A central piece of the ongoing resistance movement in Egypt, which began with the January 25th Revolution, has been the control of knowledge, the war of ideas, and struggles over who can maneuver the levers of ideology and culture to formulate new ideas for an alternative order. Social media has been a critical site of ideological struggle. This talk reviews how people representing power and counter-power have been at battle through Facebook wars. The outcome of these virtual struggles holds important consequences for the future of Egypt and the region.