

## **Abstract**

The Egyptian 2011 revolution is presented in media – as well as statements made by organisations participating in the overthrowing of Hosni Mubarak’s regime – as a social media revolution.

Despite the fact that internet has been shut down on the government’s order on 28<sup>th</sup> January, just after three days of street protests, therefore forcing the social media revolution to go offline. This paper describes the role of social media in the events of the beginning of the revolution. It focuses on the official Facebook communication of two prominent anti-Mubarak organisations – We Are All Khalid Said and April 6<sup>th</sup> Youth Movement – in the period between 1<sup>st</sup> January and 11<sup>th</sup> February, the day when Hosni Mubarak resigned. The result of my research is that Facebook was only one of possible tools of communication actively employed by both of the organisations. While We Are All Khalid Said used Facebook not only to spread information but also to coordinate demonstrations – as well as constantly promoting Facebook as the tool that ignited the revolution, the activist group wasn’t able to breach the internet blockade, and after the renewal of internet connection, it started using its Facebook account mainly as an information platform – which was the role that Facebook played for April 6<sup>th</sup> Youth Movement throughout the whole revolution, as well as during the period of the initial preparations. Egyptian social media revolution is therefore more or less just a construct, promoted by one of the participating organisations.