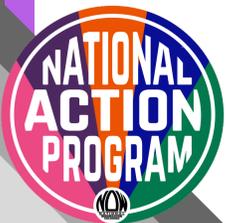


PROTECT IMMIGRANT RIGHTS



National Action Program

IMMIGRANT 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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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: TapLive 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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PROTECT IMMIGRANT RIGHTS FACEBOOK GUIDE

NOW's Protect Immigrant Rights campaign is dedicated to bringing attention to the atrocities enacted by the Trump administration against undocumented Mexican immigrants.

On Facebook, we encourage activists to engage with friends and followers by disseminating information about current or upcoming legislation/executive orders that further marginalize undocumented immigrants. There are a number of executive orders in place currently that—while not law—have had a disastrous impact on the Mexican American community. We also ask that activists pay special attention to the effect these policies have on women. These attacks on Mexican immigrants have had unforeseen consequences for women, one of those being a drop in reports of domestic violence and sexual assault for a fear or deportation. As such, PIR-related posts should pay particular attention to:

Inform users on legislation around the Trump Administration's threats to the rights of immigrants. This piece can—and should—pay particular attention to the disproportionate impact Trump's executive orders have on women and families.

Some of these legislative activities include:

- The Executive Order Enhancing Public Safety in the Interior of the United States: Undocumented Mexican Immigrants
- The Executive Order Enhancing Public Safety in the Interior of the United States: Muslim Ban
- Trump & Jeff Session's attacks on Sanctuary cities (threats to bring in the National Guard and cut federal funding to these cities)

Educate activists on actions they can take to support the rights of immigrants

- NOW's Action Toolkit on Undocumented Mexican Immigrants
- NOW & ROC's campaign: Sanctuary Restaurants Campaign
- National Network for Immigrant & Refugee Rights' Action Page
- Capitol Area Immigrants' Rights Coalition's Action Page

Provide information on tools for immigrants to protect their rights and know what to do if they are threatened or detained

- ACLU's ICE & Border Patrol How-To Page
- Immigrant Defense Project's ICE Raid Toolkit
- United We Dream: Deportation Defense Card



PROTECT IMMIGRANT RIGHTS: FACEBOOK EXAMPLES

- The Trump administration has dogmatically persecuted undocumented Mexican immigrants using baseless accusations. This administration's xenophobic and racist rhetoric has devastating consequences on the Mexican American community. Our humanity as global citizens must propel us to work together and fight the bully tactics of Trump administration. To take action, find out more here on NOW's website:
- In early March, Immigration and Customs Enforcement Officers performed a raid across central Mississippi restaurants arresting dozens of alleged undocumented immigrants. In these moments, we must all know how to support and help protect the rights of immigrants. The ACLU has provided a comprehensive look at what to do if you or someone you know is being attacked by ICE agents.
- Undocumented immigrants are under attack. If you feel that your rights or the rights of those close to you are being threatened, please check out United We Dream's Deportation Defense Card. This wonderful card details what to do if you or a loved one feel threatened. Also it comes in more than five languages! Check it out here:
- It's easy to be discouraged about our current political climate, but there is always a way to get involved. Sanctuary Restaurants is a new initiative that supports the rights of undocumented immigrants. Find out how to get involved and sign up your favorite restaurant here:
- The attacks on undocumented immigrants has had unforeseen and disastrous consequences for vulnerable women. In March, the city of Los Angeles reported that a number of women are refusing to come forward and report instances of sexual violence in fear of deportation. Click here to find out more about how you can help these women and fight back against tyranny:
- Trump's number one goon, Jeff Sessions, is now threatening to take federal action against Sanctuary cities across the country. Find out how you can support these cities and undocumented immigrants here:
- Trump's February Executive Orders ignore basic human rights and human dignity. Those accused of being undocumented can be deported without due process, arrested without warrants or due cause, or sent to detention camps. This is a clear abuse of power and we will not sit back and watch it happen. To take action against the immigrant ban, click here:



PROTECT IMMIGRANT RIGHTS TWITTER GUIDE

On Twitter, activists have already begun to rally around undocumented immigrants and speak out against the merciless actions of the Trump Administration. NOW encourages activists to join in this dialogue by providing meaningful content that supports burgeoning activists and those being persecuted. Through the dissemination of facts regarding the treatment of undocumented immigrants, stories across the country of ICE raids and border patrol, and tools to help others get involved, activists can continue to hit the Trump Administration from all fronts. As such, PIR-related tweets should pay particular attention to:

Information on legislation, how it works, and who it effects

There are hundreds of unseen consequences to Trump's Executive Order against undocumented Mexican immigrants. It is imperative that we lay them out for audiences so that they to understand what is actually happening to millions of people

Disseminating toolkits and actions to other activists

Use Twitter to link to actions and activities followers can take to support the rights of undocumented immigrants. These include the Sanctuary Restaurants campaign, the ACLU's toolkit on ICE Raids, and the National Network for Immigrant & Refugee Rights' Action Page

Provide information on tools for immigrants to protect their rights and know what to do if they are threatened or detained

An important aspect of discussing immigration currently is to remember that behind every story is a person. We want to drive this home and help create a narrative behind the stories around those being affected by these policies. Therefore, articles that discuss first-person narratives of deportation or raids, stories that document the inhumane treatment of undocumented immigrants should be retweeted. Another important note: If you or anyone you know has been personally affected by the current attacks on immigrants, we encourage you to share your story—if it does not compromise your safety. Every person who is affected by this should have their voices heard.



PROTECT IMMIGRANT RIGHTS: TWITTER EXAMPLES

- The Trump administrations attack on undocumented immigrants is a hurtful and cruel tactic to uphold xenophobia and racism. #ResistHate
- Trump's executive orders on undocumented immigrants threaten people for things as minor as unpaid parking tickets. Resist here: <http://now.org>
- The priorities of Trump's administration: as attempts to cut funding for Medicaid continue, 10,000 additional ICE agents has just been hired.
- Heartbreaking: Undocumented women across the country are refusing to report instances of sexual assault in fear of deportation: <http://bit.ly/2qB1VBj>
- Punishing those on the right side of history: Sessions and Trump are threatening to pull funding from Sanctuary cities. Resist here: <http://bit.ly/2rcBmRC>
- Get active! Find out how to support the rights of undocumented immigrants against Trump's tyranny here: now.org/nap
- Sanctuary Restaurants is a campaign that supports the equal treatment of undocumented workers. Get involved!
- Protect your rights! Check out @UNITEDWEDREAM and their handy deportation defense card here!
- Its inhumane to deport a person someone and tell them 'they don't belong'. But that's what Trump's administration's determined to do #Resist
- Imagine being being deported without a trial, without recourse, and without help. That's the story of Daniela Vargas: <https://usat.ly/2rWnoo2>

