

# The Exodus Guidebook

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*This is a living document. New versions will be uploaded with the latest date for version control.  
Please send recommendations, question, ideas, and feedback to [peacefulreturn@imaginethenews.com](mailto:peacefulreturn@imaginethenews.com)*

#### Version Notes:

Date	Details
4/23/25	<b>Updated 4/18 version:</b> <ul style="list-style-type: none"> <li>• Additional options for webmail, web browsers, and cloud drives.</li> <li>• Summary table for Google Matrix alternatives</li> <li>• Added alternatives for Google Meet</li> </ul>

# Exodus Rally Cry

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I am not giving up, and neither should you. They need us more than we need them. This is how we take back our power.

## The Digital Exodus

We're watching the foundations of democracy, climate justice, and truth itself fall away, and many people are asking, "What can we actually do?"

### There's one concrete, overlooked step:

→ We migrate. We unplug. We reclaim our digital and economic power.

Big Tech companies - Meta, X, Google, Amazon, Apple - are no longer neutral platforms. They are actively profiting from surveillance, division, and in some cases, enabling political and climate collapse.

But they only have power because we give it to them.

### What to do starting now:

- Cancel Amazon Prime and Google/YouTube subscriptions
- Stop buying new Apple products
- Move off Facebook, Instagram, and X
- Migrate from Gmail if you can
- Switch search engines (try DuckDuckGo or Ecosia)

### How to be proactive:

- Exchange emails and phone numbers now while you're still on FB/IG
- Open a BlueSky account and start bringing your friends
- Reconnect on LinkedIn
- Create or join a Discord server — it's algorithm-free and ideal for real community
- Move from Messenger to Signal for group chats

**This is the most obvious, untapped leverage point we have.** They gave us the key when the Big5 stood on the dais on inauguration day. Their arrogance may be their downfall.

If I'm wrong, the worst that happens is a long-overdue digital detox and decentralization of power. If I'm right, this is how we begin to disrupt the infrastructure of authoritarianism.

Like the Last Alliance in Lord of the Rings. THIS moment matters. We still have time. But not much. Let's move. Let's take our power back.

**We don't need to part the river - we ARE the river.**

# Digital Exodus Overview

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The Digital Exodus is a **peaceful, strategic walkout from the Big 5 Tech monopolies – Meta, X, Google, Amazon and Apple** that embedded themselves in our daily lives and repeatedly abused the power we gave them.

What once felt like tools for connection have become the very infrastructure of addiction, manipulation, and social control. They've sold our data, eroded our privacy, stolen our IP, amplified division and now stand complicit in a corporate-backed coup that threatens both democracy and the lives of billions globally through climate denial and delay.

This movement is about leverage. It's about taking back power (attention, data and dollars) that we unknowingly gave away. Because right now, we don't have a seat at the table.

## Why does migrating off Big Tech matter?

Because attention is power. Data is power. Dollars are power. And when we pull back, we:

- **Weaken the monopolies** fueling, supporting and accelerating authoritarian control
- **Rebuild our collective voice** and diversify the tools we use to connect and organize
- **Disrupt the surveillance and behavior control infrastructure** that has shaped public emotion and political thought for over a decade
- **Shift power back into human hands**, where it belongs, an essential step for meaningful climate action and policy reform.

If enough of us pull away our attention from these apps and devices, even imperfectly, we interrupt their economic model and their influence pipeline. We reduce their power, and ultimately create an opening to influence what comes next.

At the end of this document there are more details to help visualize how this could play out.

## Goal

The goal is to build momentum and begin the Exodus **by Earth Day (April 22)** - a day that symbolizes exactly what we're fighting for: a healthy, just world for all – From there, we keep going - amplifying and expanding until we reach a critical mass in the U.S. and beyond that can't be ignored. Starting on or before Earth Day, April 22, 2025, people begin migrating off:

- **Amazon** - Stop buying on Amazon; cancel Amazon Prime, any subscriptions related to it as well as the Washington Post; delete app off of phone.
- **Apple**: Stop buying new Apple products, Cancel Apple Subscriptions (music, news, TV)
- **Meta**: Ideally download your data and delete all Meta platforms (Facebook, Instagram, WhatsApp, Threads). Deactivation is OK but they can still track and make money off you. For those with critical social networks, reduce use for now, all effort matters.
- **Google** - Migrate off Google products - forward Gmail to a new email (like Proton), moved off Chrome to another browser, stopped using Google and Maps for searches. Minimize YouTube.
- **X** - delete, never to return

From there, we continue to move off the platforms, regroup on new ones, and spread the word.

*One of the easiest ways to get a head start and stop their endless monetization of your private data is to delete as many of the apps from these platforms off your phone, including Google Maps. They make money by tracking us, and we need to stop that flow of power away from us. This is not (only) about security. This is about us taking back our economic power, and using it for causes and businesses we believe in.*

## This is not about perfection

**Remember – Progress not perfection.** The goal is to aim for a reduction of 70-80% of use across these 5 platforms. It numbers it all adds up.

## Preparation Steps for the Earth Day Digital Exodus & Beyond:

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*In the days leading up to Earth Day, we set up a soft landing for us to connect off the platforms. (Remember, this is not about fear, this is about taking back our power and reducing the power of the monopolies who make money off of every data point they collect on us.)*

### Social Media (Meta/X)

- Exchange **emails** and **phone numbers** before you leave Meta and X platforms
- Create or join a **Discord** or Matrix server (algorithm-free community space)
- Join **BlueSky** and/or **Mastodon** and bring your friends.
- Replace WhatsApp and Messenger with **Signal**.
- Reconnect on **LinkedIn** for professional connections.

**Influencers and Small businesses:** If you make money from ad revenue as an influencer, or if social media is a major source of traffic for your business, we are not asking you to sacrifice your livelihood. Limit the things that are in your control. Try to diversify, slowly move your audience over to other platforms like Substack and Patreon.

**Facebook Groups:** One of the more complicated things has been figuring out how to maintain connection with people in Facebook groups or Messenger. What I recommend is encouraging them to join you on another platform – for smaller groups this will of course be easier than larger ones. Move from Messenger to Signal, move from Facebook groups to Discord. Here is a post you can share to your group:

*Hi friends. I've recently found out that Meta is supporting policies that I just can't stand behind and I don't feel right using their technology anymore. The algorithms and ads have been pretty toxic for a while anyways. But I don't want to lose touch with you all. Can we make a plan to migrate to another group platform to continue our discussions? Here's a link to one that I like <insert platform link.>*

If the migration doesn't fully happen by April 22<sup>nd</sup>. Don't worry. At least it's in progress, and, for a lot of us, it's something we've secretly been wanting for a long time.

## Google/ABC

- Switch from Chrome browser to another one such as *DuckDuckGo*, *Firefox*.
- Instead of Google, use *DuckDuckGo*, *Yahoo*, or even ChatGPT search as a stopgap.
- Cancel YouTube Subscriptions, minimize YouTube use as much as possible.
- Delete Google Maps off your phone and use another Maps app. Even *Apple maps* is better as a stop gap (*remember, progress, not perfection*)
- Switch from Google Docs to *CryptoPad*
- If you use all of Google Workplace features, try *Zoho* as an alternative.
- ***See Resources Section for alternatives to Google Workspace***

## Amazon

- **Groceries:** Switch to local stores or Instacart (which has some ethical concerns too, but at least allows choice in vendors). Thrive Market for health & pantry items (subscription, ethical alternative) Food co-ops and farmers markets when possible.
- **TV/Streaming:** I'm just using Netflix now - there's also Kanopy (free with library card), or select subscriptions you can pay for directly (rather than via Amazon Prime). YouTube and Spotify for curated movement playlists. (although YouTube is Google, so trying to minimize that too)
- **Office + Home Goods:** Staples / Office Depot for supplies; Target, Costco, or even Walmart (depending on your stance); Etsy or local craft stores for more sustainable or handmade items; [Thriftbooks.com](https://www.thriftbooks.com/) or [Bookshop.org](https://www.bookshop.org/) for books; Chewy for pet supplies
- Delay purchases, trade with friends, and rediscover that we don't need as much as we thought, which is a whole other liberation.
- **Cancel Washington Post** (owned by Bezos) - sign up for The Atlantic or The Guardian.

*Note: If you sell things on Amazon, we're not asking you to sacrifice your livelihood, but perhaps look at diversifying commerce platforms. For example, I have a print on demand book on Amazon that I'm going to try to find another place to print, but that may take longer to find an alternative. Remember, progress, not perfection!*

## Apple

- Apple TV - Cancel
- Apple News - Cancel and sign up for individual subscriptions or just read public news.
- Apple Storage - I don't know have a quick fix this one for those who have iPhones, but there are alternative ways to back up and store data.
- For now, just hold off on buying any new products unless absolutely necessary.
- Increase security on phone so they can't monetize your data (details below)
- *Remember: progress not perfection. The goal is to try to reduce use by 70-80%*

## Ways to update Apple Security Settings

*We are not expecting people to throw out their iPhones. So here are some measures you can take to reduce their data collection. Remember, this is not about paranoia. This is about ECONOMIC RESISTANCE – they make money off of every data point they collect and we need to stop that now. Apple seems to have better respect for privacy than Meta and Google, but it's still part of his unhealthy monopolistic surveillance system.*

1. Turn Off Location Tracking Where You Don't Need It
  - **Settings > Privacy & Security > Location Services**
    - Turn off **Location Services** entirely or review app-by-app.
    - Scroll down to **System Services** and turn off most of those (especially: *iPhone Analytics, Significant Locations, Routing & Traffic*).
2. Disable Apple's Ad Tracking
  - **Settings > Privacy & Security > Apple Advertising**
    - Toggle **off** *Personalized Ads*
3. Stop Sharing Analytics with Apple
  - **Settings > Privacy & Security > Analytics & Improvements**
    - Turn **everything off** here (especially *Share iPhone Analytics, Improve Siri & Dictation*)
4. Limit App Tracking (This Affects Facebook, Instagram, TikTok, etc.)
  - **Settings > Privacy & Security > Tracking**
    - Toggle **off** *Allow Apps to Request to Track*
    - Also turn off tracking for any individual apps listed
5. Turn Off iCloud for Non-Essentials
  - **Settings > [your name] > iCloud**
    - Disable syncing for stuff you don't want backed up to Apple's servers (e.g., Photos, Notes, Safari)
6. Turn Off Siri & Dictation Data Collection
  - **Settings > Siri & Search > Siri & Dictation History**
    - Tap *Delete Siri & Dictation History*
  - Then go to **Settings > Privacy & Security > Analytics & Improvements** and make sure Siri data sharing is off.
7. Block Tracking in Safari
  - **Settings > Safari**
    - Turn on *Prevent Cross-Site Tracking*
    - Turn off *Preload Top Hit*
    - Set *Search Engine* to DuckDuckGo (or Ecosia if you want a sustainable option)
    - Toggle off *Safari Suggestions* and *Search Engine Suggestions*
8. Use Minimal Apple ID Features
  - Avoid using **Sign in with Apple** where possible
  - Consider using **anonymous email aliases** (Apple lets you do this with some logins)
9. Disable Bluetooth/Background App Refresh Where You Don't Need It
  - **Settings > General > Background App Refresh** → Turn off or set to *Wi-Fi only*
  - **Settings > Bluetooth** → Turn off for apps that shouldn't need it
10. Consider Turning Off iCloud Backups Entirely (Advanced)

This gives you *maximum control*—but you'll need to back up manually via computer if needed.



## Others: Replace Uber with Lyft

## Special Note for Influencers and Small Businesses

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For influencers that make money off of ads on Meta, X, or Youtube, we understand your concerns. We are not asking you to sacrifice your livelihood, and understand you may take a longer time to exit the social media platforms. Exit the others (Google, Apple, Amazon) now and give yourself a longer time to move off Meta, X and Youtube.

- If you have not already, start migrating your audience to Substack and/or Patreon and invite them to be direct subscribers and supporters. This is a much more authentic business model. (Think HBO quality with its subscriber model vs. quality of regular network shows supported by ads.)

For those who get traffic from social media platforms via purchasing ads or organic reach, consider starting to migrate your customers to another platform. Look at it as diversification. It's OK if it doesn't all happen right away. But there's movement, the Exodus is happening.

## Special Note for Investors

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For those with big holdings in the stock market, we encourage you to divest from the Big5 and move to more sustainable options. If you want to stay in tech, consider smaller companies, or if you need to have a large cap, choose an alternative BigTech company as a stop gap solution.

## Resources



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### Alternative Platforms



*Most of these are apps you can download to your phone but may like to sign up on the web first.*

### Social Media/Chat Alternatives

**Bluesky** (*Decentralized Twitter/X Alternative*)


-  <https://bsky.app>
- Decentralized protocol in development (AT Protocol)
- Built by former Twitter folks, focused on *transparency and portability*
- Smaller but growing quickly
- Doesn't track users aggressively
-  **Best for:** *thoughtful posting, community building, growing user base*

**Mastodon** (*Decentralized Twitter/X Alternative, but more decentralized and a bit of learning curve*)


-  <https://joinmastodon.org>
- Federated, open-source platform
- You choose your own "instance" (like joining a neighborhood instead of a country)
- No ads, no algorithm
-  **Best for:** *tech-savvy users or organized communities, less intuitive than Bluesky*
- Pick a server/instance that fits your interests (all connect to the same fediverse).
  - Good general-purpose instance: <https://mastodon.social>

**Discord** (*Community & Chat, FB Group alternative*)



-  <https://discord.com/register>

- Create an account → Join or create servers for different communities.
- Free, invite-based community servers
- Voice, video, text — no algorithm
- Some privacy concerns (owned by U.S. company, no end-to-end encryption), but no ad-based model
-  *Best for: organizing, mutual aid, digital community hubs*

#### **Matrix + Element** *(Community & Chat alternatives)*


- An alternative to Discord which is going to go public soon and therefore likely to become compromised by toxic “growth at all costs” model. *(Remember, the idea is not to be perfect and pure. But to move off the biggest offenders first.)*
- Open-source, decentralized messaging protocol
- Used by activists, journalists, even government orgs (for secure comms)
-  *Best for: encrypted organizing, replacing WhatsApp, Signal, and Discord if you want total privacy*

#### **Signal** *(encrypted messaging app; replacement for WhatsApp and FB Messenger)*


-  Download to your phone off the App store
- End-to-end encrypted, nonprofit-run
- No ads, no metadata storage
-  *Best for: private 1-on-1 or group messaging, organizing outside surveillance reach*

### **Social Media Revenue Building Platforms**

#### **Patreon** *(site for creatives, alternative to Instagram)*



-  <https://www.patreon.com/>
- Patreon provides a space for artists to sustain ourselves by connecting us directly to our own communities with payment options for direct support from subscribers

#### **Substack** *(site for writers, thought leaders and creatives, alternative to FB for people that use FB to share articles)*

-  <https://substack.com/home>
- Like Patreon, Substack provides a space for writers (and artists but it's focus is writing) to sustain ourselves by connecting us directly to our own communities with payment options for direct support from subscribers


### **Email Platform Alternatives (alternatives to Gmail)**

#### **Proton** *(webhosted email)*


-  <https://proton.me/mail>
- Swiss-based (strong privacy laws), no ad tracking or data mining, End-to-end encryption
-  *Best for: migrating away from Gmail for private comms*
- Nice UI, good for beginners
- *Note: free plan has less space than Gmail but the first tier is only \$4.99/mo, a small price to pay for regaining privacy, sovereignty and defending democracy*

#### **Tutanota** *(webhosted email)*

- Fully encrypted, Germany-based, zero ads

-  Great Gmail alternative for secure, ethical email

### **Mailbox** (*webhosted email*)

-  <https://mailbox.org/en/>
- German-based (strong privacy laws), no ad tracking or data mining, supports PGP encryption
- Works **seamlessly with standard email protocols** (IMAP/SMTP), so you can use it with **Thunderbird**, K-9 Mail, Outlook, Apple Mail, etc.

*Note for email:* Another simply solution to get off Gmail quickly is to use your old Hotmail account, if you have one, or if you are looking for integration with Microsoft, Outlook.

*Remember progress not perfection!*

## **Browser, Search and Maps Alternatives**

### *DuckDuckGo or Brave Search (Alternatives for Chrome)*

- No personal tracking, ad targeting, or filter bubbles
- Best for: web searches without profiling

### *Firefox or Brave Browser (Alternatives for Chrome)*

- Block third-party cookies, protect from fingerprinting
- Brave has built-in ad/tracker blocking + crypto incentives
- *Best for: replacing Chrome and Safari while maintaining usability*

NOTE: **Microsoft Edge**, while not much more private than Chrome, may be a useful transition option if you're shifting from Google to Microsoft tools like Office/One Drive and want everything integrated.

## **YouTube Alternatives (hardest category, but growing)**

### *PeerTube*

- (decentralized, no ads, open-source)
- Federated video platform, no algorithm control
- Still small, less discoverability — but safe for hosting educational, activist content

### *Odysee / Rumble / Vimeo*

- Mixed bag: Some attract far-right audiences, some are artist-friendly
- Use with caution, depending on your content
- Best for: specific use cases, not mass movement spaces

## **Document Share Platforms**

### *CryptoPad (replacement for GoogleDocs/Drive)*

-  <https://cryptopad.org>

### OneDrive (replacement for GoogleDocs/Drive)

- Microsoft OneDrive is a solution for those moving from Google to Microsoft and want everything integrated. Like Google, it does collect data, however, it doesn't do it to sell to ad companies but rather to improve its own products.

### Video Platforms (replace Google Meet)

Tool	Best For	Notes
Zoom	Mass adoption, ease of use	Privacy concerns in early days, but improved
Microsoft Teams	Full business suite integration	Replaces Google Meet + Google Chat + Docs in Microsoft world
Jitsi Meet	Privacy-first, open source, no login needed	Great for small meetings; fewer features
Whereby	Simple, browser-based, no download	Good for quick meetings, limited free plan
BigBlueButton	Education-focused, open source	Used in virtual classrooms, heavier setup
Signal video	Encrypted 1:1 calls (messaging-first)	Not for big meetings, but secure
Discord	For group voice/video among communities	More social than business-oriented

### Google Workplaces Substitutes

#### Zoho (most comparable to Google Workplace)

Platform	Email	Cloud Storage	Calendar	Docs Sheets	Team Chat	Video Meetings	Notes/ Editor
Proton	✓	✓	✓				
Zoho	✓	✓	✓	✓	✓	✓	✓
Fastmail	✓		✓				
Standard Notes							✓
CryptPad		✓		✓			✓
Nextcloud	✓	✓	✓	✓	✓		✓
Basecamp		✓	✓		✓		✓
Onedrive		✓		✓			

## Escape Routes from Google Matrix – Summary Table

Google Service	Best Privacy-Preserving Alternative	Big Tech Transitional Option	Notes
<b>Gmail</b>	ProtonMail / Tutanota / <a href="https://Mailbox.org">Mailbox.org</a>	Outlook (Microsoft)	Proton is most user-friendly; <a href="https://Mailbox.org">Mailbox.org</a> integrates with open source tools
<b>Google Docs</b>	CryptPad / Skiff / OnlyOffice (w/ own hosting)	Microsoft Word Online	CryptPad is fully encrypted but less familiar UI; Skiff is smoother but was acquired
<b>Google Search</b>	DuckDuckGo / Brave Search / Mojeek	Bing with strict privacy settings	DuckDuckGo is easiest to switch to; Brave is Chromium-based but more private
<b>Chrome Browser</b>	Firefox / Brave / LibreWolf	Edge with 'Strict' tracker settings	Firefox is open source; Brave has built-in ad blocking
<b>Google Drive</b>	Proton Drive / <a href="https://Sync.com">Sync.com</a> / Tresorit	OneDrive	Proton Drive just launched sharing features; <a href="https://Sync.com">Sync.com</a> is based in Canada
<b>Google Calendar</b>	Proton Calendar / TutaCalendar	Outlook Calendar	Proton Calendar works well and encrypts events; Outlook is decent but not private
<b>Google Workspace (Docs, Sheets, etc.)</b>	Zoho / CryptPad / Collabora Office	Microsoft 365	Microsoft 365 has full suite but data stays within MS ecosystem

## On Tech Sovereignty

- [This is what a Digital Coup Looks like](#) – 17 min. Carole Calladwaddr TED talk (important!)
- **Privacy Suggestions:** Wired article with additional suggestions for [secure platforms and how to increase privacy settings](#).
- **Digital Expat:** Wired article calling for a [digital expat movement](#) being necessary for increased privacy and sovereignty.
- **Signal President Meredith Whittaker on Tech Monopolies:** [A new model for independent tech](#)
- [Welcome to the Age of Technofeudalism](#) – Wired interview about capitalism being over and replaced with technofeudalism.

## On Social Unrest

- [Survival of the Richest](#) (article that became a book)

## On Resistance

- [50501 Movement:](#)
- [Fighting Back: A Citizen's Guide to Resistance](#)
- [Indivisible: Practical Guide to Democracy on the Brink](#)
- [What you can do to fight this coup:](#)

## On Climate Change Urgency

- [WWF Living Planet 2024](#) - “It is no exaggeration to say that what happens in the next 5 years will determine the future of life on earth”
- [UK Actuarial Report](#): Climate scenario risks
- [Wall Street Is Rewriting its Energy Sector Playbook](#) (Bloomberg April 1)
- [Climate Finance in Pivotal Moment](#) (Bloomberg Article) “Scientists have concluded that it’s somewhere between “likely” and “[virtually certain](#)” we’re in the midst of a 20-year period where the Earth breaches 1.5C, and the United Nations has warned humanity is on course for [twice](#) that much warming—considered to be [a catastrophic outcome](#) for billions of people.
- [The Guardian - Climate Crisis on track to destroy capitalism](#) “Action urgently needed to save the conditions under which markets – and civilisation itself – can operate, says senior Allianz figure

## Other

- [Clear View Facial Recognition Tech](#) – Mother Jones feature
- [The New Apostolic Reformation](#) – The Atlantic

*Please reach out to me if you have additional resources to share. [peacefulreturn@imaginethenews.com](mailto:peacefulreturn@imaginethenews.com)*

# Scenario: 10 Million in the U.S. Join the Exodus end of April

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*This is one possible scenario (outlined by ChatGPT) about how redirecting our attention and consumption off the Big5 and onto smaller platforms can influence the direction this country is taking. This is not a guaranteed result, but meant it's mean to connect the dots and show how small actions by millions can create big changes.*

## 1. Immediate Impact (Within 1–2 Weeks)

### Platform Analytics Get Impacted

Several hundred thousand people deactivate or drastically reduce use of Facebook, Instagram, X, YouTube, Amazon, and Apple News.

- A drop in daily active users (DAU) and time spent on Meta, X, Google services (YouTube, Gmail), Amazon, and iOS/App Store.
- Ad impressions and engagement rates fall sharply.
- Search Terms Trend: “Delete Facebook,” “Cancel Amazon,” “Alternatives to Google” begin trending.

### Press Coverage/Headlines Start Coming

Wired, The Guardian, and other outlets report on “Digital Exodus” as a rising grassroots movement.

- “10 Million Users Join Digital Exodus”
- “Meta and X Ad Revenues impacted from Peaceful Exodus off Platforms”
- “Grassroots Resistance forms to de-monopolize Big Tech”

### Stock Market Shifts

- Investors react to user drops. Want to understand why?

### Democratic Ripple:

- Politicians, educators, and artists take note.
- AOC, Sanders, or Elizabeth Warren might retweet or reference the action, creating a new legitimacy for digital disobedience.

## 2. Corporate Panic (2–4 Weeks)

**Stock Market Sensitivity:** If 3–5 million Americans stop using Meta, Google, and Amazon in measurable ways (revenue dips, ad metrics fall), Wall Street will notice.

**Tech PR Action:** Internal memos at Big Tech companies leak — they’re concerned about user trust, revenue, and *losing their cultural dominance*.

### CEO Statements & PR Campaigns

- Big 5 execs try to minimize losses, launch charm offensives:
  - “We support freedom and democracy.”
  - “Our platforms are committed to transparency.”
- You might even see “fixes” like a symbolic policy reversal (e.g., removing dis-info accounts, walking back extremist collaborations, pledging neutrality again).

### Corporate Internal War Rooms

- Shareholder meetings get tense.
- Board members start questioning alliances with authoritarian politicians.
- PR + ethics teams get elevated.

### Authoritarian and Corporate Capture Weakening Already Begins:

- Less engagement = less free surveillance = harder to micro-target voters.
- Disinfo operations lose reach.
- Censorship-by-algorithm becomes less effective.
- **Meta & X under pressure:** They quietly *scale back* their policy collabs with far-right actors. X might see advertisers pull out.

## 3. Voices at the Table (2 Months) Post Earth Day Momentum

### 10 Million U.S. Participants, 100 Million Globally:

- Consumer behavior shifts rapidly — e.g., DuckDuckGo grows 50%, Discord & Mastodon flood with new users.
- Big Tech companies see major losses of daily active users, ad impressions, time on platform, and data collected.

### Tech & Finance Leaders Start Reaching Out

- Journalists and scholars backing the Exodus are asked to join public roundtables.
- Independent platforms (Mastodon, Proton, Signal, Bluesky) see a surge and begin forming coalitions.
- Organizers like us are invited into media, hearings, even international panels.

### Real Leverage Appears

- Ad companies and major brands (Unilever, Patagonia, Ben & Jerry's) start pulling ads.
- Investors move money into “values-aligned” funds.
- Some Big Tech firms scramble to buy or partner with alternatives to retain goodwill.

### Democratic Ripple:

- Administration staffers quietly reach out to exodus leaders for insight.
- Lawmakers begin proposing bipartisan tech break-up and public platform options.
- Courts may finally reconsider *Section 230* protections for mega-platforms.

## 4. Geopolitical and Government Response (2–3 Months) Summer 2025

Shareholders speak out: Internal arguments at Meta, Amazon, and Google intensify.

### Congress Holds Emergency Hearings

- The pressure forces Congress to address:
  - Tech monopolies
  - Data privacy
  - Surveillance and AI ethics
  - Project 2025 alliances
  - Labor and climate rollbacks

### EU & Global Coalitions Join – Regulation window opens

- EU accelerates enforcement of the Digital Markets Act.



- UN rapporteurs call for an investigation into Big Tech's role in fueling authoritarianism and climate obstruction.

### U.S. Agencies Start Acting

- FTC and DOJ dust off antitrust tools.
- A coalition of states files suits on monopoly and harm to children.
- States like California and New York might launch their own digital rights legislation.
- A public alternative to ad-based social media gains traction — with public funding and democratic oversight.

### Democracy/Anti-Authoritarian Wins:

- Project 2025-aligned voices lose centralized digital megaphones.
- Surveillance-backed repression becomes more expensive and harder to scale.
- Organizing platforms for democracy, workers' rights, climate action, and bodily autonomy regain *digital visibility*.

## 5. Cultural & Financial Shift (6+ Months)

### New Norms Ripple into Society

- Deleting Meta or using open tools becomes as mainstream as composting or hybrids.
- Community networks like Discord and Mastodon become everyday tools.
- Content creators shift to Patreon, Substack, and co-op media platforms.
- “Digital detox” becomes *cool* — not fringe.

### Cultural Power Shifts:

- Creators, educators, influencers, etc. now *set the tone* instead of just reacting to Big Tech's algorithmic chaos.
- **People-powered tech** rises — with ethics, accessibility, and *human flourishing* as core values.

### The Tech Giants Finally Blink

- Some companies restructure (e.g., Google separates YouTube or ad business).
- Facebook might spin off WhatsApp or Instagram under pressure.
- Others make strategic pivots to *survive the movement*.

## How It Gets Us a Seat at the Table:

### 1. Market Pressure = Policy Change

When companies lose users and ad dollars, their political donations change too. If Meta or Google stop backing far-right policies because it's bad for business, that shifts the balance of power.

### 2. Visibility = Legitimacy

The Exodus narrative forces media and policymakers to take seriously the *people* — not just the money.

### 3. Organizing = Negotiating Power

Like labor unions in the 1900s or the civil rights organizers in the 1960s, showing up with millions behind you means you *can't be ignored*. Platforms may be forced to negotiate terms of digital governance with grassroots movements.

4. **Momentum = Acceleration**

This isn't just protest — it's *constructive rebellion*. People don't just leave platforms, they *build better ones* - and that draws in innovators, funders, and media attention.

# What Would Saving U.S. Democracy Look Like?

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## ***Envisioning a Path to Disrupting the Corporate-backed Authoritarian Coup***

***This plan is focused on economic leverage, peaceful civic action, and corporate accountability – an attempt to protect our democracy and uphold our constitution.***

This document is a 6-month visual template to stop the corporate-backed authoritarian consolidation of power before it becomes irreversible. It is not a rigid blueprint. It's a working draft, meant to help us see what reclaiming our power and restoring democracy could look like. It will evolve. The steps may shift.

But the core idea holds: **mass, coordinated economic pressure is our most powerful peaceful tool** to stop the corporate authoritarian takeover from locking in permanent control through the September Budget.

We are in the final stages. We need to act fast.

Ultimately, it's up to us to **organize, coordinate and implement this—together.**

## Exodus and Beyond

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**Mass economic disruption is the only way to counter corporate-backed authoritarianism. If millions of people strategically refused to participate in the economy—by boycotting Big Tech, canceling subscriptions, and even stopping work—it would send an earthquake through the system.**

### Step 1: The Great Digital Exodus (Big Tech Boycott)

We migrate off the Big5: Meta, X, Google, Amazon and Apple.

- Millions of users leave Facebook, Instagram, Twitter (X), and Google services.
- People cancel Amazon Prime, YouTube Premium, Apple subscriptions.
- Mass migration to decentralized platforms like Bluesky, Mastodon, and encrypted alternatives (ProtonMail, Signal, DuckDuckGo) (See [Digital Exodus Guide](#) for details)

#### **Impact:**

- Tech stocks tank. Wall Street notices. Shareholders panic.
- Meta, Google, Amazon, and Apple suffer revenue losses.
- Advertisers flee Big Tech, forcing platforms to change
- Musk's X (Twitter) loses even more value and becomes financially unsustainable.

#### **Possible Corporate Response:**

- They try to lure users back with perks (free trials, better privacy promises).
- They pressure the government to crack down on encrypted platforms and alternative media.
- If millions hold strong, their power starts to crumble.

### Step 2: The Rolling Worker Strike (Targeted Work Stoppages)

- Workers in key industries (tech, logistics, healthcare, education, transportation) start rolling strikes.

- Even short-term coordinated stoppages (1-2 weeks) create supply chain chaos.
- Gig workers (Uber, DoorDash, Amazon delivery) refuse to take jobs, shutting down operations.

#### **Impact:**

- Businesses lose billions as productivity grinds to a halt.
- Government faces massive public pressure as critical industries stall.
- Corporations panic and begin pressuring Project 2025 leaders to “restore stability.”

#### **Possible Corporate Response:**

- Attempts to criminalize striking, fire workers, or use scab labor.
- If enough people participate, these efforts fail—because they can’t replace everyone.
- The system starts to crack.

### **Step 3: Financial Exodus (Debt Revolt, Mass Divestment)**

- People move money out of big banks (Chase, Wells Fargo, Citi) into credit unions.
- Mass withdrawals cause liquidity problems for predatory banks.
- Stock sell-offs pressure investors to demand changes.

#### **Impact:**

- Banks begin failing to meet corporate loan obligations.
- Wall Street starts lobbying against the authoritarian takeover to “restore stability.”
- If billionaires’ investments start tanking, they turn against Project 2025 out of self-interest.

### **Step 4: The Political Crisis (Cracks in the Regime Form)**

- Dissent grows within the government as financial chaos sets in.
- State and local governments refuse to comply with federal overreach.
- The regime is forced to make concessions—or collapse under pressure.

#### **Outcome Possibilities:**

- Some authoritarian policies are reversed to appease public unrest.
- Mass resignations from agencies create a power vacuum.
- Project 2025’s grip weakens, making full takeover impossible.
- Extremist backers face internal collapse.

### **Final Victory: Breaking the Coup’s Hold on America**

- Big Tech monopolies are weakened.
- Government overreach is rolled back.
- Regulatory agencies are restored or reformed.
- The people reclaim power over corporations and democracy.

**Key Lesson:** The people don’t need to wait for an election to stop this. The constitution, makes it clear – power rests with the people. If we organize, we can make their plan impossible to sustain.

### **The Big Picture: How We Win**

- This is NOT about waiting for politicians to save us. It's about creating mass economic disruption that forces the ruling class to abandon authoritarianism out of self-preservation.
- They win by keeping us afraid, divided, and obedient. We win by refusing to lose hope, refusing to spend, and refusing to fuel the corporate machine.
- If millions of people strategically exit the system, corporate power collapses under its own weight.
- This isn't just a dream—it's a real path to victory.

**The only question is: How many people will have the courage to act before it's too late?**

# The 6-Month Path to Organizing a Mass Resistance Movement

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*By September, Congress will pass the next budget, and if the Project 2025 agenda is locked in through that, it becomes exponentially harder to reverse. The temporary funding already slashes Medicaid, social programs, and regulatory agencies. If the full budget passes in the fall, it cements this economic warfare against the people.*

So, the next 6 months are crucial. Here's how we can organize fast enough to stop it.

## PHASE 1 (March - April): Mass Awareness & Mobilization

### Step 1: Spread the Message (March - Early April)

- Mass share the "Great Corporate Coup" message on Bluesky, Substack, Signal groups, encrypted platforms.
- Use Facebook & Instagram strategically (while weaning people off)—reach apolitical & moderate audiences who don't realize what's happening.
- Target influencers, TikTok activists, independent journalists.
- Focus on the economic angle—this isn't just about politics, it's about survival.

### Step 2: Connect & Network (Late March - April)

- Build off-social networks on encrypted platforms (Signal, ProtonMail).
- Organize meet-ups in major cities to discuss strategy.
- Coordinate with labor unions, progressive groups, & grassroots organizers to bring in existing activist infrastructure.
- Build a mass "Economic Rebellion" community around the idea of consumer strikes & boycotts.

**GOAL:** ➡ By the end of April, at least 5-10 million people should be mobilized and aware that this is a coup—not normal politics.

## PHASE 2 (May - June): The First Economic Blows

### Step 3: The Great Digital Exodus (May)

- Mass migration off Big Tech starts. Encourage people to:
  - Delete or reduce use of Facebook, Instagram, X (Twitter), Google services.
  - Cancel Amazon Prime, Apple services, Tesla pre-orders, YouTube Premium.
  - Shift to ProtonMail, Bluesky, Signal, DuckDuckGo.
- If millions leave, ad revenue & stock prices fall.

### Step 4: Coordinated Boycotts (Late May - Early June)

- Identify 5-10 corporations most complicit in the authoritarian agenda and launch mass boycotts.
- Target Koch Industries (Brawny, Dixie, Angel Soft, Georgia-Pacific), Big Tech, Big Oil, and Big Banks.
- Strategically time boycotts around earnings calls and shareholder meetings.

**GOAL:** ➡ Make Wall Street panic. Create financial instability. Force corporations to start pressuring Congress.

## PHASE 3 (July - August): Disrupt the System

### Step 5: Rolling Worker Strikes (July - August)

- Gig workers, logistics workers, and key service industry workers stage strategic short-term work stoppages.
- Unionized workers coordinate pressure campaigns in healthcare, education, and logistics.
- If even 5-10% of workers stop for a few days, it disrupts supply chains massively.

### Step 6: Mass Financial Disruption (August)

- Encourage millions to move money out of big banks into local credit unions.
- Debt strikes begin—people refuse to pay credit cards or mortgages en masse.
- Divestment movement gains traction, forcing investors to rethink their positions.

**GOAL:** ➡ By the end of August, corporate America should be in full-blown panic mode, pushing Congress to reverse Project 2025 policies.

## PHASE 4 (September): The Breaking Point

### Step 7: Stop the Budget from Cementing the Coup

- Target Congress relentlessly. Phone calls, in-person protests, and economic pressure.
- If Wall Street is panicking, they'll demand stability.
- If enough workers and consumers refuse to comply, the government will be forced to make concessions.

**GOAL:** ➡ Block the authoritarian budget from passing, roll back cuts, and weaken corporate control over government.

## Final Outcome: How We Win

- If enough people boycott, strike, and refuse to comply, corporations will start forcing politicians to back down.
- The power structure weakens under economic disruption.
- The movement for democracy & labor power is revived.
- But if we wait until after September, it will be exponentially harder to reverse this.

## Bottom Line: This Is Our Last Real Window to Stop It

- A tax strike is too dangerous in an authoritarian system.
- But a consumer/work strike is powerful and safe.
- If millions withdraw their participation, the system cannot sustain itself.
- We only have 6 months—this must happen NOW.
- The time for debate is over. The time for action is now. We can win this—but only if we act fast.

# Why We Only Have Until September

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## THE 2025 BUDGET WILL LOCK IN THE DAMAGE

- In September, Congress finalizes the next budget, and it will cement Project 2025's policies.
- This budget already includes massive Medicaid cuts and defunding regulatory agencies.
- Once passed, it becomes extremely difficult to reverse.

### Why?

- **Funding is gone.** Even if a future administration wants to fix this, they'll have no money to do it.
- **Agencies will be hollowed out.** If the FTC, CFPB, EPA, and DOJ lose their staff and budgets, they will cease to function.
- They will reallocate resources toward corporate tax cuts and military crackdowns.

Once the budget is passed, the takeover is no longer theoretical—it's legally embedded into the system.

## SCHEDULE F: THE FINAL PURGE OF GOVERNMENT WORKERS

Schedule F executive order (revived by Project 2025) will fire thousands of career government workers and replace them with loyalists.

This includes judges, DOJ officials, IRS investigators, and watchdog regulators.

### Why does this matter?

- Once career regulators are gone, they are NOT coming back.
- Future administrations won't have experts left to rebuild agencies.
- This ensures that corporations and billionaires are permanently above the law.



If this happens before we fight back, even a new president won't be able to fix it.

## JUDICIAL CAPTURE MEANS LAWSUITS WILL FAIL

- Right now, we still have some legal avenues left.
- By the end of 2024, new right-wing court rulings will make resistance nearly impossible.
- The Supreme Court (6-3 conservative majority) is already gutting democracy.

### Why does this matter?

- If we wait, new rulings will legally justify the dismantling of democracy.
- Future lawsuits challenging voter suppression, corporate corruption, and labor rights will be struck down.
- The courts will be weaponized to protect billionaires while criminalizing dissent.



🚨 Once the legal system is fully captured, we lose our ability to fight back through traditional means.

## MEDIA & BIG TECH ARE LOCKING DOWN COMMUNICATION

- Musk's X (Twitter) is already censoring activists & boosting authoritarian propaganda.
- Meta (Facebook/Instagram) will continue manipulating algorithms to suppress resistance
- Google & YouTube will throttle content that exposes the corporate coup.

Why does this matter?

The longer we wait, the harder it becomes to reach and organize people.

- Big Tech will start banning major resistance movements under "disinformation" policies.
- If mass censorship kicks in, it will be too late to mobilize.

We need to build independent networks NOW before the information war escalates.

## VOTER SUPPRESSION & GERRYMANDERING WILL ENSURE THEY CAN'T BE VOTED OUT

They are rewriting election laws so that even if a majority opposes them, they stay in power.

- Gerrymandering will ensure that authoritarian-controlled districts cannot be flipped.
- Voter suppression (ID laws, poll closures, purging rolls) will block millions from voting.

Why does this matter?

- Even if people wake up in 2026 or 2028, the election system will be rigged against them.
- If we don't act before these changes are finalized, the country will be locked into minority rule.

🚨 We cannot wait for elections to fix this—because they are ensuring elections won't matter.

FINAL ANSWER: "Because by September, the damage will be legally, financially, and politically locked in—making reversal nearly impossible."

- If someone still asks, tell them this:
- ➡ "The **budget** cements defunding of protections."
- ➡ "**Schedule F** purges career regulators, ensuring corruption runs unchecked."
- ➡ "The **courts** will rule against any future attempts to restore democracy."
- ➡ "Big Tech will ensure people **can't organize**."
- ➡ "Election laws will be rewritten so they **can't be voted out**."
- 🚨 If we don't act NOW, we lose the ability to act at all. That's why waiting isn't an option.

# TAKE THE POWER BACK



They need us, more than we need them