



**ADVANCE  
VOTING RIGHTS  
SOCIAL MEDIA TOOLKIT**





*The Women's March, Black Lives Matter, DAPL, Occupy: What do these movements have in common? They all started in the digital world.*

## WHY IS ONLINE ACTIVISM IMPORTANT?

Why is online activism important? Often, people dismiss social media and its' importance in social justice movements. However, over the past 20 years, studies have found that social media is a unique tool that allows people to connect, learn, and mobilize at an unprecedented rate. Here are a few reasons why:

- Social media helps link people from all over the world who are dedicated to the same causes, building a community made up of a variety of ideas, narratives, and experiences.
- It has the power to educate many people at once and connect them to resources they might not otherwise find.
- It can enhance our offline activism, creating a foundation and jumping-off point for 'on the ground' action.

# 4 WAYS TO ENHANCE YOUR ONLINE ACTIVISM

## QUALITY, NOT QUANTITY

While there's something to be said for saturating people's timelines with news you care about, the quality of your posts is far more important. Make your posts meaningful by sourcing your information from reputable sources. Attach relevant videos, articles, and graphics to captivate readers, and make sure your posts are well-written and free of grammatical errors.

## ENGAGE IN (INFORMED) DISAGREEMENT...

Conversing with people who hold opposing views is healthy and sometimes even productive! It forces us (and others) to consider, defend, and reevaluate our beliefs. However, when voicing your opinions with people on the internet, keep the conversation respectful. Stick to the facts, refrain from name-calling, and see your position through.

## ...BUT, REMEMBER TO PICK YOUR BATTLES

Although it can be productive to engage in healthy discussions, sometimes it just isn't worth it. Consider the level of influence you have over the person you're trying to debate. Offer to speak offline with someone about an issue you feel particularly passionate about if it feels appropriate for the situation.

## COLLABORATE AND CONNECT WITH OTHERS

Pooling your resources with like-minded groups can make your movement that much stronger. Don't let your hashtags disappear into oblivion; work with local activists to expand your movement into different communities.

Note: The current cultural climate has bred an increased uptick in aggressive rhetoric in digital spaces. If you are feeling unsafe in a particular space or with a particular user, please do not hesitate to disengage and block that person/user.

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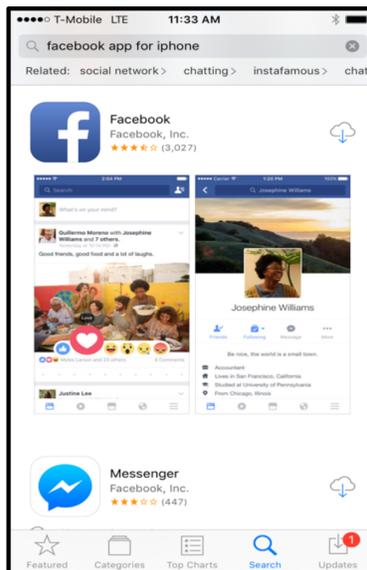
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# HOW TO USE FACEBOOK LIVE

For newcomers to this feature of Facebook, here are a few simple steps for Facebook Live use and best practices.

NOTE: You can only go live on Facebook through Facebook's iOS (iPhone, iPad) app or Android (Galaxy, Notebook, etc) app. Facebook Live is not applicable through desktop computers or laptops.

Step 1: Download the Facebook App on your iPhone or Android phone:



Step 2: Once it is downloaded and you have logged in under your NOW profile, go to the top of your News Feeds. Tap 'What's On Your Mind?'

Step 3: Tap Live Video.

Step 4: Write a description of your broadcast (using the aforementioned guidelines).

Step 5: Tap Go Live to begin. Step 6: Tap Finish when you want your video to end.

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# ADVANCE VOTING RIGHTS FACEBOOK GUIDE

Voting rights has become a burgeoning topic of interest following the November 2016 election upset. We have seen more citizens get involved with issues such as voter suppression over the past few months. These issues include the redistricting of predominantly Black voting districts— also known as racial gerrymandering—and the creation of voter ID laws that disenfranchise the working class. Voter suppression has also become a primary concern of the Democratic Party: in December 2016, former Attorney General Eric Holder announced the creation of the National Commission on Voting Rights, an initiative created through the Democratic National Convention (DNC) with special insight from President Barack Obama. NOW's National Action Program is committed to end voter suppression, paying special attention to state legislation that disenfranchises vulnerable communities, as well as federal policies that hold state legislators accountable for their actions. As such, AVR-related posts should pay particular attention to:

## **Issues of voter suppression within your state**

- States to keep an eye out for:
  - Georgia
  - Virginia
  - North Carolina
  - Mississippi
  - Alabama
  - Texas

## **Information relating to voting rights on a federal level. This includes:**

- DNC's National Commission on Voting Rights ○
- Trump's Presidential Commission on Election Integrity

## **Educational material and facts that debunk myths of voter including:**

- Faulty machinery
- Rampant gerrymandering following Shelby v. Holder
- Voter ID Laws

## ADVANCE VOTING RIGHTS: FACEBOOK EXAMPLES

- Voter Suppression v Voter Fraud, these terms have been floating around a lot in the past few months. Here's what you need to know to stay informed <http://bit.ly/1MpeW44>
- It is unacceptable that voting machines are broken on election day. Read up on how faulty voting machines and lack of poll workers tie into voter suppression? <http://ti.me/2i0IPxt>
- Racial gerrymandering habitually limits the legislative representation of African Americans and Latinos. Find out the facts on racial gerrymandering in your state: <http://bit.ly/2ec3Ghb>
- Dozens of organizations are working together to expose the systematic abuse of minority communities through Voter ID Laws. Please check out [insert coalition here] and join the effort to protect your rights.
- Former Attorney General Eric Holder has launched a new redistricting initiative with the DNC called the National Democratic Redistricting Committee. This new initiative is an effort to expose gerrymandering across the US and hold GOP members responsible for their manipulation of the democratic practice: find out more here: <http://politi.co/2ilo3XI>
- GOP Lawmakers back up Trump's unfounded claims of massive voter fraud in the 2016 election. Call your local representatives and let them know what happens when they perpetuate lies: [Link to NAP's info brief on Shelby v. Holder]
- 14 new states have enacted voter restrictions in 2017. Join our coalition today and learn how to protect all voters in your state: [Link to NAP's info brief on gerrymandering]
- A truly unsettling story for anyone that has ever exercised their civic duty; a 97-year-old woman denied the right to vote because of an ID. <http://bit.ly/2lzLnUB>

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# ADVANCE VOTING RIGHTS TWITTER GUIDE

NOW's National Action Program is committed to the end of voter suppression, paying special attention to state legislation that disenfranchises vulnerable communities as well as federal policies that hold state legislators accountable for their actions. On Twitter, we encourage activists to educate others on the sneaky tactics used to suppress the votes of citizens and to inform other users of instances of voter suppression in their state and across the country. As such, AVR-related tweets, should pay particular attention to:

## The diverse tactics of voter suppression

- Racial Gerrymandering
- Voter ID, cuts to early voting, ending same day registration laws
- Unfair distribution of resources (voting machines, poll workers and faulty machinery)

## State level and federal news on voter suppression

- Ohio upcoming Supreme Court case
- Florida Voting Rights Restoration Ballot Measure
- Alabama Voting Restoration Legislation
- SCOTUS Rulings 2017 rulings in *Cooper v Harris* and *Bethune Hill v. Virginia*
- State Supreme Court ruling in Dallas, Texas
- Restrictions around early voting in Georgia

## ADVANCE VOTING RIGHTS: TWITTER EXAMPLES

- Did you know that only 66% of voting age women have access to proof of citizenship with their current name? <http://nyti.ms/2j6C10u>
- African Americans waited twice as long as white voters in the 2012 presidential election. Find out why <http://theatl.in.tc/2mbFHmY>
- Voter Rights have been a hard fought battle, don't let voter suppression of the past resurge [link to an article]
- Everything's bigger in Texas even the polling place closures, 403 polling places closed in recent years! <http://bit.ly/2eyO7fA>
- North Carolina's 2013 voter suppression law was struck down due to "racially discriminatory intent" <http://politi.co/2anm2a4>
- "Early voting is not good for us" and other things GOP lawmakers have said about how voter suppression helps them <http://nyti.ms/2cPyIJE>

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