



# STICKER BOMBING GUIDE

## 1. Know what you are working with: Text/Image/Message

Consider the design, text and image, when choosing which sticker for specific spot or location.

- Image: what other images are around it: is this going to pop out? Maybe compliment other visual things going on there?
- Text: make sure it is at a readable distance, put it at eye level.

Identify which stickers stand on their own and which ones can reference something else near its posted location

*Theme and message brainstorm:*

- UNBOTHERED: this reads as Black and Unbothered, Black Girl Magic, You can't fuck with me. Best for High Schools/Colleges
- YEAH, MORALS: Sarcastic Message so post in "ethical places". It's also a widely used saying, but it's also clearly an insider meme for Ella for Prom Queen, so goes well with screenings.
- MOSEY: Pride in who you love and who you are, message to closeted people or younger people still questioning (Flag: "predetermined" is a big word). Queer Friendly Places.
- XIMENA: Lots of words. Is she talking to herself or to someone else? Sticker that is most relevant NOW. Queer Friendly Places.

## 2. Choosing a Location

One way is picking a place that will make people wonder how it got there. Somewhere unexpected. Another strategy is a place that it will be hard for people to take down. The trick about this is that it will most likely be hard to put there too, and we always should prioritize safety! But the main goal is to places with a lot of foot traffic and where your target audience goes. (i.e. around schools, colleges, near the piers, etc.)

### **PERMITTED**

There are many places that will let you post by just asking, usually stores, and art/community spaces. These are places that usually already have other stickers. You can take the opportunity to explain what the message or project is about, so folks there can talk about it when people ask. You can even leave some extra ones so they can also give away. These are places that usually align with our message.

Some ideas: Homeless shelter (Ali Forney), The People's Forum, SRLP, AVP, Streetwork Project, BYPI00 (especially for Unbothered), BAJI, skate store, or other small businesses queer or immigrant youth frequent.



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\*\* When giving out to people: write a #hashtag in the back so they can reference and follow on social media when they post or pass along to others. Suggest things they can stick them on: skateboards (bottom of boards), laptops, phone, binders, etc.

Feel it out, if it looks like they will say no, skip this step.

## UNPERMITTED

There are many places you will not get permission or are not supposed to put stickers on.

**Is this vandalism?** Short answer: Yes

*If you decide to move forward with placing stickers in those places you should be aware that if caught there could be misdemeanor charges. Public spaces are technically less risky because in private spaces/property there could also be charges of "trespassing". Please refer to a Know Your Rights Guide for more details.*

*So, if you proceed... When you find a spot, have the sticker accessible and ready, slap it on, keep walking, --but make sure it's on, no air bubbles (this might require some practice, so master placing sticker in personal items or permitted places first)*

## SAFETY

Watch out for Police. Have a buddy, Don't go alone, someone should always be watching out. Avoid spots that you have to climb or cars are passing by. Have your phone ready in case something goes on.

Ideas for outside: inside newspaper boxes, lamp post, garbage cans, barricades, side of AC unit, "No posting" construction sites

Ideas for inside: Bathroom walls at venues, napkin holders

## 3. Ethics

Don't sticker on top of someone's art, murals, or other stickers, unless it's a message that is against the communities we stand for. For example: You should sticker bomb racist ads!

## 4. Documenting

Take photos! Post with #hashtag so if people go on Instagram they can find a series and learn more about the messages/projects the stickers are about.

General Tip: Not too many of the same sticker in one place!



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## More resources!

To read:

<https://electronicintifada.net/blogs/abraham-greenhouse/passionate-attachment-how-people-are-using-stickers-activism>

Examples:

[Unapologetically Brown series](#)

- [https://broadly.vice.com/en\\_us/article/8x85mk/the-artist-putting-up-posters-of-icons-to-make-women-of-color-visible](https://broadly.vice.com/en_us/article/8x85mk/the-artist-putting-up-posters-of-icons-to-make-women-of-color-visible)

Reference: <https://beautifulrising.org/>