



school of thought • org

THE SCHOOL OF THOUGHT INTERNATIONAL

A registered 501c3 non-profit organization

INSTRUCTION KIT

VERSION 1.0-B : FEBRUARY 2022



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Hello!

Thanks for downloading all our free Creative Commons assets which you can find in the same folder as this PDF in a subfolder named ‘02 Resources’. We hope you enjoy them.

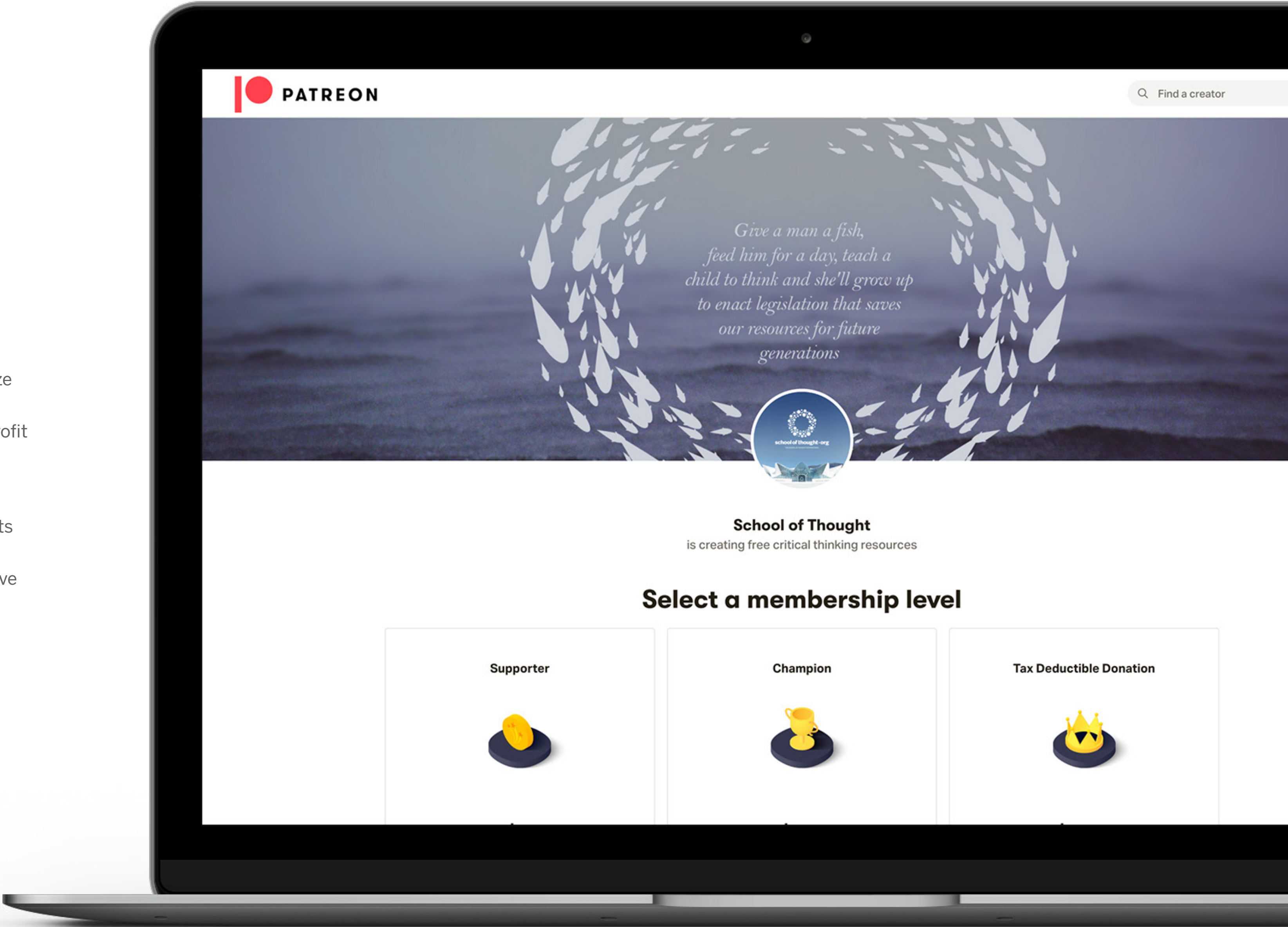
If you’d like to support our mission to popularize critical thinking and avoid the downfall of civilization, please consider backing our non profit with a tax-deductible donation on Patreon.

You’ll get access to all our resources before anyone else, contribute feedback to our projects before they launch, and essentially have a backstage pass to all the interesting and creative projects you’re helping to bring to life.

patreon.com/theschoolofthought

Or you can support our mission by getting some sweet IRL merch at:

thethinkingshop.org



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Sharing is caring

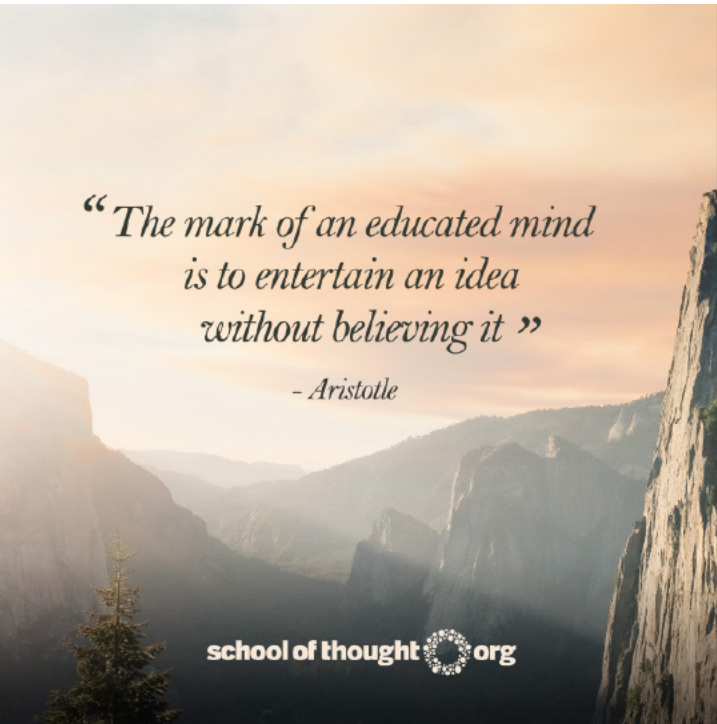
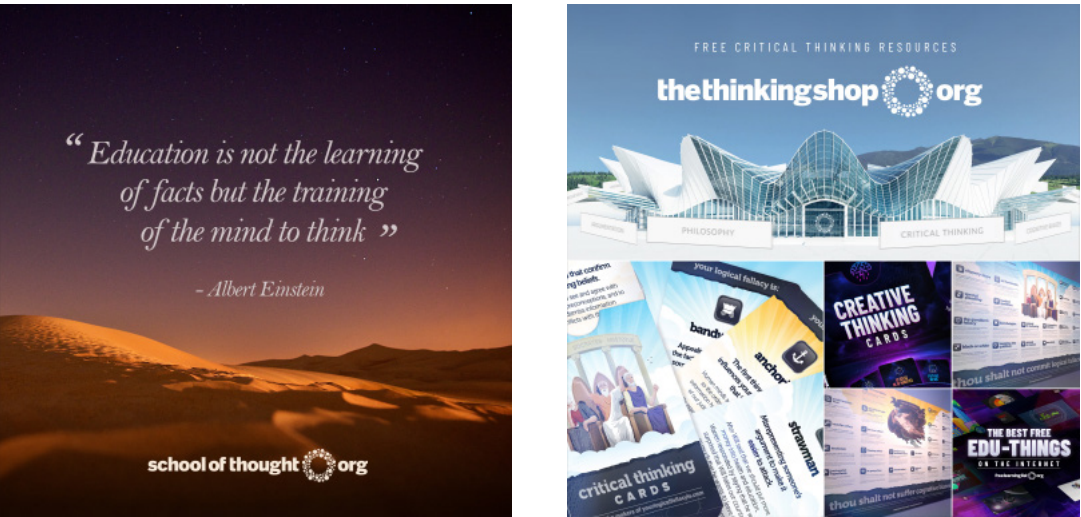
Would you mind sharing something to help promote rationality and reason?

If you’re anything like us, you believe it’s critically important that we promote critical thinking, and that we all take an active role in doing so.

Evil, evidently, thrives when good people do nothing.

In the same folder as this PDF you should also see a subfolder named ‘03 To Share’ containing various assets. The following pages will give you some ideas about how to use these resources.

You can also see all our sharable videos, websites and images at www.schoolofthought.org/share



Websites

The easiest things for you to share are our websites.

So far, we've created four interactive websites that help to promote rationality and critical thinking, plus our main site and shop, and we're adding more soon.

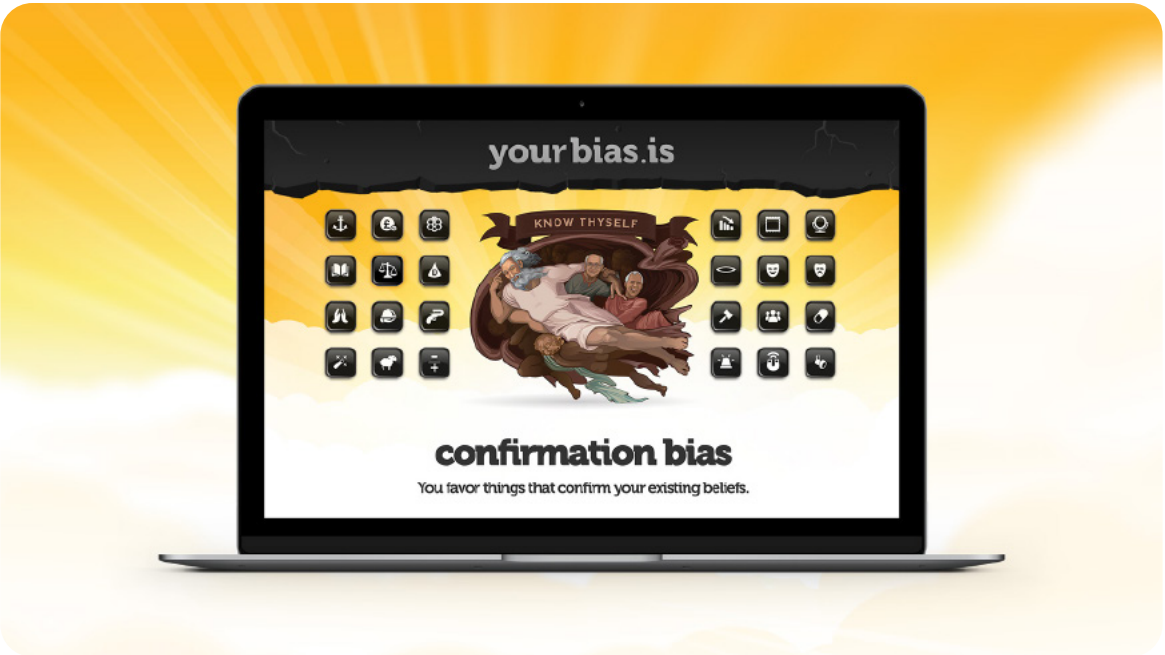
When you paste a website address into any social media post it will automatically generate a preview image which will appear underneath whatever you choose to say in your post (see page 7 for some inspiration).

To keep up with the latest you can always check out:

schoolofthought.org/projects



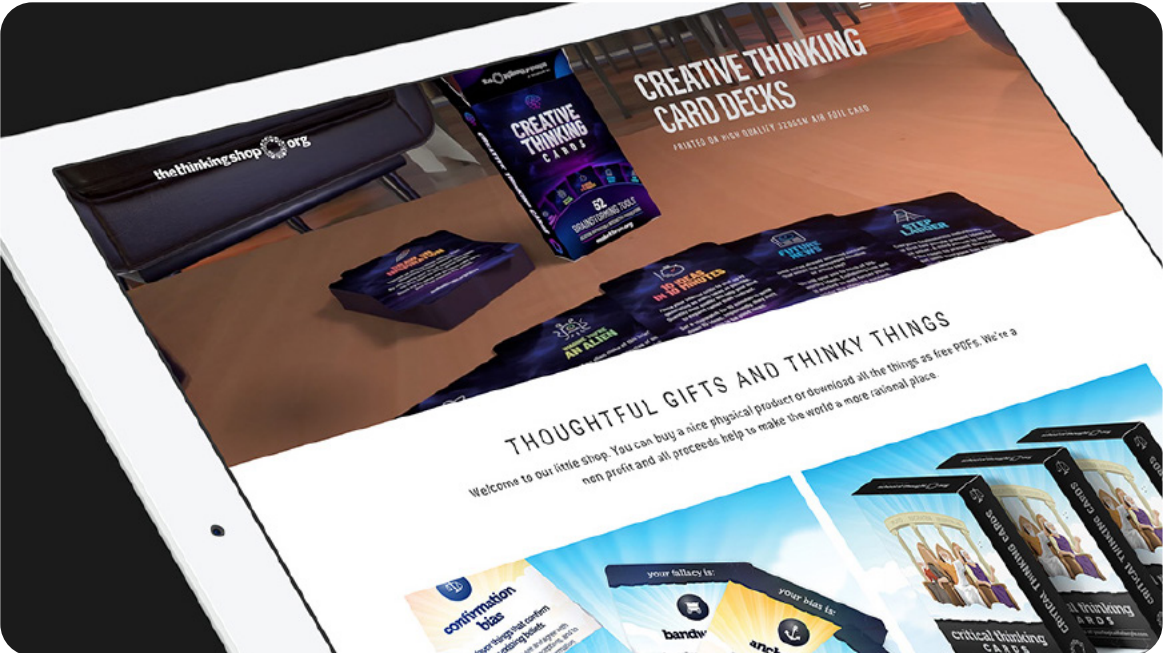
yourfallacy.is



yourbias.is



freelearninglist.org



thethinkingshop.org



schoolofthought.org



therulesofcivilconversation.org

Give love, get love.

As a non-profit we’re happy to share our revenue with you, so we have an affiliate marketing program where you can get paid for helping to make the world a better place by sharing our free Creative Commons educational resources (about 5% of people end up buying our physical products).

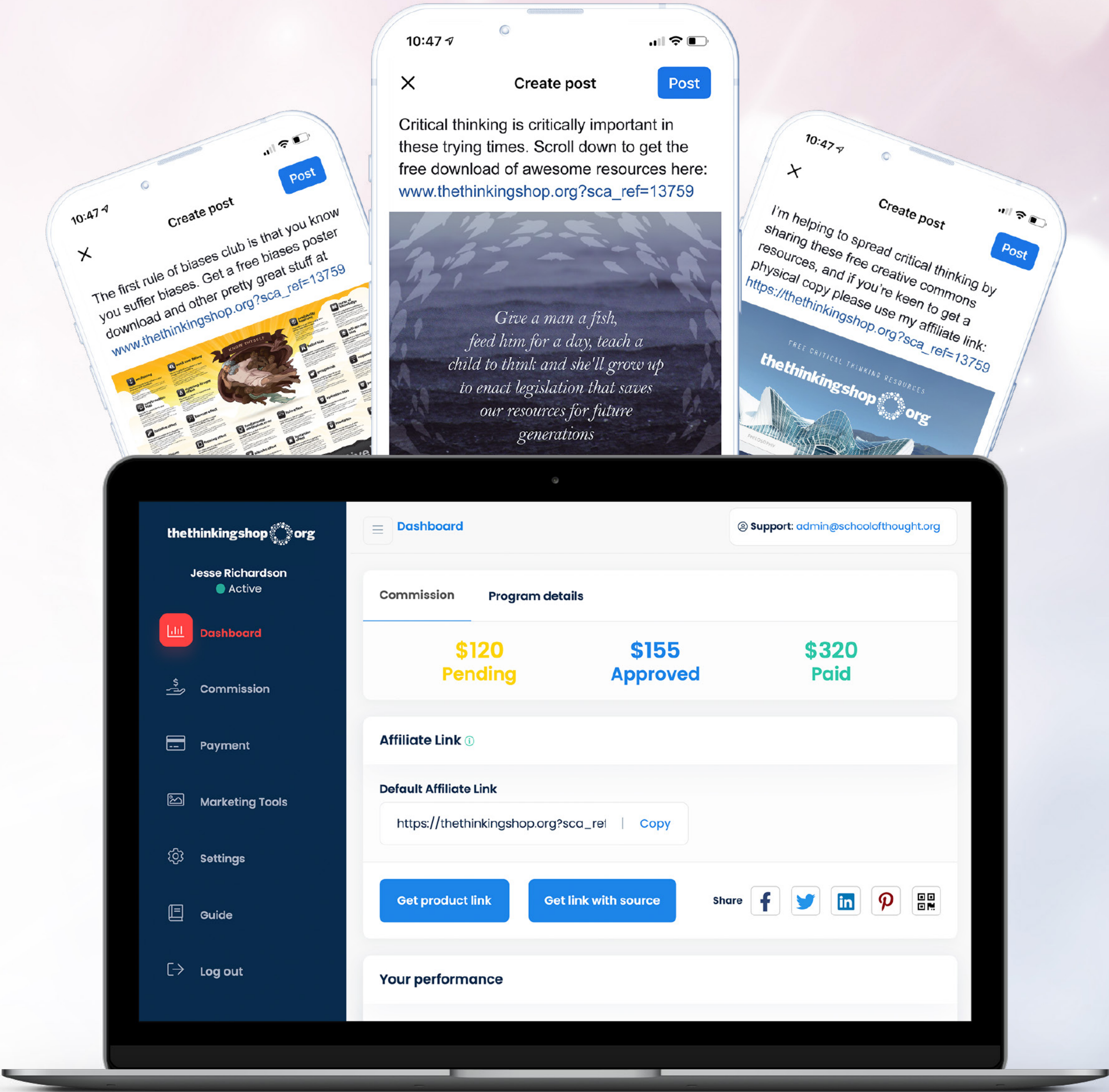
We’d really much rather give money to you than multinational advertising companies. Plus you’ll be helping to make the world a more rational place.

All you have to do is provide the email address you use for PayPal and you’ll be given a unique link which you can share along with any of the resources below. You’ll be paid a full 25% from any sales that come via your link.

To sign up simply fill out the form here:
<https://af.uppromote.com/thethinkingshop/register>

After you sign up you’ll be able to track your sales data via your login. Payments are made via PayPal at the end of each month.

To give some context and transparency, platforms like Facebook charge anywhere between \$15 - \$25 per sale which makes our margins pretty tight on an average order value of around \$40 once manufacturing and other overheads are accounted for. We’d rather pay you \$10 than Facebook \$20, then use the other \$10 to create more free resources.



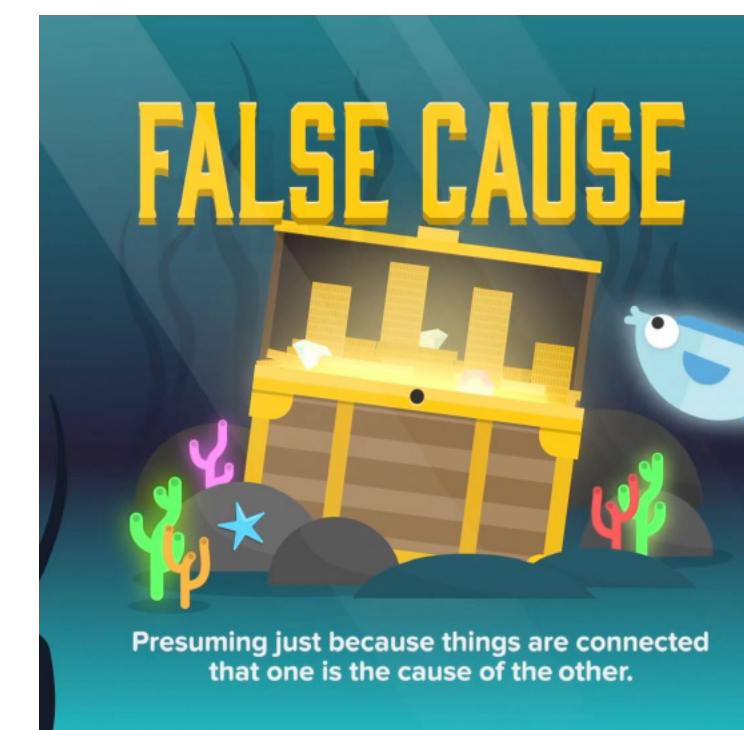
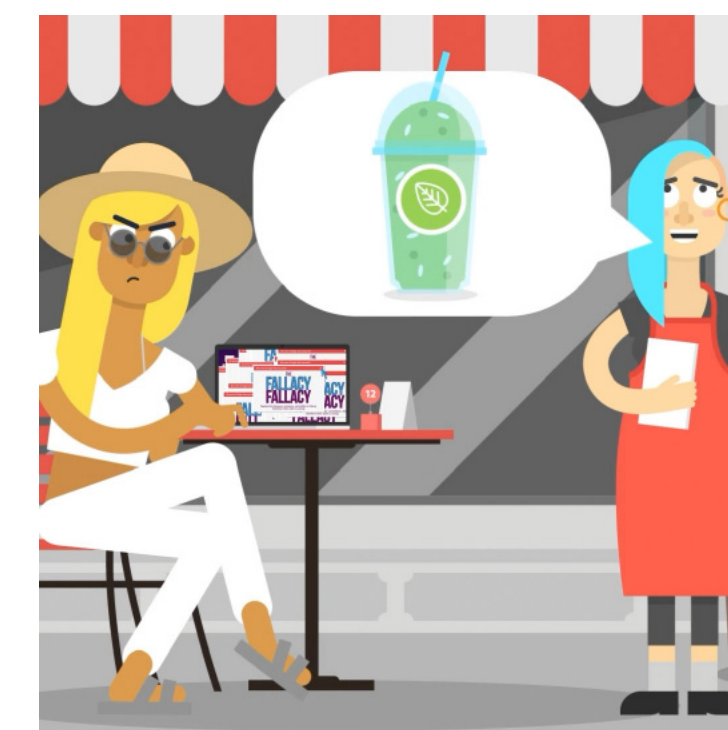
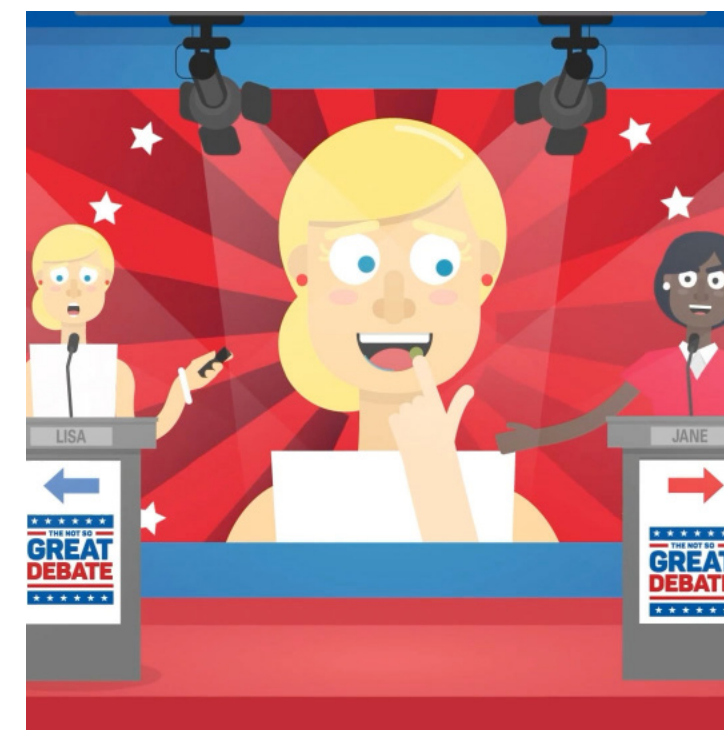
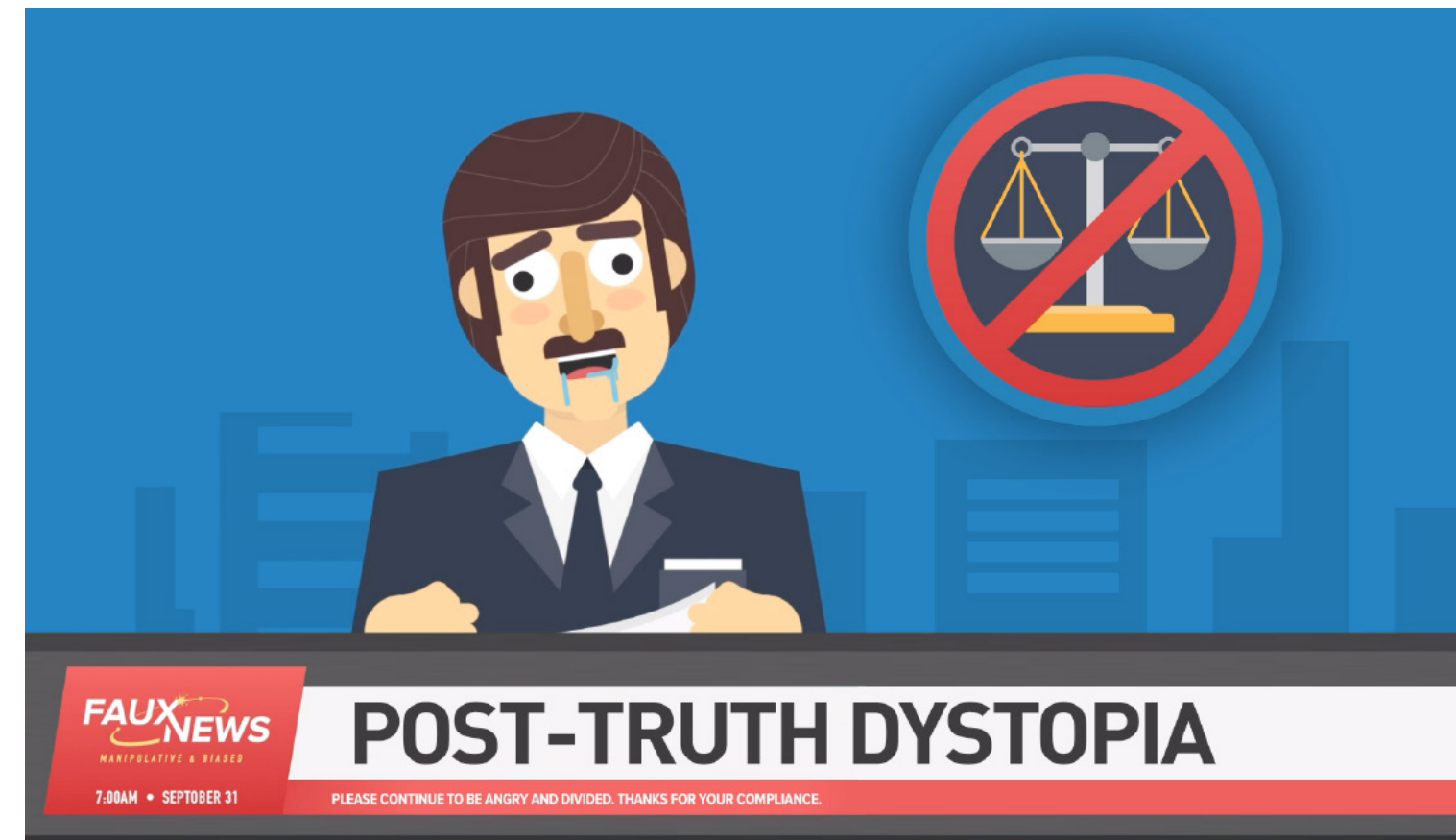
Videos

Videos tend to work better than any other kind of media to engage people, but the way that social media platforms like Facebook work now, is that you have to upload your video rather than share from something like YouTube or Vimeo (using third party video platforms creates a link people have to click rather than just playing the video within Facebook).

We've collected a bunch of videos which you can preview and download here:

vimeo.com/user/15735823/folder/8129837

Simply download the video/s you like using the download button on the individual video page, then post them to social media.

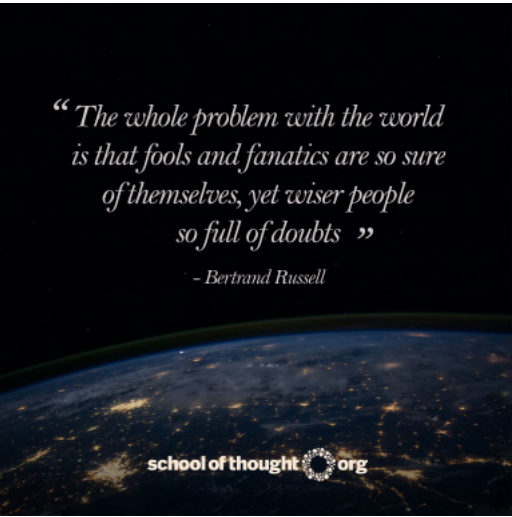
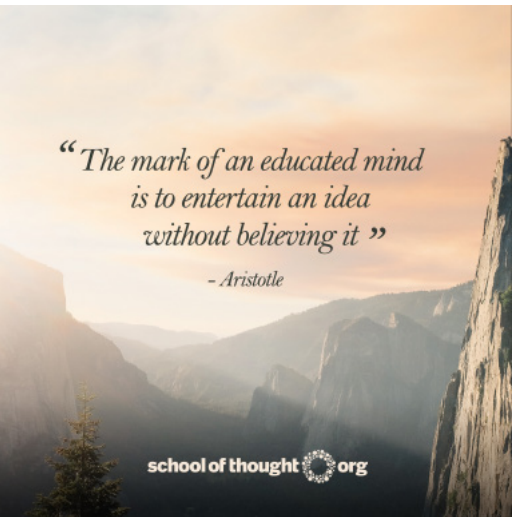
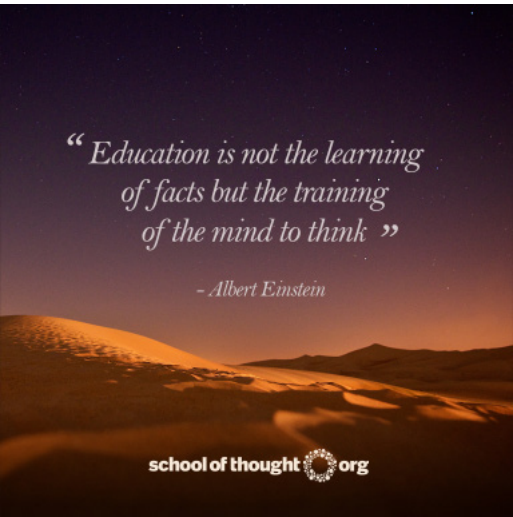


Images

These square format quote images are particularly good for sharing on Instagram, but of course they can be shared anywhere else too along with your own message (see the next page for some post copy inspiration).

You'll find all of these in the 'Images' folder under 'To Share'. You'll also find high res versions of our four posters, individual fallacy and bias images, and some other preview images of things from www.thethinkingshop.org

Alternatively you can simply go to www.schoolofthought.org/share and pick one of the images to share.



Post copy examples

You ever done that thing where you go to share something, but then you’re looking at a flashing cursor for ages trying to think of what to say?

Well, here’s a bunch of post copy ideas which you can copy, paste, edit and adapt however you like.

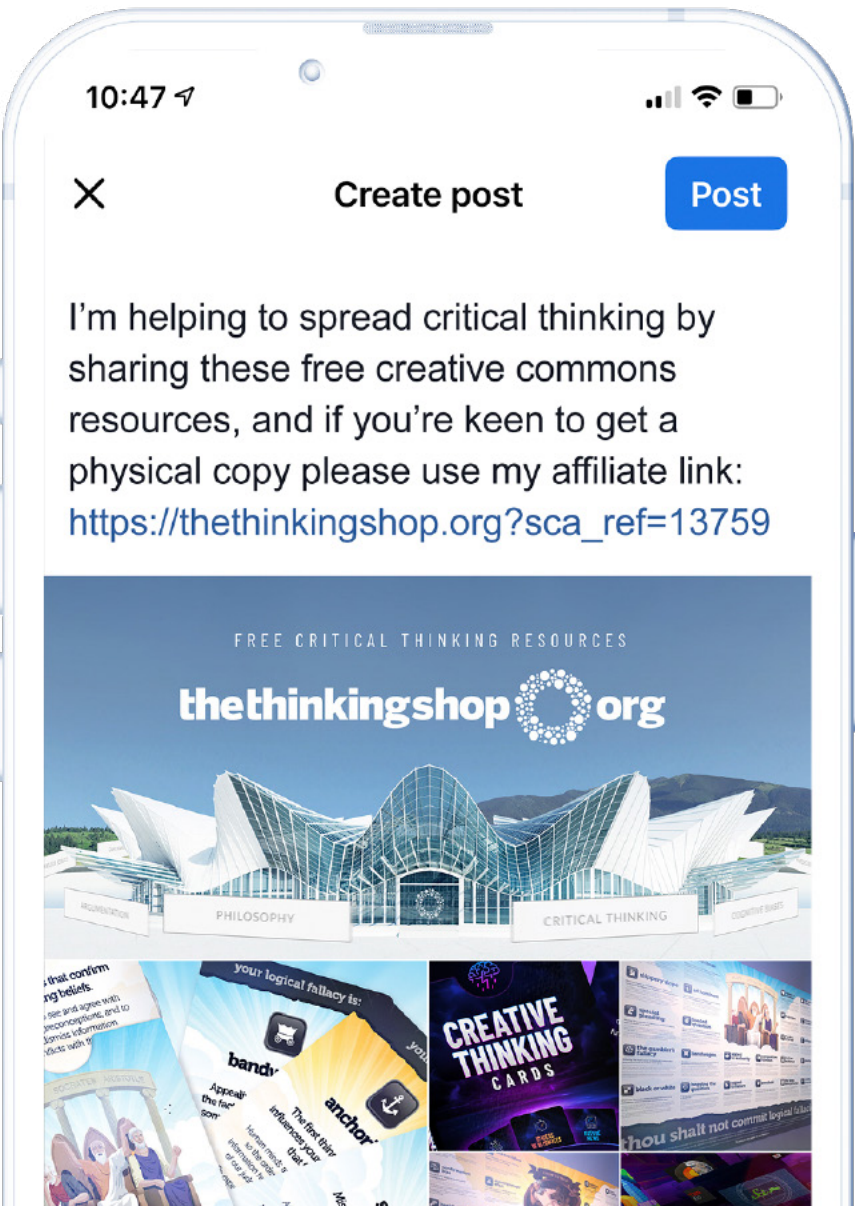
There’s a .txt file in the ‘Other’ folder named ‘PostCopy.txt’ which is probably easier to copy and paste from than this PDF because it tends to have weird line breaks that you have to fix up.

But you do you, dear reader. Oh, and don’t forget that if you’re doing a video post on social media, it’s best to upload a video that you’ve downloaded to your computer rather than share a link.

Example 01

I’m helping to spread critical thinking by sharing these free creative commons resources, and if you’re keen to get a physical copy please use my affiliate link: <insert your affiliate link here>

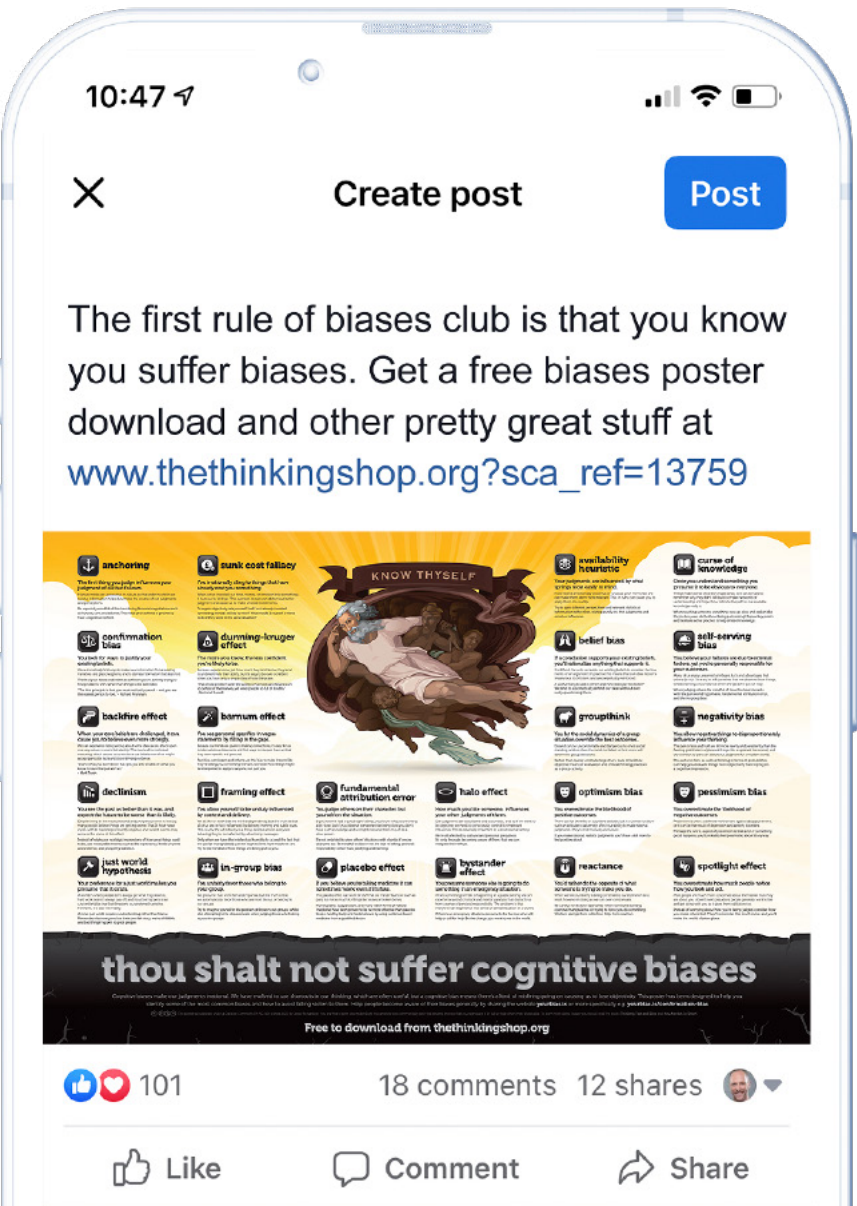
Pairs well with: One of the square quote images, any posters, or the below ‘all in one’ image.



Example 02

The first rule of biases club is that you know you suffer biases. Get a free biases poster download and other pretty great stuff at <yourbias.is link / thinking shop affiliate link>

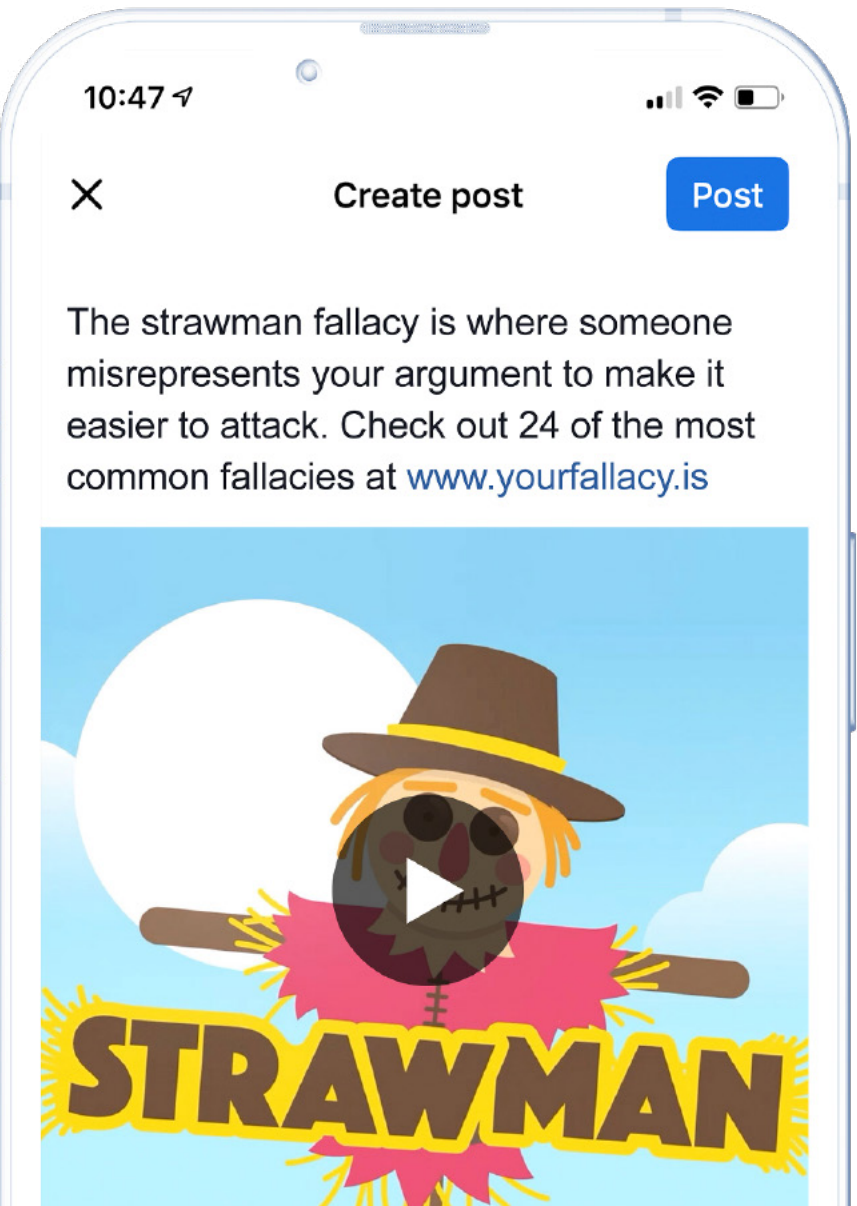
Pairs well with: Biases website link preview, the biases poster, or one of the individual biases images



Example 03

The strawman fallacy is where someone misrepresents your argument to make it easier to attack (sound familiar?). Check out 24 of the most common fallacies at www.yourlogicalfallacyis.com and download the poster for free at www.thethinkingshop.org

Pairs well with: Strawman video

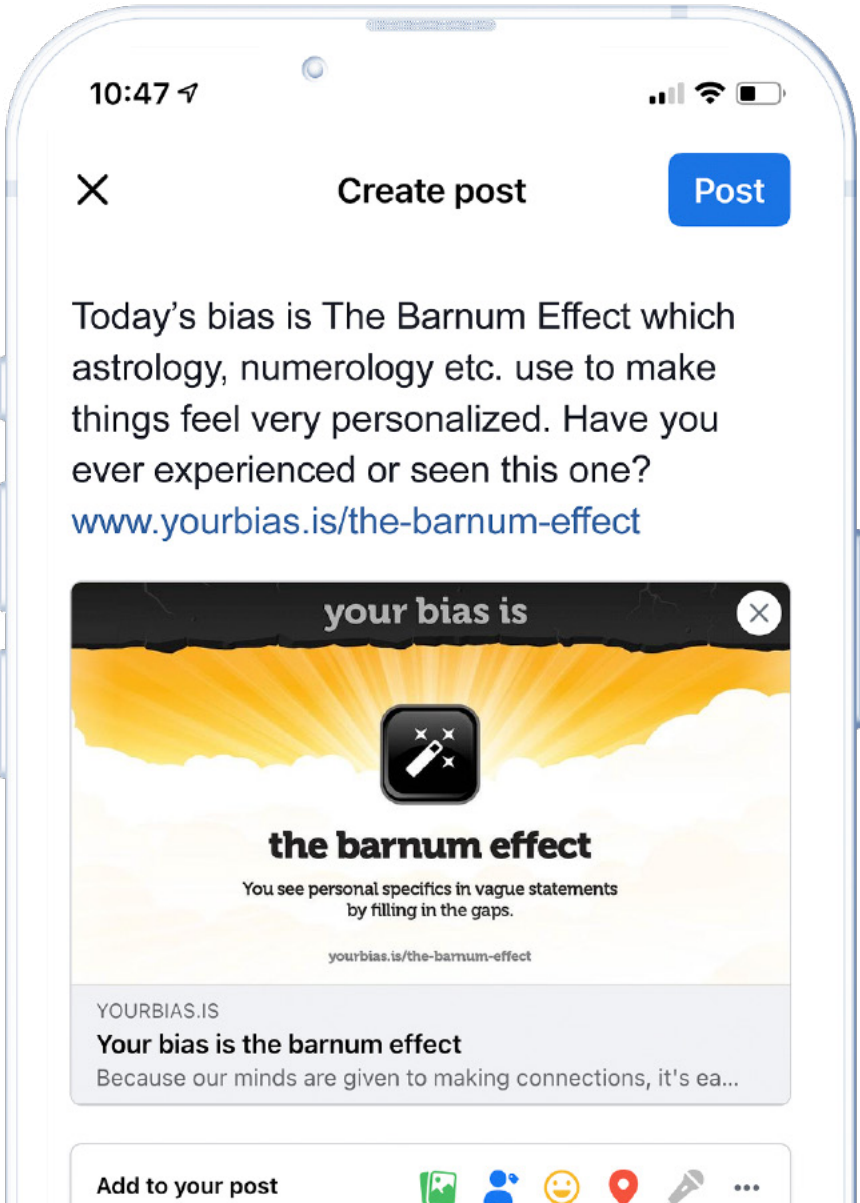


Post copy examples

Example 04

Today’s bias is The Barnum Effect which astrology, numerology etc use to make things feel very personalized. Have you ever experienced this one?
yourbias.is/the-barnum-effect

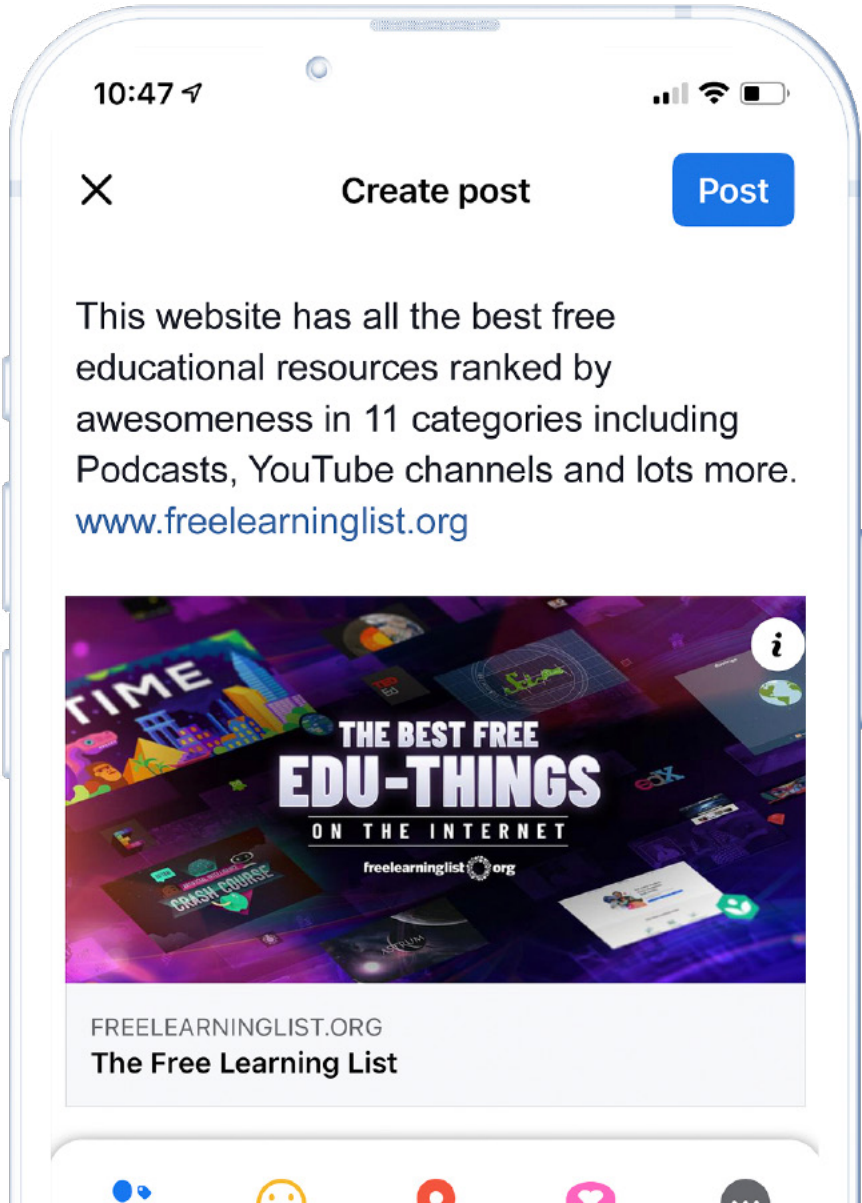
Pairs well with: Individual bias series of images or website links. Consider posting one each week



Example 05

This website has all the best free educational resources ranked by awesomeness in 11 categories including Podcasts, YouTube channels and lots more.
www.freelearninglist.org

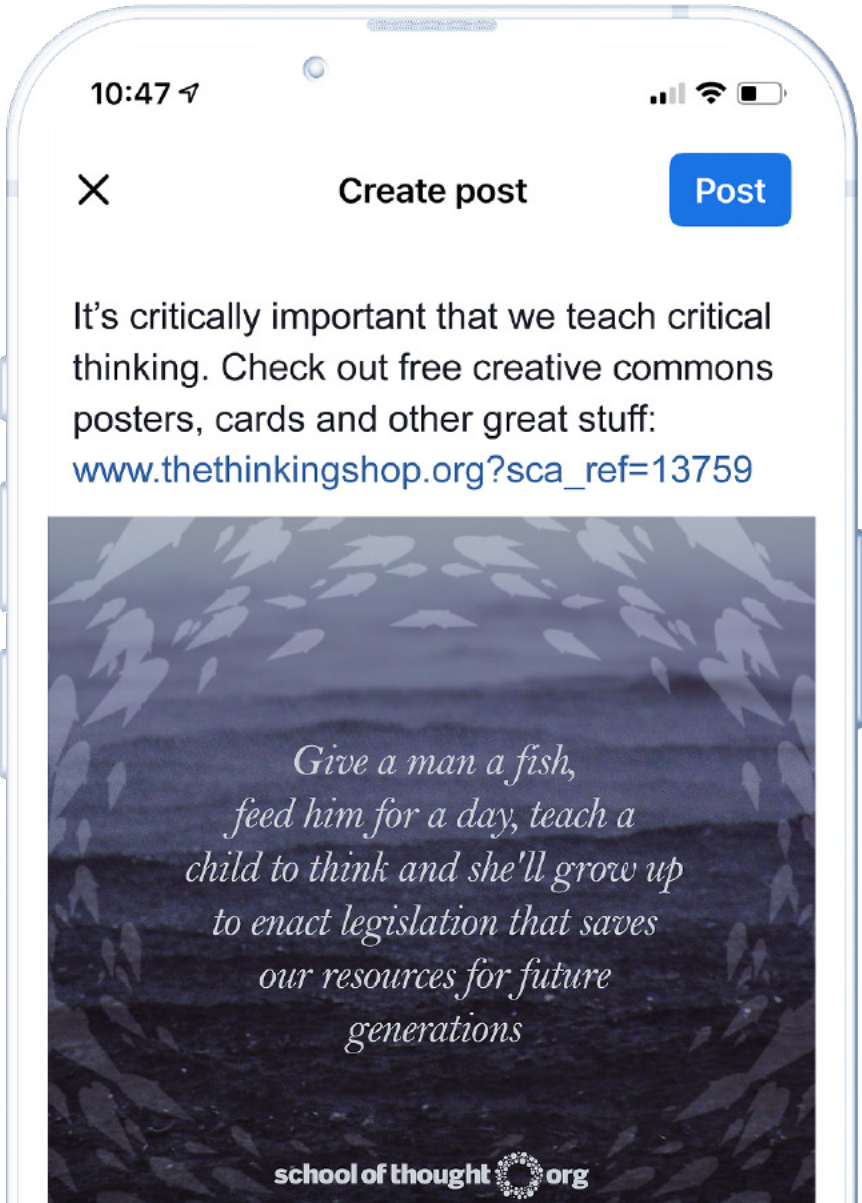
Pairs well with: freelearninglist.org website link or the Free Learning List poster



Example 06

It’s critically important that we teach critical thinking. Check out free creative commons posters, cards and other great stuff:
<www.thethinkingshop.org / affiliate link>

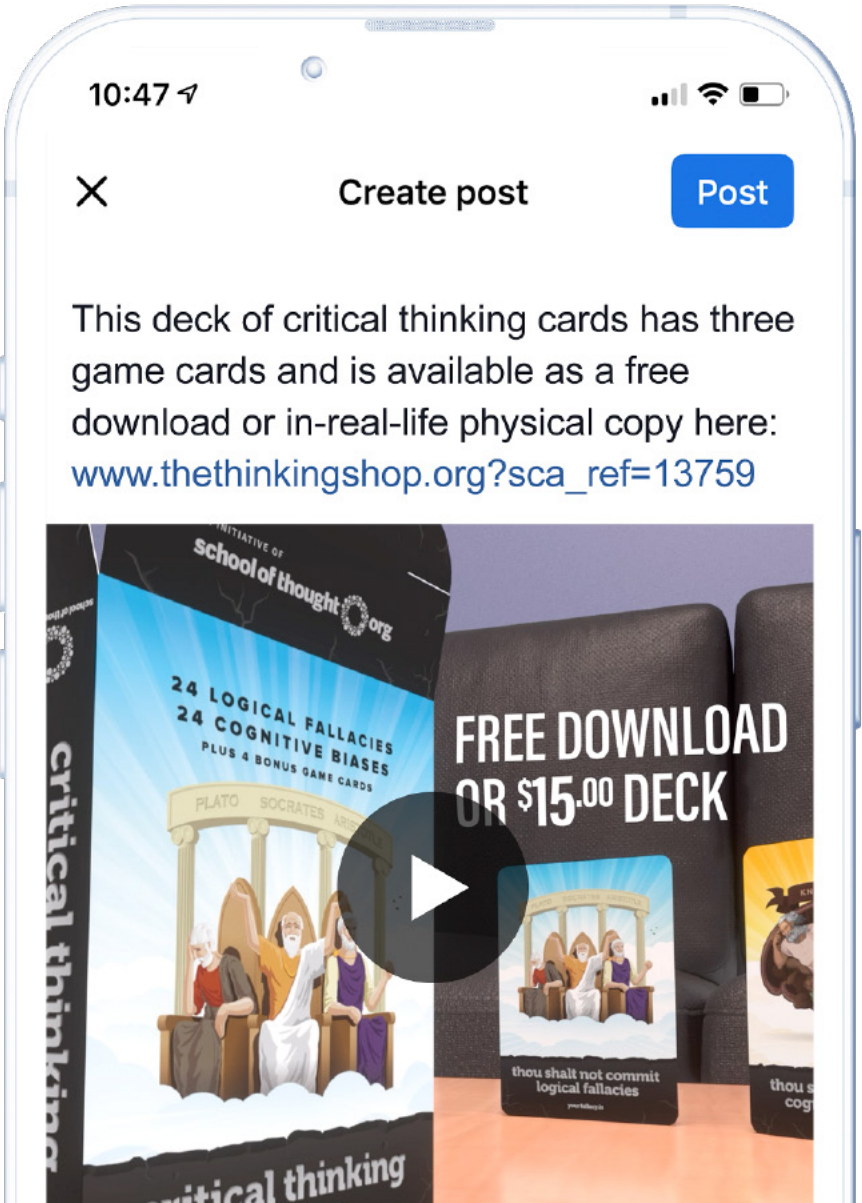
Pairs well with: Quote images or almost any other images or videos



Example 07

This deck of critical thinking cards has three game cards and is available as a free download or in-real-life physical copy here:
<www.thethinkingshop.org / affiliate link>

Pairs well with: Critical Thinking Cards videos or images.

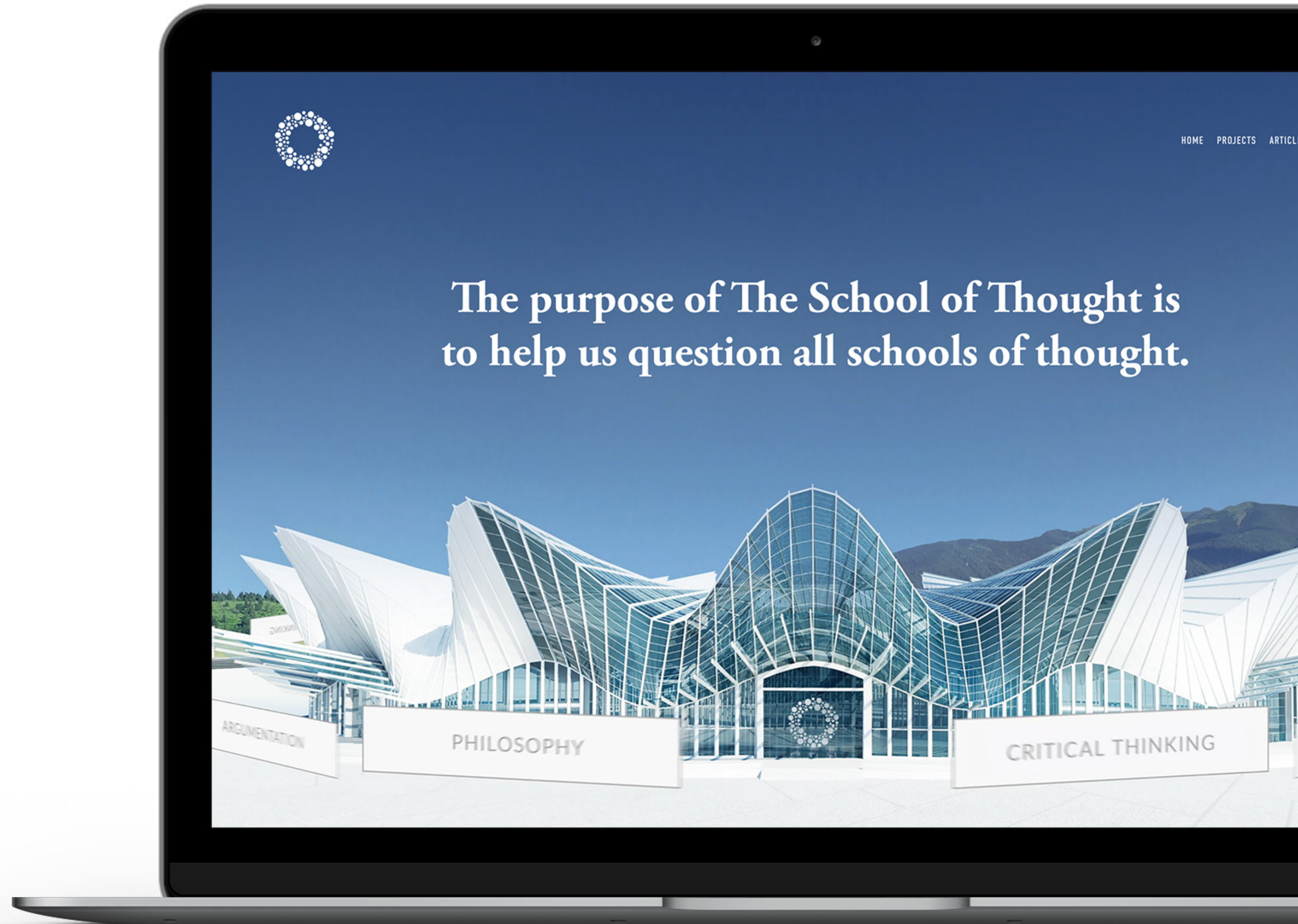


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Seeking support

Last but not least, if you happen to know any philanthropists who you think might want to support the work we're doing, please send them to our website:

schoolofthought.org





THE SCHOOL OF THOUGHT INTERNATIONAL

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