

# **Workshop:**

# **Swarm Protocol**



This kit contains instructions on how to run the **Swarm Protocol Workshop**. The workshop is designed to help participants understand:

1. *How do swarms behave?*
2. *What business protocols do swarms interact with?*
3. *How can a swarm impact, disrupt, or enhance business?*
4. *How should businesses respond to online swarms?*
5. *How could individuals impact the life-cycle of a swarm?*

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The **Swarm Protocol Workshop** simulates a crisis management scenario for a conventional organization in response to an accident and the subsequent social media frenzy. Facilitators are encouraged to update the scenario for your company or the swarm interaction of your choice. Simply go to the link in the QR code to the right and duplicate this document.

During the workshop, participants are encouraged to think about the default responses today, and what an ideal “win-win” outcome could look like. *Could there be a symbiotic relationship between swarms and businesses? What would it look like?*

Questions? Feel free to contact rafa via email at rafael@rafael.fyi

# **Workshop: Swarm Protocol**

# **Facilitator Guidance**

## **Workshop Logistics**

- Length of workshop: 1 to 2 hours
- Group Size: 4 to 12 people
- Total Teams: 2 (Business and Swarm)
- Recommended Format: In Person

*Note: For larger groups, create additional teams. For example, a group of 20 people can be split into two workshops of 10 people each. Each workshop would have two teams: one corporation and one swarm.*

## **Example Pre-Read Message**

Hello [Participant Name],

We're excited to hear you'll be attending the upcoming *Swarm Protocol Workshop*. In preparation, we recommend you read the essay "Welcome to the Swarm," linked below. It will help you understand what an online swarm is and how they coordinate. In addition, we recommend spending 5-10 minutes thinking about a recent swarm you've encountered that have impacted your life and/or business.

Essay: [Welcome to the Swarm | Rafael Fernandez](#)

Looking forward to the workshop!  
[Facilitator Name]

## **Example Case Study Introduction Script**

MineKraft is a prominent, public mining company with global operations. They are a significant producer of many different materials. The company has operations in Africa, Asia, Australia, Europe, North America, and South America.

On Wednesday at 16:00 EST (22:00 UTC), a worker's arm was crushed in an accident at the South African mine, which was caught on video and went viral on social media. Activist employees and groups have been discussing the event online. Memes have emerged, unauthored, using MineKraft's marketing assets. Trends on social media suggest that activist groups may be organizing themselves and considering live demonstrations.

## **Facilitation Instructions**

### **Before the workshop**

- Identify workshop participants and gather their contact information (e.g. emails)
- Send "Pre-Read Message" (example below)
- Split participants into two teams
- Print out the workshop content

### **During the workshop**

- Present the workshop overview and case study introduction (5-10 mins)
- Distribute the case study details to each team (2-3 mins)
- Complete the tasks (20-40 mins)
  - Split the group into two teams
  - Identify one team lead and one note-taker for each team
- Each group shares their plan (5 mins each, 10-15 mins)
- Discuss what you learned (5-10 mins)

### **After the workshop**

- Thank the participants
- Send a summary email with key learnings

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# **Workshop: Swarm Protocol**

# **Handout: The Swarm**

## **Background**

- *The Safety Swarm is a loosely coordinated group of activists and social media users.*
- *The video of the accident gained millions of views and is trending.*
- *Communication is primarily public on social media and there is no clear objective.*

## **Starting Questions**

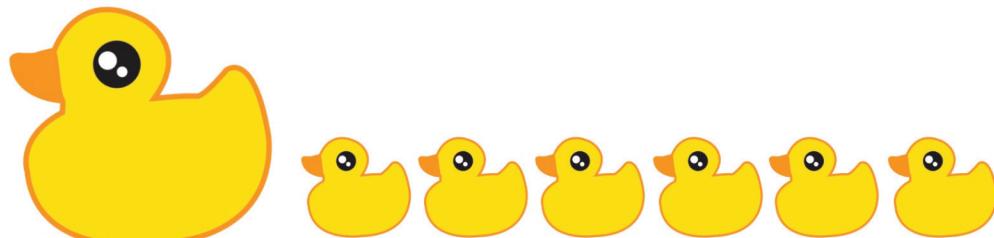
- *What type of swarm is this? (Hint: Check “Swarm Experiences” in the pre-read essay)*
- *What would the life-cycle of the swarm look like? (Hint: Check “Life in the Swarm” in the pre-read)*

## **Team Tasks**

- *Describe the swarm's behavior in the short term (1 week)*
- *Identify company protocols that the swarm would interfere with*
- *As a swarm participant, outline how you would shape the direction and create a long-term positive impact on mining safety*

## **Other Case-Study Details**

- *The swarm is composed of activist influencers, a few thousand active fans, and hundreds of thousands of social media users from around the world.*
- *The video of the incident has already reached millions of views on TikTok and hundreds of thousands of views on Twitter, Facebook, and YouTube.*
- *Memes are popping up everywhere, some even using marketing materials from MineKraft. The news is “all over the internet.”*
- *Telegram chats and Discord Servers have been started. People are sharing stories about mining safety incidents, OSHA, and the climate impact of mining organizations.*
- *A select few have begun sharing details about team members working at the company, executives, and physical locations of MineKraft operations (offices and mining facilities).*
- *There are whispers about organizing an IRL protest at the US mining operations site. Multiple hashtags have begun to emerge, none of which are dominant at the moment.*
- *The characteristics of the swarm are as follows:*
  - *All communication channels are currently public unless via direct message.*
  - *The swarm exists across all time zones and geographies.*
  - *There is no collective agreement on ethics or morals.*
  - *There is no bank account or legal entity.*



# **Workshop: Swarm Protocol**

# **Handout: MineKraft Co.**

## **Background**

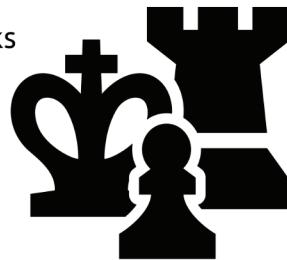
- A worker's arm was crushed in an accident at the South African mine, which was caught on video and went viral on social media.
- The corporate HQ (in NYC) was informed about the accident at 20:00 EST.
- Team members were mobilized by the CEO.
- MineKraft has a safety record and has not had any serious accidents in the past 3 years.

## **Team Tasks**

- Identify protocols the company would use to manage the situation
- Develop a 48-hour action timeline. (e.g. hours 0-2, 3-24, 24-48)
- Propose a long-term plan to address future opportunities and risks

## **Starting Questions**

- What protocols does the company use for Public Relations issues?
- Do these apply in this situation? If not, why?
- How is a swarm different than traditional "bad press"?



## **Other Details**

- As a highly trusted and empowered task force, your primary objective is to minimize disruptions to business operations, and if at all possible, to channel the energy of the public towards the success of the business.
- The characteristics of your organization are as follows:
  - MineKraft has had no serious accidents in the past three years as a result of new management introducing safety protocols around vehicle use.
  - MineKraft is stable and has long-term access to a large number of resources if needed (capital, legal, public relations, marketing).
  - Employees at the corporate HQ work 9-5 EST.
  - Your organization has a wide following on several social media platforms but limited advertisement campaigns, since most of your business is B2B.
  - You have a strict and hierarchical marketing and social media approval process. Your approach to business is ethical.
  - You have a dedicated health and safety team based at the global HQ.
- NewsAmerica is planning an in-depth report on mining safety due to the video.
- Currently, MineKraft is in court. There was a class-action suit due to lead poisoning in the 1970s. This is not viral on social media and was reported publicly a decade ago.
- MineKraft has recently been in tough negotiations with TheFactory, which uses raw materials from MineKraft. There's internal gossip that the video is a negotiation tactic.
- The safety protocols MineKraft has pioneered are being discussed with multiple governments around the world and would introduce a competitive advantage to MineKraft if adopted as a new international standard.