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Digital Outreach and Advocacy for Redistricting

Presented by:

David Castillo, Digital Director



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Today's Agenda

- 1. Why engage digitally?**
- 2. Digital Advocacy Best Practices**
- 3. Engaging with Stakeholders in a Digital Space**
- 4. Digital Community Engagement on Redistricting**
- 5. Tools Available for All**



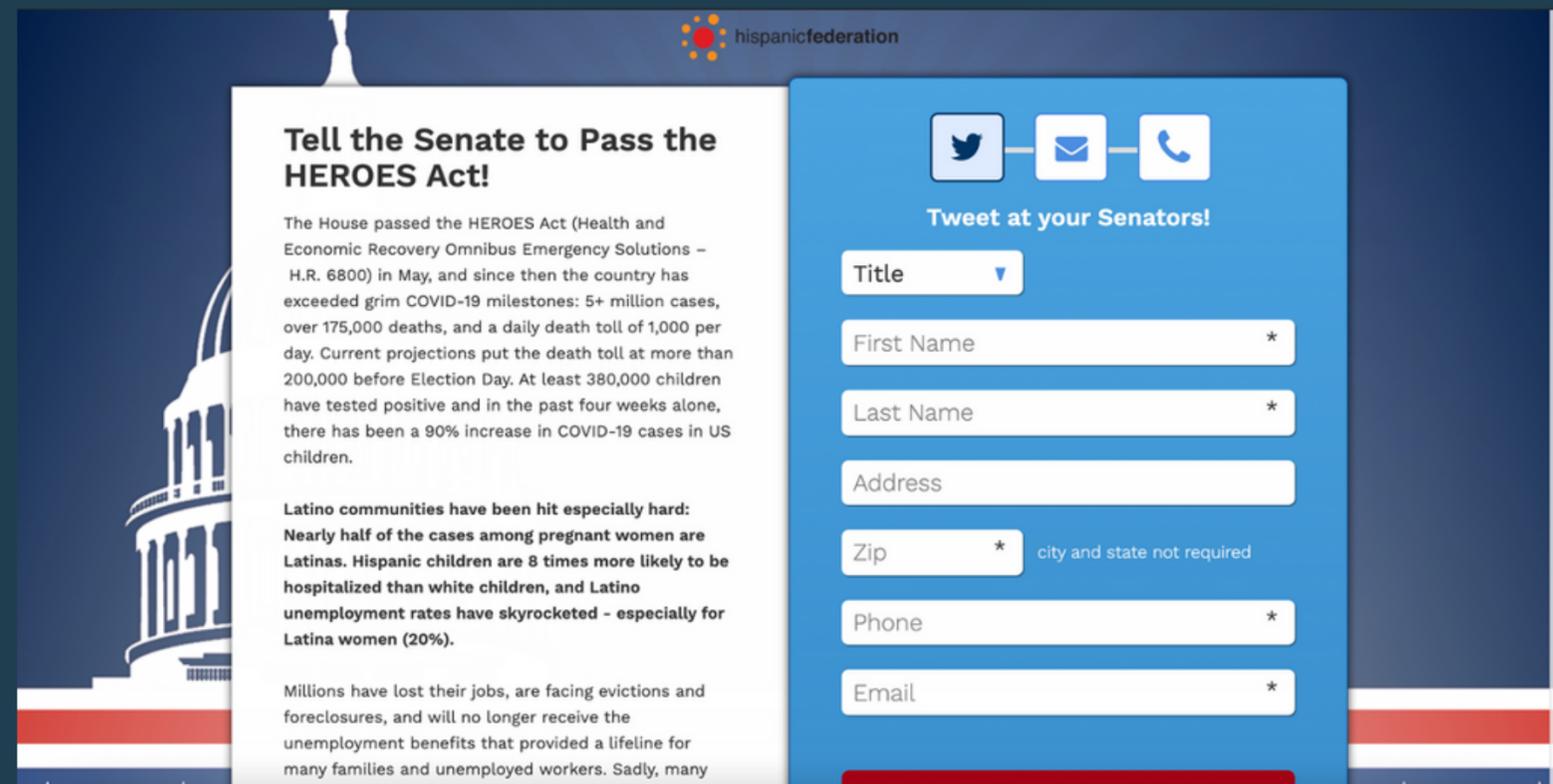
Why Engage Digitally?

1. We live in the digital age
2. You have to meet people where they are
3. It's easier and often cheaper

Examples of Digital Advocacy Campaigns

Legislative Advocacy Campaign: Heroes Act

- Used Phone2Action to create the landing page and to email our supporters to take action
- Built a digital toolkit using Google Docs
- Purchased Social Media Ads using the business manager/creator studio
- HF federal policy staff sent out the toolkit as well as a personal note to her networks



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Tell the Senate to Pass the HEROES Act!

The House passed the HEROES Act (Health and Economic Recovery Omnibus Emergency Solutions – H.R. 6800) in May, and since then the country has exceeded grim COVID-19 milestones: 5+ million cases, over 175,000 deaths, and a daily death toll of 1,000 per day. Current projections put the death toll at more than 200,000 before Election Day. At least 380,000 children have tested positive and in the past four weeks alone, there has been a 90% increase in COVID-19 cases in US children.

Latino communities have been hit especially hard: Nearly half of the cases among pregnant women are Latinas. Hispanic children are 8 times more likely to be hospitalized than white children, and Latino unemployment rates have skyrocketed – especially for Latina women (20%).

Millions have lost their jobs, are facing evictions and foreclosures, and will no longer receive the unemployment benefits that provided a lifeline for many families and unemployed workers. Sadly, many

Twitter | Email | Phone

Tweet at your Senators!

Title ▾

First Name *

Last Name *

Address

Zip * city and state not required

Phone *

Email *



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Examples of Digital Advocacy Campaigns

Legislative Advocacy Campaign: Heroes Act

Results:

- 355 people sent:
 - 936 emails
 - Posted 72 tweets at legislators
 - And made 12 calls

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Examples of Digital Advocacy Campaigns

We Are Home Coalition

A national coalition led by United We Dream to advocate for passage of comprehensive immigration reform.

The screenshot shows a Google Docs document titled "WaH Amplifier Toolkit" with a menu bar (File, Edit, View, Tools, Help) and sharing options (Request edit access, Share). The document content includes:

- WE ARE HOME SOCIAL TOOLKIT**
Amplifier Artwork — Share On Social Or Print For Local Actions
- Overview**
The We Are Home Campaign and Amplifier have teamed up to help elevate the voices and stories of immigrants from across the United States through artwork. Thanks to the talent and work of immigrant artists from across the country, we are happy to invite you to elevate unique artwork (see below) over the next several weeks.
- TAKE ACTION TO HELP US WIN A PATH TO CITIZENSHIP FOR MILLIONS OF IMMIGRANT FAMILIES AND WORKERS**
- ARTWORK SHARE ON SOCIAL**
or to print as posters/signs
- SAMPLE SOCIAL COPY**
to share with artwork

The artwork section features a portrait of a woman with a flower in her hair, wearing an orange shirt, with the text "CITIZENSHIP NOW!" below it. The sample social copy includes:

- CONGRESS MUST DELIVER A PATH TO CITIZENSHIP BY THE END OF THE YEAR
Dreamers, TPS Holders, Farm Workers, and Essential Workers need #immigration relief now!
- TELL CONGRESS TO DELIVER A PATH TO CITIZENSHIP NOW! TAKE ACTION:
[WeAreHome.us/takeaction](https://www.WeAreHome.us/takeaction) #WeAreHome
- OUR COUNTRY CANNOT FULLY RECOVER until Congress gets to work on delivering a path to citizenship for



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Examples of Digital Advocacy Campaigns

We Are Home Coalition

- The coalition sends out weekly messaging/toolkits using Google Docs.
- Always includes sample social messaging, downloadable graphics, and calls-to-action
- They hold weekly calls over Zoom
- www.wearehome.us

WaH Amplifier Toolkit

WE ARE HOME SOCIAL TOOLKIT
Amplifier Artwork — Share On Social Or Print For Local Actions

Overview
The We Are Home Campaign and Amplifier have teamed up to help elevate the voices and stories of immigrants from across the United States through artwork. Thanks to the talent and work of immigrant artists from across the country, we are happy to invite you to elevate unique artwork (see below) over the next several weeks.

TAKE ACTION TO HELP US WIN A PATH TO CITIZENSHIP FOR MILLIONS OF IMMIGRANT FAMILIES AND WORKERS

| ARTWORK SHARE ON SOCIAL or to print as posters/signs | SAMPLE SOCIAL COPY to share with artwork |
|---|--|
| | <p>→ CONGRESS MUST DELIVER A PATH TO CITIZENSHIP BY THE END OF THE YEAR Dreamers, TPS Holders, Farm Workers, and Essential Workers need #immigration relief now!</p> <p>TELL CONGRESS TO DELIVER A PATH TO CITIZENSHIP NOW! TAKE ACTION: WeAreHome.us/takeaction #WeAreHome</p> <p>→ OUR COUNTRY CANNOT FULLY RECOVER until Congress gets to work on delivering a path to citizenship for</p> |



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Examples of Digital Advocacy Campaigns

Take Action for Puerto Rico!

A campaign launched in the wake of Hurricane Maria to advocate for more equitable and fair treatment for Puerto Rico in federal policy



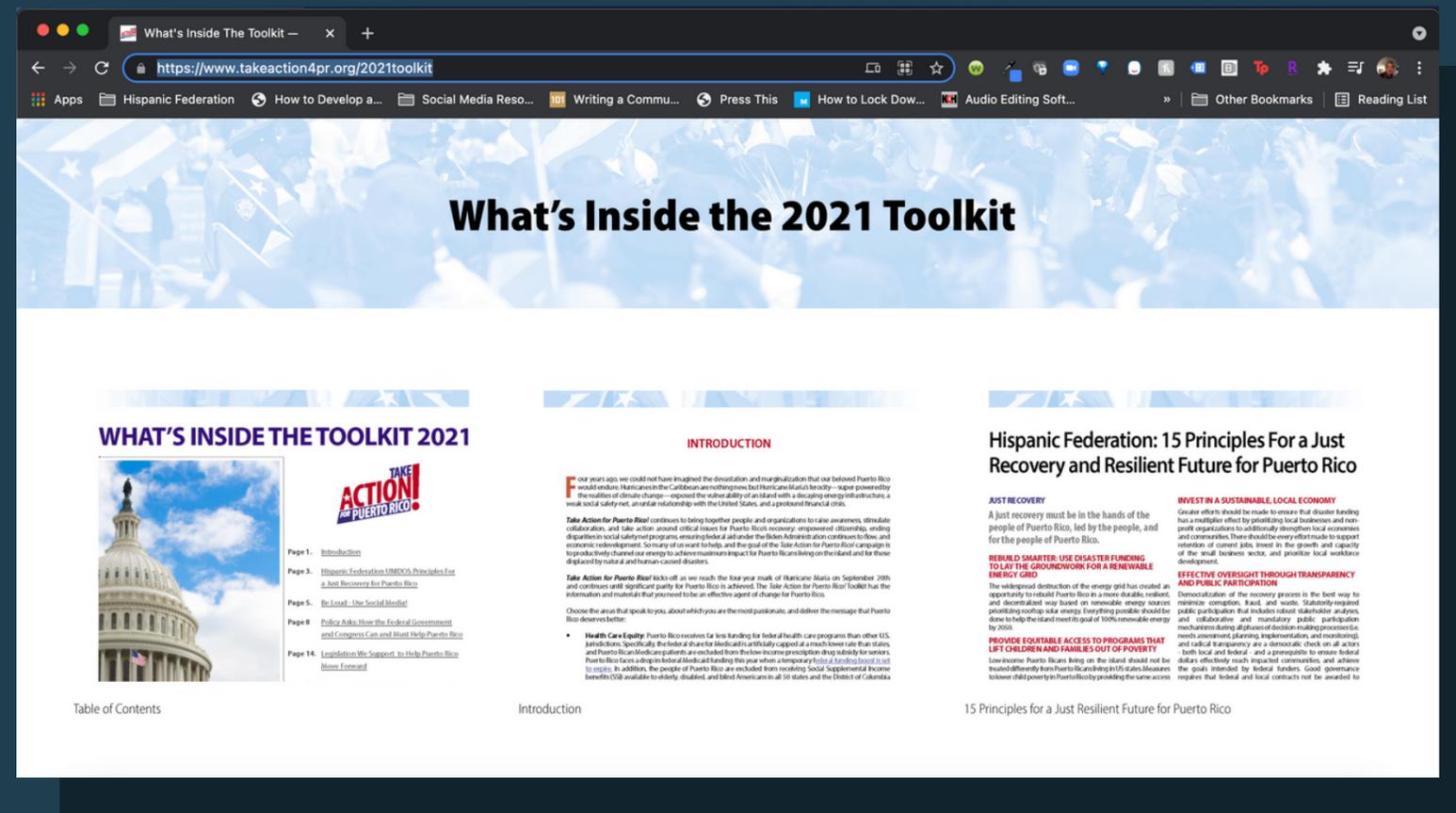
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Examples of Digital Advocacy Campaigns

Take Action for Puerto Rico!

- Website serves as the hub for the campaign, including yearly advocacy toolkit.
- On the website, you can also:
 - Take Action and contact your elected officials
 - Access social media toolkit
 - Sign up for the campaign
 - See News and Media related to the campaign
- takeaction4pr.org



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Best Practice #1

Develop Your Digital Engagement Strategy

- This will help you outline your goals and the tactics you need to employ to reach them.
- Doing so will also force you to ask you what you need for your outreach. It doesn't need to be very complicated.
- Questions to guide the development of your strategy: what is the desired outcome, or your objective? What steps do you need to take to accomplish it? How do you take those steps?



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Best Practice #2

Invest in Digital Tools

- Email blast system
- Website
- Advocacy software
- Social media dashboard
- Analytics
- Graphic design



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Best Practice #3

Identify Your Audiences and Targets

- Consider the actions you want folks to take, then consider what action messages resonate most with your different audiences.
 - Example: If you want to reach parents, consider action messages that appeal to their sense of family, caretaking, protecting their kids future. If you're trying to reach Latino senior citizens, consider messages that appeal to a sense of security.
- Also identify your targets: Legislators? Local officials? Influencers? This will help guide the digital tactics you take



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Best Practice #4

Make It Easy to Share Your Content

Develop digital toolkits and as many as you can:

- Tailor them to specific audiences
- Update them on a regular basis depending on what's happening in the news, or special events
- Provide unbranded graphics

Don't limit to social media: provide email templates, sample op-eds, letters to the editor, talking points, messaging guidance. Everything can be done with Google Docs, but there are also paid tools you can use as well



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Engaging with Stakeholders

Just as you would in person, you want to conduct yourself respectfully. This is especially true if the stakeholders involved may not necessarily be friendly to your cause.

Tips to keep in mind when engaging with stakeholders (in redistricting, elected officials and their staff) in a digital space:

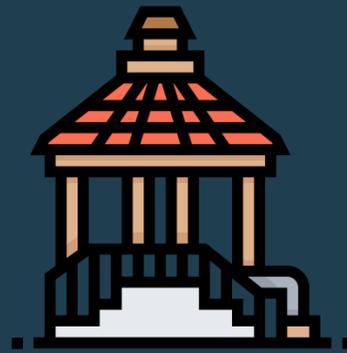
- Do not insult them. Do not use all caps
- Make sure you refer to them by the right name, as well as the right handle (also a practical matter)
- Do not engage in trolling of their accounts
- Be flexible with your schedule if inviting them to an online event
- If their office is engaging in a digital event, be sure you have the contact information for the staff member charged with your event/issue. Staff is essential in reaching elected officials, so be nice to them
- Always thank them and tag their handle



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Where can we find them?



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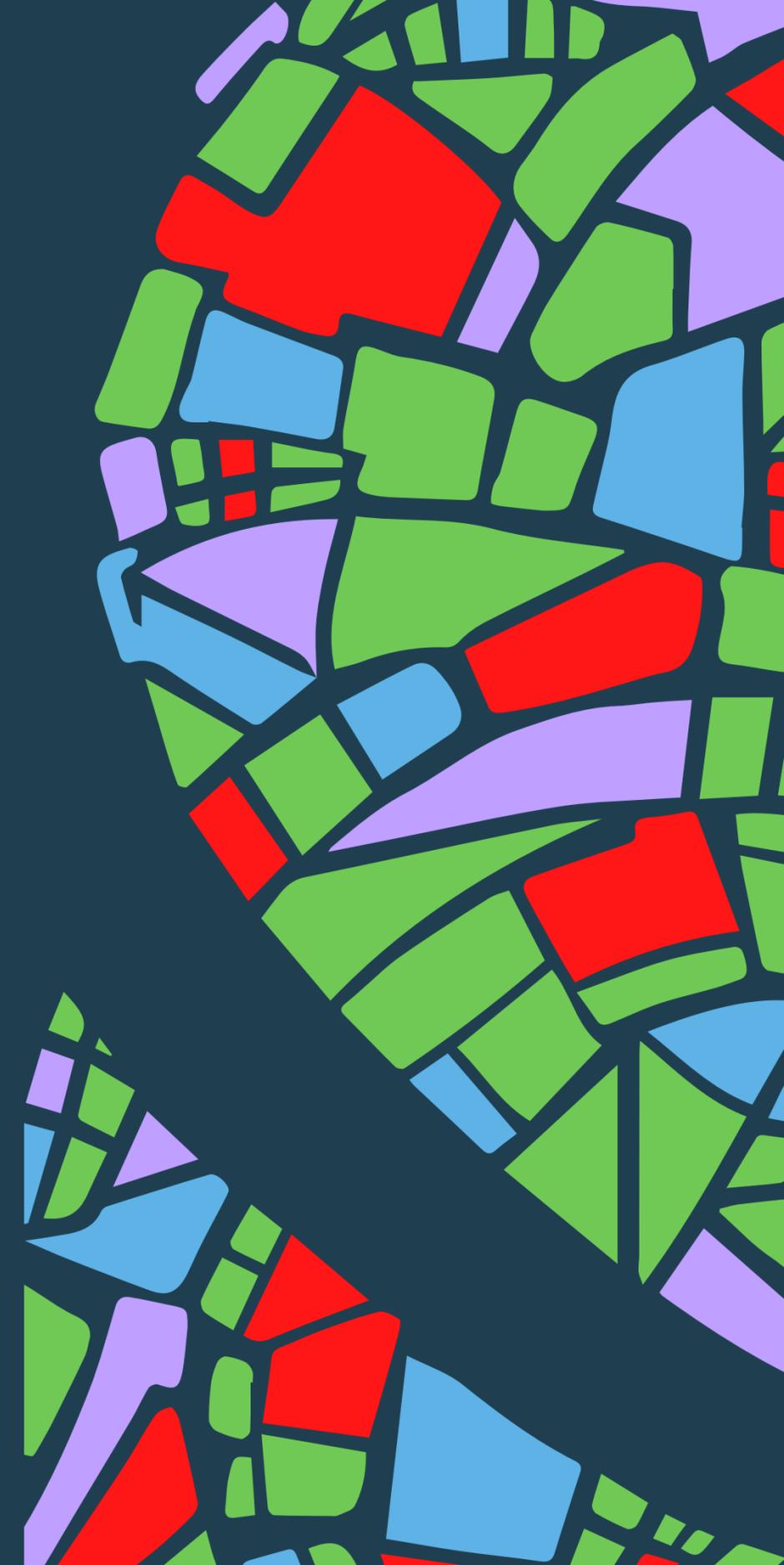
Engaging with Our Community

Many of the same tips for engaging with stakeholders in the digital space require engaging with our community, with some differences.

- **Be mindful** of the language. If you're trying to reach Latinos in your community, you'll want to make your content bilingual. Or, depending on your audience, you might use a blend of Spanish and English content.
- **Be respectful** and considerate about messages on family, relationships. While these are themes that can be compelling, consider the factors that could affect how the message might be perceived in our community
- **Consider the technology your community** is using to access your content: for many Latinos, mobile devices are their only access to the internet. A website that doesn't include mobile responsiveness may not work for them.



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Ways to Engage

This is by no means an exhaustive list, but ideas to get your creative juices flowing

- **Instagram**
 - Take-overs
 - Live Q&As
 - Stories
- **Tik-tok:**
 - Come up with a dance challenge
 - Identify influencers who you think might be willing to work with you and collaborate
- Email campaign
- Texting
- Twitter storms
- Twitter chats
- Hashtag campaigns
- Live streaming events



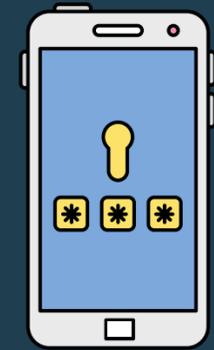
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Digital Tools Available for All



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Homework



Complete the Stakeholder Mapping Sheet

Complete the Digital Outreach Strategy Worksheet

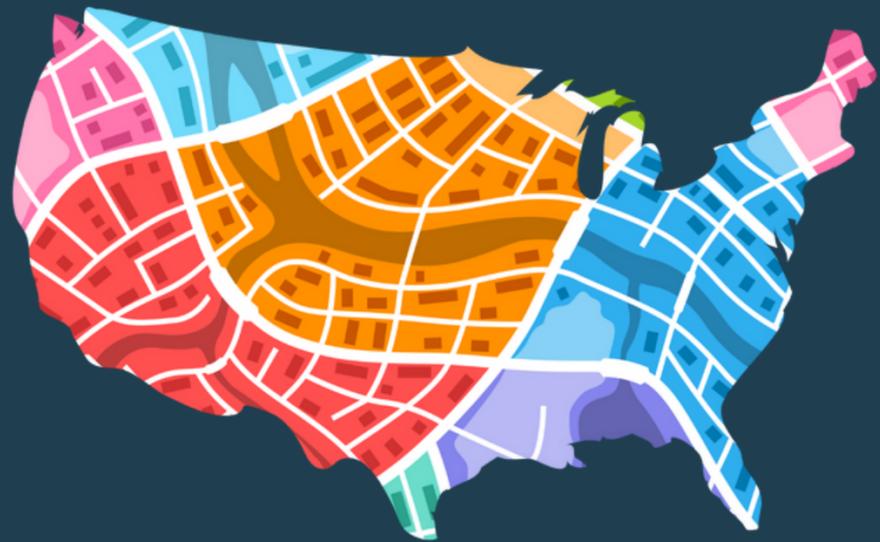
Submit form to:

racademy@hispanicfederation.org



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