

March for Science-Cleveland

A Quick and Handy Participants' Guide

On the day of the March for Science-Cleveland, we're taking a stand for science!



Best Practices for a Successful March:

1. Make sure you have a March-buddy for the day; it's more fun and safer.
2. Select an easily visible meet up point for your group in case you get separated.
3. Stay hydrated and dress appropriately for the weather.
4. Keep your own belongings on your person throughout
5. It's likely that there will be disrupters in the crowd who will initiate negative chants.
***When you hear this happening, start to chant "SCIENCE IS REAL!" as loudly as possible with others around you to keep the march and the rally on-message!
6. It's likely that there will be disrupters at the March who encourage marchers to get off-track, trespass, etc. STAY ON THE PRE-SET ROUTE and look to official March for Science volunteers for any updates. Be aware of the credibility of anyone encouraging the crowd to get off-track or off-message. We are here FOR SCIENCE.
7. Be patient with others and care for each other. Clean up after yourself and each other. We are All In for Science!
8. **SPREAD THE WORD: Let's show the world that Cleveland Stands for Science!**
 - a. Use these hashtags on all of your Social Media posts today: #ScienceMarchCLE #MarchforScience #CLE and #ThisIsCLE
 - b. Follow @ScienceMarchCLE on twitter. Retweet their posts
 - c. **Thunderclaps:** On social media, a THUNDERCLAP is a loud message, heard/seen widely all at once. We will create social media thunderclaps today by tweeting, posting on Facebook and posting on Instagram ALL AT THE SAME TIME AS EACH OTHER, using the same words and hashtags to show the world that Cleveland stands for science! **Here's our thunderclap plan:**

9:30am—Words to post: **Saturday morning and SCIENCE IS REAL! #ScienceMarchCLE #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: photos of yourself/your group preparing for the day

9:45am—Words to post: **EVIDENCE matters. Here's evidence that I'm at the March for Science-CLE today, not sleeping in! Come March with Me! #ScienceMarchCLE #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: photos of your trip TO Public Square

10:00am—Words to post: **RALLY TOGETHER, Cleveland! We're rallying and marching for SCIENCE on Public Square! Join me now! #ScienceMarchCLE #MarchforScience #RallyTogether #CLE #ThisIsCLE**

Photo suggestion: A photo in/of downtown Cleveland

10:30am—Words to post: **Medicine is science; science is medicine. I stand for science. #ScienceMarchCLE #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: Speakers on Public Square this morning

10:45am – Words to post: **I march for science because facts matter. Join me downtown, raise your voice! #ScienceMarchCLE #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: Photo of a sign you like that someone's carrying today

11:00am Words to post: **SCIENCE MATTERS. TAKE A STAND. #ScienceMarchCLE #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: yourself or your group beginning to march

11:15am Words to post: **Cleveland Rocks Science! Science Rocks! Defend Science! #ScienceMarchCLE #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: Photo of Cleveland, the Rock Hall and Science Center, or your best rockin' pose

11:30am Words to post: **What we have in common is more important than our differences. TOGETHER we stand for science. #ScienceMarchCLE #Diversity #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: someone who looks different than you in the crowd

Noon –Words to post: **We are a green city on a blue lake. Let's save the world! Science Matters! #ScienceMarchCLE #LakeErie #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: Something from nature, preferably Lake Erie

12:30pm—Words to post: **Social. Medical. Environmental. Education. Art. Music. Computers. Research. Biological. Chemical. Engineering. Design. Evolution. Science is REAL. #ScienceMarchCLE #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: Marchers with signs for science

1:00pm—Words to post: **Today is just the beginning. Tomorrow, action to support science. I am #AllIn for #Science. #ScienceMarchCLE #MarchforScience #CLE #ThisIsCLE**

Photo suggestion: People/yourself/groups celebrating the end of the March