

**PROTECT  
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?**

Often, people dismiss social media and its' importance in social justice movements. Over the past 20 years, however, 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 across the world who are dedicated to the same causes, building a community made up of a variety of ideas, narratives, and experiences.
- Social media has the power to educate many people at once and connect them to resources they might not otherwise find.
- Social media 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, the quality of your posts is far more important. Make your posts meaningful by gathering 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 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. Work with local activists to expand your movement into different communities online through retweets, likes, tags, and shared content.

*Note: The current cultural climate has bred an increased uptick in aggressive rhetoric in digital spaces. If you are feeling unsafe, please do not hesitate to disengage, block the user and notify the social media platform administrators.*

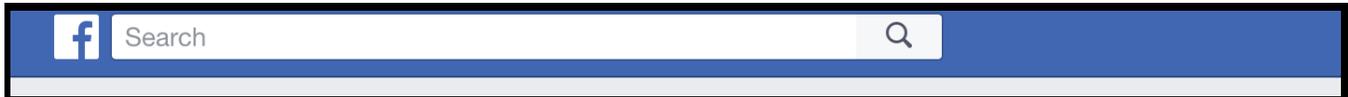
# CONNECTING TO NATIONAL NOW ON SOCIAL MEDIA

In order to tap into National NOW's work it is important that you stay abreast of our content and all of our actions. The easiest way to do that? Connect with us online! Here are a few easy steps to follow on social media to make sure that you are connected with NOW:

## Facebook

### Step 1

When you log into your Facebook account, go to the search bar at the top of your page.



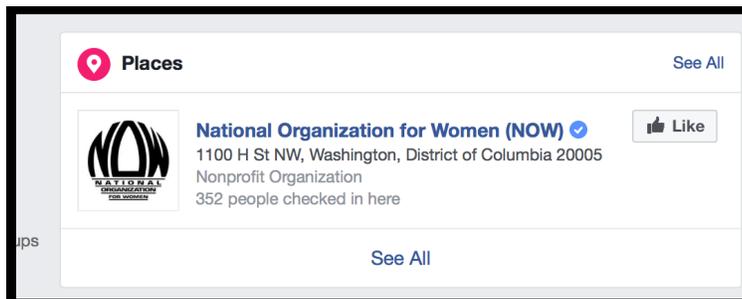
### Step 2

In the search bar type in 'National Organization for Women' and then click on the magnifying glass.



### Step 3

On the main page, National NOW's Facebook page will pop up. Click on the headline for our page.



### Step 4

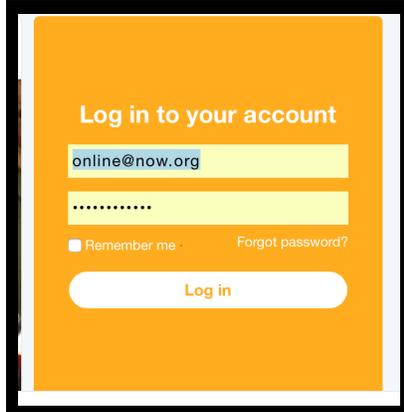
Once you have clicked on the headline, you will see our header and our home page. Underneath our header you will see three buttons. Click the 'Follow' button to follow us on Facebook. That's it you are now following us on Facebook!





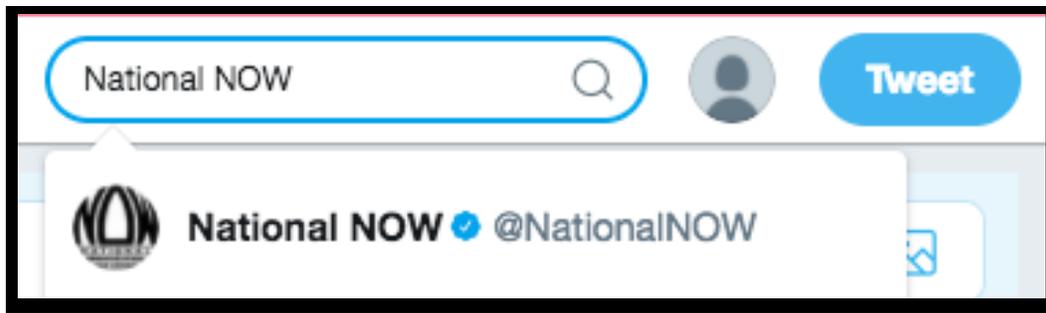
### Step 1

Log into your Twitter account.



### Step 2

In the search bar on the top right hand of page, type 'National NOW'.



### Step 3

On the search page, National NOW's Twitter page will appear. When it appears, click 'FOLLOW'. That's it you are now following us on Twitter!



# Using Facebook Live

Over the past year, National NOW has facilitated and participated in a number of Facebook Live events. Facebook Live events are live stream videos broadcast directly on the Facebook page of a user. Although many organizations use Facebook Live to broadcast panels, debate, and workshops, Facebook Live can also be used to record events such as rallies or protest in real time. Below are the steps to watch a Facebook Live Event or conduct your own live stream.

## How to Watch A Facebook Live Event

### Step 1

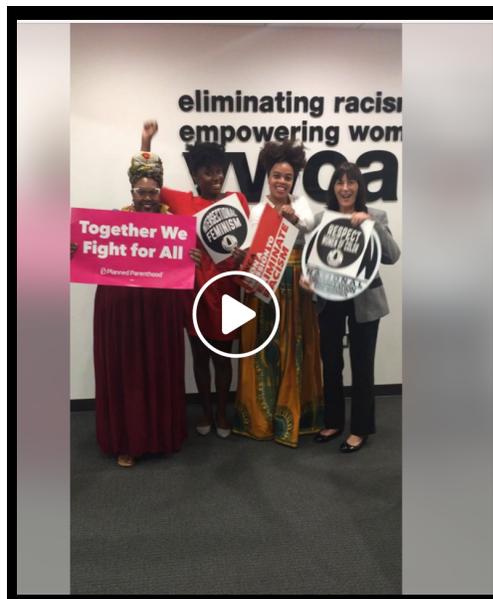
Go to the homepage of the user holding the event.

### Step 2

Scroll down on the page to find the latest post. Once you have scrolled down, you will see a video posted on the account that will read 'Facebook Live, Now Recording.'

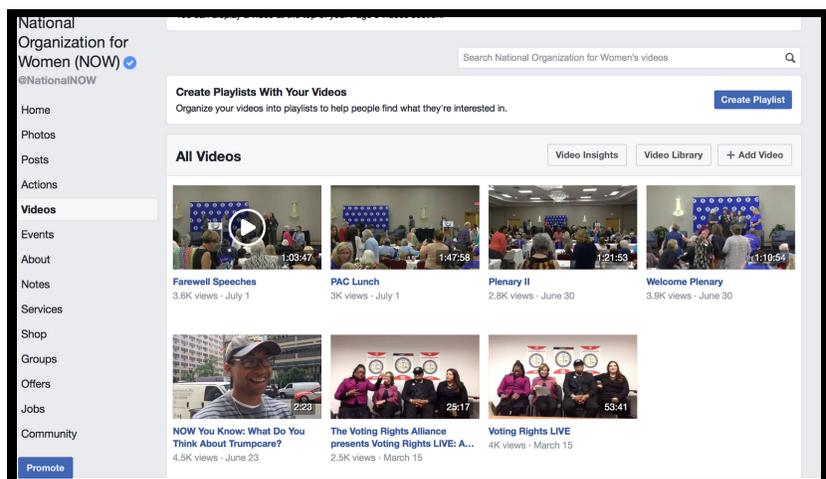
### Step 3

Once you find the video click the center of the image, the 'Play' button and the video will stream directly and you can join in and watch!



### Step 4

If you are looking for an older Facebook Live video, look on the left-hand side of the page and find the tab entitled 'Videos'. From there, you will be able to find the designated video and watch at your leisure!

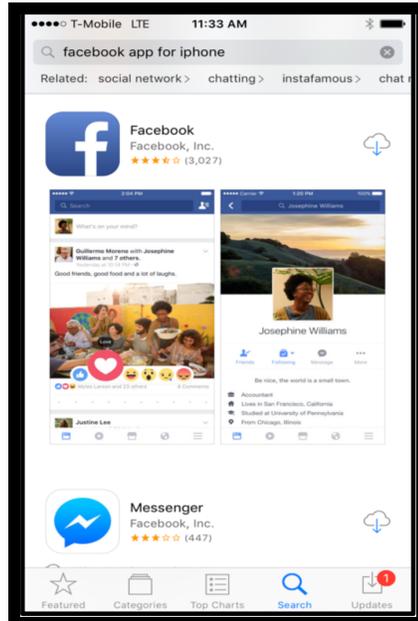


# How to use Facebook Live

*NOTE: You can only go live on Facebook through Facebook's iOS (iPhone, iPad) app or Android (Galaxy, Notebook, etc) app. Facebook Live cannot be used on a desktop computer or laptop.*

## 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.

## Step 5

Tap 'Go Live' to begin.

## Step 6

Tap 'Finish' when you want your video to end.

# PROTECT IMMIGRANT RIGHTS SOCIAL MEDIA GUIDE

NOW's Protect Immigrant Rights (PIR) campaign is dedicated to bringing attention to the atrocities enacted by the Trump administration against undocumented immigrants and policies that promote xenophobia against Muslim nationals and Muslim immigrants. 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 Latinx and Muslim communities. We also ask that activists pay special attention to the effect these policies have on women. These attacks on immigrants have had unforeseen consequences for women, one of those being a drop in reports of domestic violence and sexual assault for a fear of deportation and the separation of families. As such, PIR-related posts should:

## **Inform users about legislation that threatens the rights of immigrants.**

### **These include:**

- The Termination of the Deferred Action for Childhood Arrivals (DACA)
- Executive Order: Enhancing Public Safety in the Interior of the United States (Undocumented Immigrants)
- Executive Order: Enhancing Public Safety in the Interior of the United States (Immigration Ban)
- Trump & Jeff Sessions's attacks on Sanctuary cities (threats to bring in the National Guard and cut federal funding to these cities)

## **Inform other activists on the issues and actions they can take to support the rights of immigrants:**

- Women & Immigration
- Protecting DACA
- Undocumented Women & Intimate Partner Violence
- Trump's Travel Ban: What Is It & Why It Matters
- Contact Your Senators and Support A Clean Dream Act!
- Join The Sanctuary Restaurants Movement!

## **Link to organizations that directly support the needs of immigrant communities:**

- United We Dream
- NoMuslimBanEver.org
- Capitol Area Immigrants' Rights Coalition's Action Page
- Unite Here
- National Network for Immigrant & Refugee Rights' Action Page

## **Link vulnerable communities to direct resources to protect their rights:**

- 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

Here are a few examples of Facebook posts relating to NOW's work with Immigrant Rights. Please feel free to use them directly. To post to Facebook, highlight and copy the post you would like and paste into Facebook.

- The Trump administration has dogmatically persecuted undocumented immigrants using baseless accusations. This administration's xenophobic and racist rhetoric has devastating consequences on immigrant communities. Our humanity as global citizens must propel us to work together and fight the bully tactics of Trump. To take action, find out more here:
- In September, the Trump Administration terminated the Deferred Action for Childhood Arrivals program (DACA). Right now activists and those that support the 800,000 young immigrants living in the country are demanding that Congress pass the Dream Act, a bill that will protect those who face deportation. Join us and let your Senator know you stand with immigrant youth:
- 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 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: <http://bit.ly/2oYk7Bl>
- 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:
- The Travel Ban is a cruel attempt at punishing millions of people based on xenophobia and Islamophobia. To learn more about Trump's 'Immigration Ban' and join the resistance, click here:
- Women always feel the sting stronger than any community. The Trump Administration's new immigration policies continue to have severe consequences for women of immigrant communities. Find out more here:
- Trump's number one flunky, 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:
- The termination of DACA is an unimaginable blow to immigrant youth in the US, but the immigration system in America has been flawed for quite a while, leaving millions without a fair path to citizenship. Join NOW and stand with DREAMERS: <http://bit.ly/2yE6Jbl>
- Trump's Executive Orders on immigration 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:
- 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:

# PROTECT IMMIGRANT RIGHTS: TWITTER EXAMPLES

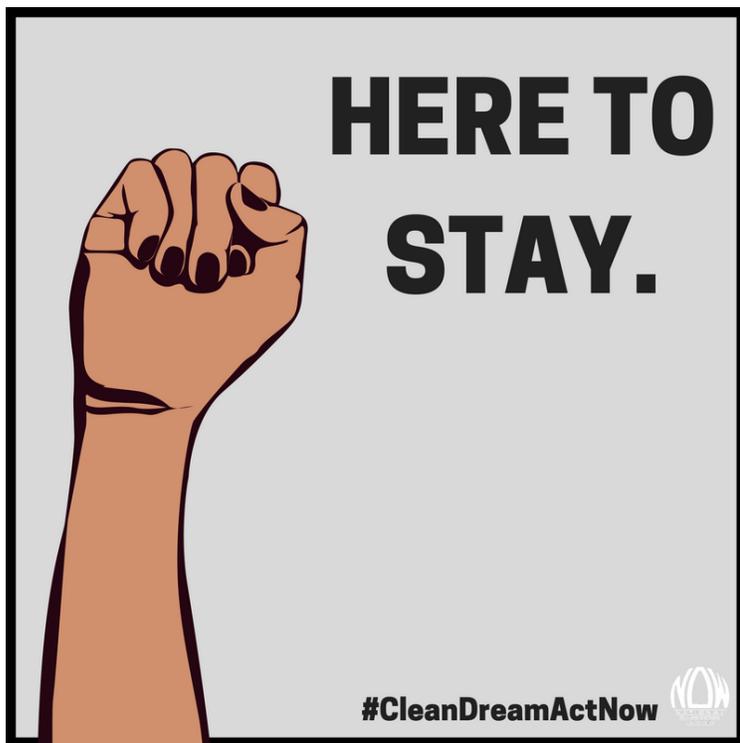
## Hashtags to use on Twitter:

**#NoMuslimBanEver #CleanDreamAct #ProtectImmigrantRights  
#DreamActNOW #HeretoStay #ResistHate #NOWStrong**

- For young immigrants, DACA provides safety and security, give them the ability to move forward in the U.S. without fear of deportation. Contact your rep and support a #CleanDreamAct <http://bit.ly/2yE6Jbl>
- We urge that Congress pass a clean DREAM Act and protect the 800,000 immigrants affected by DACA. Join us: <http://bit.ly/2yE6Jbl>
- Trump's travel ban is not only blatantly Islamophobic and xenophobic, it destroys and separates millions of families. Learn more here: <https://now.org/nap/immigrant-rights/> #NoMuslimBanEver
- Dreamers are not 'like' us. THEY ARE US. Protect dreamers by protecting DACA. Call your MoC NOW: <http://bit.ly/2yE6Jbl> #DreamActNOW
- Abuse rates among immigrant women are as high 49%. It's time we #ProtectImmigrantWomen Learn more here: <https://now.org/nap/immigrant-rights/>
- Trump's Tavel Ban is an arbitrary political move that punishes millions of people based on their religion. Join NOW as we #ResistHate and say #NoMuslimBanEver
- We stand with immigrant women. We stand with Muslim women. We stand with Dreamers. #NOWStrong #ResistHate
- The Trump administrations attack on undocumented immigrants is a hurtful and cruel tactic to uphold xenophobia and racism. Join us NOW: <https://now.org/nap/immigrant-rights/> #ResistHate
- Get active! Find out how to support the rights of undocumented immigrants against Trump's tyranny here: <https://now.org/nap/immigrant-rights/>
- 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>
- Heartbreaking: Undocumented women across the country are refusing to report instances of sexual assault in fear of deportation: <http://bit.ly/2qB1VBj>
- The priorities of Trump's administration: as attempts to cut funding for Medicaid continue, 10,000 additional ICE agents has just been hired. #Heretostay
- Trump's executive orders on undocumented immigrants threaten people for things as minor as unpaid parking tickets. Resist here: <https://now.org/nap/immigrant-rights/>
- The Trump administrations attack on undocumented immigrants is a hurtful and cruel tactic to uphold xenophobia and racism. #ResistHate

# PROTECT IMMIGRANT RIGHTS: GRAPHICS

Graphics are a great way to convey a point or a message. Here are a few voting rights graphics to post on social media!



## IMMIGRANT RIGHTS: A FEMINIST ISSUE

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**ICE RAIDS**

Those attacked under Trump's ICE raids tend to be low income women; the first person arrested under the Trump new policies was Guadalupe Garcia de Rayos, a Arizona mother.
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**DOMESTIC VIOLENCE**

According to police reports in LA, Houston, and Denver Latina women have begun to drop cases of domestic abuse due to fear of being deported.
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**SEXUAL ABUSE**

Sexual assault for women who journey across the border, has become so prevalent that many take birth control before setting out to ensure that they won't get pregnant.
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**WOMEN & CHILDREN**

More than 9 million people live in "mixed status" families with an undocumented adult and at least one U.S.-born child, according to the Pew Research Center.
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**LABOR FORCE**

Undocumented immigrants make up 22% of domestic labor, 14% of construction and mining labor, and 40% of farmworkers in the US.
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**REPRODUCTIVE CARE**

Many migrant communities rely on Title X providers—federally funded clinics that provide services to anyone whose income is 150 percent below the federal poverty level.