

Occupy IKEA's #HouseRules

by Stephen Elliott-Buckley - Tuesday, April 01, 2014

<http://politicsrespun.org/2014/04/occupy-ikeas-houserules/>

IKEA's #HouseRules = union busting!

Oh, IKEA, you'd think you'd learn from all the past corporate attempts to create a Twitter hashtag to promote your brand, attempts that have been subverted by culture jammers.

Maybe IKEA will get away with this one, [#HouseRules](#), but in the spirit of the Occupy Movement rebooting on Friday with the [#WaveOfAction](#), we should try to Occupy IKEA and their hashtag because they're [trying to break their union in Richmond, BC](#).

Let's see how:

[It happened to Emperor Stephen Harper](#) when he wanted us to tweet science-y questions for him to ask Chris Hadfield on the ISS. Instead, we pointed out that Emperor Stephen rejects science.

And gorgeous [McDonald's tried a hashtag](#) so people could tell stories about how much they love them. They lost control of that, as did Harper, almost immediately.

And [Wendy's tried #HeresTheBeef](#), and got trouble.

So we need to make IKEA understand we don't like their 1% antics.

Here's what they're trying to do:

<https://twitter.com/IKEACanada/status/450422228740759552>

Here is a barf-worthy response, playing IKEA's 1% game:

<https://twitter.com/KrisDaria/status/450797472366215168>

And here's one culture jam that works on subverting IKEA's [#HouseRules](#):

https://twitter.com/stephen_rees/status/450793250605907968

And here are a bunch of suggestions for your to retweet, copy, improve upon or just plain steal! Plagiarism is, after all, the sincerest form of flattery!

<https://twitter.com/dgiVista/status/450898039280918530>

and...

<https://twitter.com/dgiVista/status/450900419162566656>

or this:

<https://twitter.com/dgiVista/status/450900369338421248>

or maybe this:

<https://twitter.com/dgiVista/status/450900302514753538>

then there's this:

<https://twitter.com/dgiVista/status/450900229911351296>

In the end, we need to remember solidarity. IKEA thinks they can lock out their workers for almost a year and still reap billions in profits.

We need to walk the Occupy talk and seek justice and equality: economic, political and social.

It starts with boycotting all IKEAs in the world, and for the next few days, culture jamming their [#HouseRules](#) hashtag.

Join us, with your virtual spray can!