

## **Holding a Flash Mob**

### **What is a Flash Mob?**

A flash mob is defined as “a large public gathering at which people perform an unusual or seemingly random act and then disperse, typically organized by means of the Internet or social media.”

### **How can Soroptimists hold a Flash Mob?**

Soroptimists could hold a flash mob as a way of getting attention for our work. This could be in the form of a play (skit) like Kodaikanal, India Soroptimists did to raise awareness of violence against women (Project ID 33172 on the database).

### **Things to Consider**

- 1) Think of an idea for your flash mob.
- 2) Can you use music to draw attention?
- 3) Spend some time learning the moves, words involved, making sure everyone involved knows what they need to do and practice it.
- 4) Choose a date, time and location. The best places are large, high-traffic public spaces where people wouldn't expect something out of the ordinary. Pick a day and time of the week during the location's busiest hours.
- 5) Surprise your audience. A well-executed flash mob performance should be kept secret up until the moment it begins. Catching your audience off guard is crucial.
- 6) Video it – make sure some Members are there just to video the flash mob from different angles. Make sure you record the public's reaction.
- 7) Upload and promote the video – this is the important bit now as it's a great opportunity to get the video and flash mob message out there. Load your video to Youtube and also send to [lisa@sigbi.org](mailto:lisa@sigbi.org).

[Watch this video](#) about the London Flashmob choir which gives an overview of a flash mob in practice.