websites, or charging apps and sites extra fees to reach an audience (which they then pass along to consumers.)

## WHY IS NET NEUTRALITY IMPORTANT?

The Internet has thrived precisely because of net neutrality. It's what makes it so vibrant and innovative—a place for creativity, free expression, and exchange of ideas. Without net neutrality, the Internet will become more like Cable TV, where the content you see is what your provider puts in front of you.

## WHAT WILL HAPPEN ON JULY 12TH?

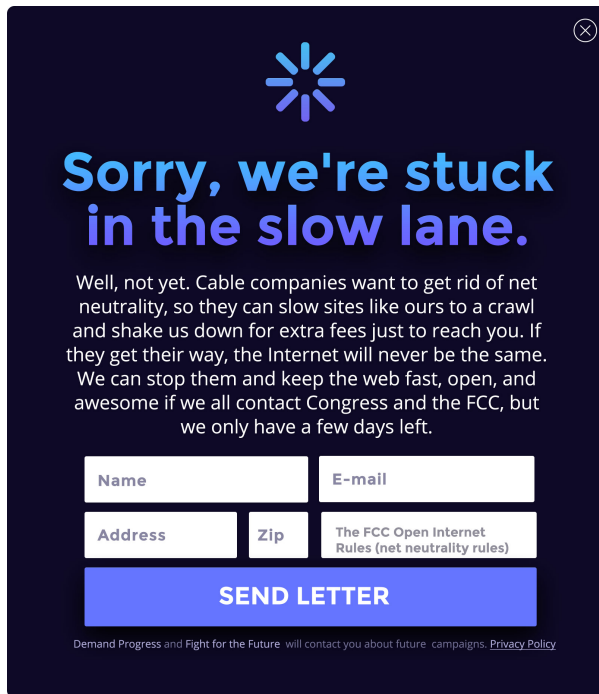
Websites, Internet users, and online communities will come together to sound the alarm about the FCC's attack on net neutrality. We'll provide tools for everyone to make it super easy for your followers / visitors to take action. From the SOPA blackout to the Internet Slowdown, we've shown time and time again that when the Internet comes together, we can stop censorship and corruption. Now, we have to do it again!

## SITES: DISPLAY AN ALERT

On July 12, sites from across the web will display a prominent alert on their homepage that shows the world what the web will look like without net neutrality. Below are “spinning wheel of death”, “blocked”, and “upgrade” alert modals; plan to use the one that best fits your site to encourage users to send a letter to the FCC and Congress in support of net neutrality.

To use these them, you just need to embed a bit of javascript in the header of your site. [Click here to try them out](#), and then be sure to [grab the code on GitHub](#). If you're a Cloudflare user, [try out their BattleForTheNet app](#). And for Wordpress, [use their plug-in here](#).

And don't worry, none of these will *actually* block, slow, or paywall your site. But, they will let your users submit a comment to the FCC and Congress without having to leave your platform. They will only show up once and users can click away.



**Sorry, we're stuck in the slow lane.**

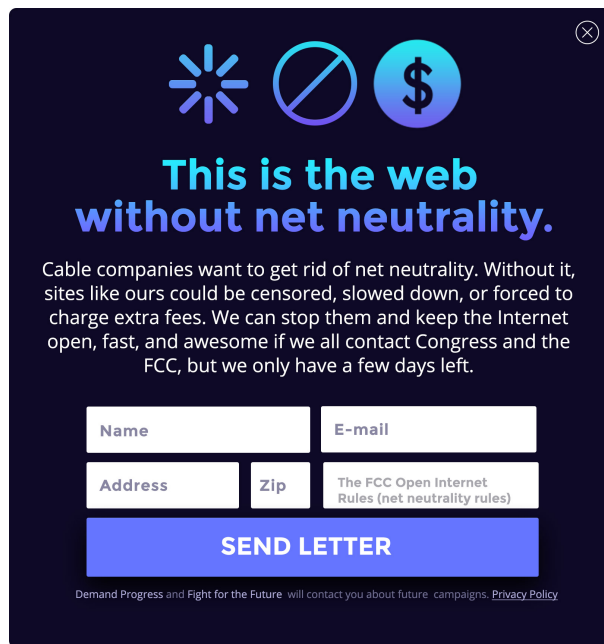
Well, not yet. Cable companies want to get rid of net neutrality, so they can slow sites like ours to a crawl and shake us down for extra fees just to reach you. If they get their way, the Internet will never be the same. We can stop them and keep the web fast, open, and awesome if we all contact Congress and the FCC, but we only have a few days left.

Name  E-mail

Address  Zip  The FCC Open Internet Rules (net neutrality rules)

**SEND LETTER**

Demand Progress and Fight for the Future will contact you about future campaigns. [Privacy Policy](#)



**This is the web without net neutrality.**

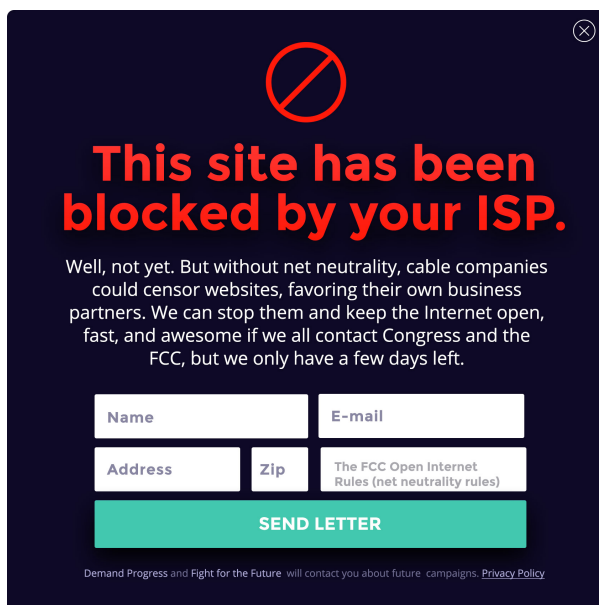
Cable companies want to get rid of net neutrality. Without it, sites like ours could be censored, slowed down, or forced to charge extra fees. We can stop them and keep the Internet open, fast, and awesome if we all contact Congress and the FCC, but we only have a few days left.

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**This site has been blocked by your ISP.**

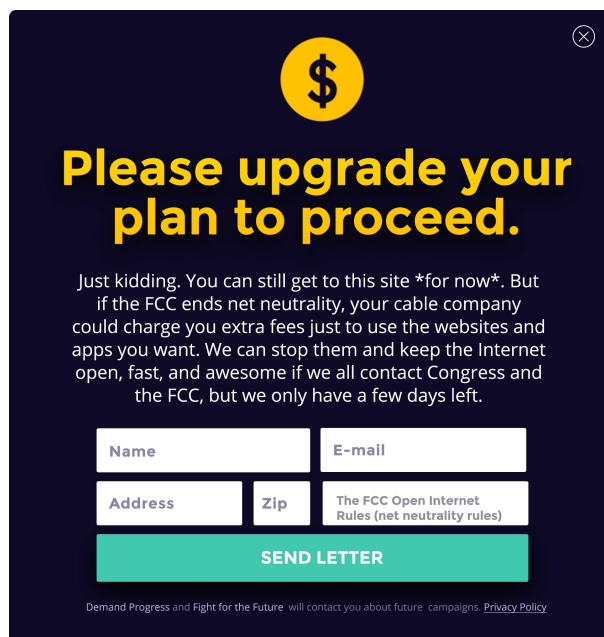
Well, not yet. But without net neutrality, cable companies could censor websites, favoring their own business partners. We can stop them and keep the Internet open, fast, and awesome if we all contact Congress and the FCC, but we only have a few days left.

Name  E-mail

Address  Zip  The FCC Open Internet Rules (net neutrality rules)

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**Please upgrade your plan to proceed.**

Just kidding. You can still get to this site \*for now\*. But if the FCC ends net neutrality, your cable company could charge you extra fees just to use the websites and apps you want. We can stop them and keep the Internet open, fast, and awesome if we all contact Congress and the FCC, but we only have a few days left.

Name  E-mail

Address  Zip  The FCC Open Internet Rules (net neutrality rules)

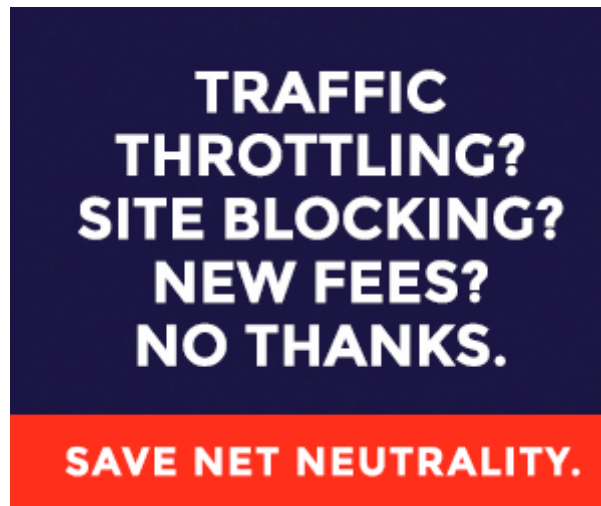
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Feel free to use these alerts, or create a unique message that makes sense for your site. For example, if you primarily host video, put the spinning wheel of death on every video with a link to [battleforthenet.com](http://battleforthenet.com) so your users can submit a comment to the FCC and Congress.

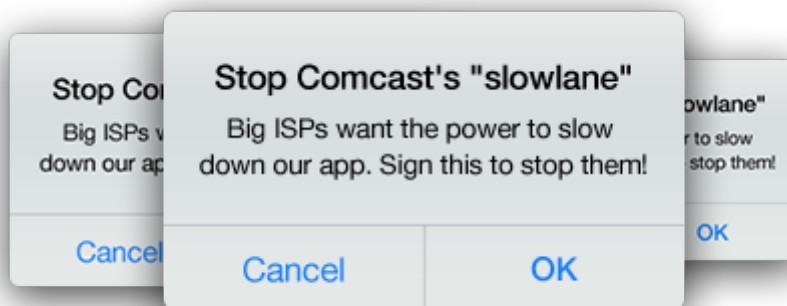
**THESE BANNER ADS**

Do you run a site or blog? Use these banner ads to get the word out on net neutrality. There are tons of [ad sizes to choose from here](#).



## APPS: SEND A PUSH NOTIFICATION

Do you run a popular mobile app? Tell your users that ISPs want new powers to control what they see and do online.



## EVERYONE: SHARE ON SOCIAL MEDIA

Are you a social media user? Here is [some suggested copy you use to](#) share these awesome graphics to get

the word out. [You can see a huge folder of them here.](#)



Or change your avatar to a dreaded loading sign below. And be sure to [share these images](#) on Facebook and Twitter.



**Loading**



**Loading**



**Loading**



**Loading**

## HELP US GET CREATIVE!

We're just getting started with organizing this massive day of action, so sign up and we'll get in touch soon with more information. If you have ideas or want to help, let us know. If you run a high-traffic website, startup, or small business, [get in touch](#). We need you!

## THIS VIDEO BUMPER

We made a short video reel that explains why net neutrality matters, and how Internet users can tell the FCC and Congress to protect the open web at all costs through BattleForTheNet.com. Add this reel to your online creations on or before July 12. Tell your viewers about the day of action on YouTube, Vimeo, or wherever else you host content!

And you don't have to wait until the day of action to drive traffic to Battle for the Net. If you're ready to start now, go for it! And we'll need to keep pushing after July 12 too, so don't stop then!

There are square, vertical, and horizontal versions of the bumper for you to [download here](#).

## WHAT ARE SITES DOING?

Sites can use the resources above, but they can also create a unique message of their own. If you run a site, what's the best way to get your prominent ? A push notification? Posting on at your creative juices flowing, here are a few



examples of what some prominent platforms are doing to get the word out:

Discord – An in-app message asking gamers to speak out at battleforthenet.com, social media sharing, and activating their HypeSquad for the big day!

Medium – Prounounced alert and blog about why net neutrality matters.

OkCupid – In-app message to all users asking them to speak out through battleforthenet.com.

Sonic – Adding a site-wide alert, and promoting battleforthenet.com through their blog, email, and social media channels.

Vimeo – Net neutrality [explainer video](#) and [graphics optimized for every social media channel](#).

Plays.TV – A site-wide alert GIF asking gamers to contact the FCC and Congress through battleforthenet.com.



JOIN THE PROTEST

Battle for the Net is a project of:



Press inquiries email [press@fightforthefuture.org](mailto:press@fightforthefuture.org) or call [978-852-6457](tel:978-852-6457).

Press inquiries email [press@demandprogress.org](mailto:press@demandprogress.org) or call [202-681-7582](tel:202-681-7582).

