RACIAL JUSTICE STORYTELLING in 2020

STORIES TO UPLIFT, MESSENGERS TO MOBILIZE, AND HOW TO SPREAD THE WORD

A COALITION EFFORT
ORGANIZED BY PURPOSE

"

Almost always, the **creative dedicated minority** has made the world better.

DR. MARTIN LUTHER KING, JR

WHY WE MADE THIS TOOLKIT

Our hope is to build capacity around racial justice storytelling visibility to provide both near and long-term support to the movement.

Racial injustice in the United States, from the subtlest microaggression to the ugliest act of violence, is under a harsh spotlight after a number of high-profile killings of Black Americans that are far from the first.

Combining Purpose's story-shaping experience with insights from a range of racial justice storytellers throughout the movement, we can use stories to create a fundamental cultural shift that lasts far beyond the current news cycle.

HOW TO USE THIS TOOLKIT

This toolkit hopes to equip organizations to tell stories in a way that drives sustainable change by:

1. Unpacking racial justice movement narrative threads through the perspectives of diverse actors in racial justice, storytelling, or both

2. Providing creative language, templates, publishable assets, tools, and resources to increase support around racial justice storytelling

3. Identifying the best tactics and strategies to amplify messages and deepen movement engagement online

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01

OUR GLOSSARY

GLOSSARY

ACCESSIBILITY:

The quality of being easy to use, obtain, understand, or appreciate no matter one's knowledge or ability.

ADVOCATES:

People who publicly support, endorse, or recommend a social cause, initiative, or policy.

ALLIES:

People from non-marginalized groups who use their privilege to advocate for the rights of a marginalized group.

BIPOC:

Acronym for Black, Indigenous and people of color. Intended to be inclusive, this term should not be used to reduce or conflate the identities and experiences of either Black or Indigenous peoples.

CALL(S)-TO-ACTION / CTA(S):

Messaging that encourages a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive. This is what you're asking your audience to do through your work.

CONTENT:

Creative elements — video, illustrations, graphics, social media posts — used to capture stories and themes.

EQUITY:

Fair and just treatment for all people — in a social justice context, specifically for marginalized or oppressed communities, like communities of color.

INCLUSION:

Intentionally and thoughtfully including as many identities, perspectives, needs, and lived experiences as possible through approachable systems, open conversational space, shared language, and other signifiers that all are welcome.

GLOSSARY CONT'D

INTERSECTIONALITY:

The interconnected nature of social categorizations such as ability, class, gender, and race as they apply to a given individual or group.

MEDIA / MEDIA CHANNEL:

Means of publishing and scaling stories, including printed publications, social media platforms, television networks, etc.

MOVEMENT:

An organization, formal or informal, of people fighting for social, political, and/or cultural change.

POC:

Acronym for "people of color" in the U.S. and other Western countries.

STORIES:

Public narratives, messages, and frames that create shared systems of meaning. They exist as themes in social (sub)consciousness and provide mental models that inform beliefs, patterns, and behaviors.

SYSTEMS:

Institutions, processes, principles, mechanisms, and/or approaches that work together to form the structures within a society.

SYSTEMIC RACISM:

Refers to ingrained racial bias that exists within a society's local and national systems.

TACTIC:

A means of engaging audiences around a story or call-to-action through a media channel.

02

BACKGROUND & ACKNOWLEDGEMENTS

ABOUT US

WHO WE ARE

Purpose's mission is to build and support movements to advance the fight for an open, just, and habitable world.

We believe that racial equity and racial justice, both within our company and integrated into the work we do with clients and partners, is key to achieving this mission.

WHAT WE DO

We use public mobilization and storytelling to help the leading organizations, activists, businesses, and philanthropies engaged in this fight, and we create campaigning labs and new initiatives that can shift policies and change public narratives when it matters most.

WHY WE DO IT

Stories are how movements drive action.

If our experience over the last ten years have taught us anything, it's that we're stronger when we come together to work as a collective towards the same vision. We know that by connecting people — to ideas, to each other, to an action — we can turn a moment into a movement.

The racial justice movement has long told stories to drive action for a better America. We want to come together to help sustain this fight — and as you know, it takes a village.

ACKNOWLEDGEMENTS

We'd like to thank every organization and individual that joined us, directly and indirectly, in our efforts to create this toolkit.

Special thanks to the organizations that attended and engaged in our workshops and the ones that provided input for this work through our questionnaire. Without your support and insights, this work would not have been possible.

Our gratitude and respect also goes out to racial justice leaders in the US who work to alleviate the impact of racial discrimination, advocate for systemic change, and devote themselves to creating a more just and equitable future.

03

TOOLKIT
PARTNERS

WHO WE MADE THIS TOOLKIT WITH AND FOR:

We stood in partnership with leaders and advocates in racial justice campaigning, community-building, and media storytelling, while bringing the best of our own thinking and experience to bear.

- Front-line racial justice orgs
- Community educators
- Cultural commentators
- Media storytellers

The insights and priorities included in this toolkit reflect our conversations as one lens of many in this fight.
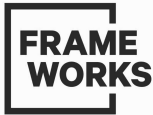
FRONT-LINE RACIAL JUSTICE ORGS

WITH... **Organizations that work directly with the impacted community** to end practices that unfairly hold Black people back and champion solutions that move us all forward. These actors are the ones creating platforms for the community's emotional and physical wellbeing. Their mechanisms uplift Black people's lived experiences and transform them into new narratives and initiatives that empower them to build solutions that help their communities thrive.

FOR... **Growing Front-line racial justice organizations** that are still building their expertise in navigating the communications hotbeds of race and related themes like criminal justice, safety, policing, and violence. From experience, we know that these institutions cannot always devote resources or capacity to creating culture-shifting stories and content, even though doing so may help them gain a stronger foothold in the movement.

COMMUNITY EDUCATORS

WITH... **Educators who help young people navigate** the racial injustice landscape, shaping the narratives and world views of young community members of all races. This group seeds the next generation's commitment to this movement, cultivating their leadership skills and mentoring them to become social entrepreneurs.

FOR... **Overwhelmed community educators** who are facing challenges around mentoring students of color, from grade-school aged kids who are being exposed to trauma faster than educators can address it, to college-aged students at risk of hopelessness and burnout.

CULTURAL COMMENTATORS

WITH... **Cultural creators who bear witness** to the racial justice unrest and portray what they see in creative ways. Their work helps shape cultural understanding of history, current events, and potential solutions for justice. Their artistry helps these ideas take shape with the resonance that can help shape hearts and minds around racial justice priorities.

FOR... **Creative advocates** who are aligned with the values and ambition of the cause, have the platform and creative tools to amplify messages from the movement, and want to shape their stories responsibly and in solidarity with the movement.

MEDIA STORYTELLERS

WITH... **High-profile storytellers and amplifiers** that have the power to generate content and experiences that shape public narratives and social norms. They are the ones controlling the racial justice narrative at scale and could be the ones supporting the movement narrative in the long-term by leveraging their reach and communication strategies.

FOR... **Media decision-makers** that are looking to honor the history of the movement, and have the resources to amplify messages and narratives that can sustain it in the long-term. Powerful media storytellers don't always leverage collaboration opportunities with the impacted communities behind the stories they tell, and may not have members of those communities represented on their creative teams.

OUR MANIFESTO

SAFETY. SOLIDARITY. LONGEVITY.

We are justice seekers.
Using our stories,
Our knowledge,
And our vision,
In defense of Black lives.

Speaking truth to power.
Crafting messages that encourage action.
And using stories to connect and inspire empathy.

This is the work of safety.
Until every Black and brown body knows they're respected.

This is the work of community.
Gathering every mind, every identity, every perspective, and every
intersection needed in the fight for justice.

This is the work of our past and present.
Because the movement for justice in this country continues.

And so, we're calling on those standing with us to step up,
And share our stories.
We're calling *out* those standing in the way of justice.
And we're inviting all to join us in this fight.

Our work will not stop until our work is not needed.
Until every Black person can exist.
Until every Black person is safe.
Until every Black person can thrive.

04

MOVEMENT INSIGHTS & KEY MESSAGES

WHAT'S IN THIS SECTION?

1. **What We Heard: movement questionnaire insights**

2. **What to Accomplish: crafting stories for the movement**

   a. Storytelling priorities

   b. Unpacking each story

   c. Values-based visions and solutions

   d. Key movement messages

WHAT WE HEARD:
MOVEMENT QUESTIONNAIRE INSIGHTS

CONNECT THE SYSTEMIC DOTS

Stories told in this moment should be putting forth positive visions for the future that address root causes, reimagine systems, and create long-term movement engagement.

CENTER AUTHENTIC EXPERIENCES

Movement storytelling is about influencing cultural perspective for the better. Stories told now need to improve outcomes for Black lives by showing authentic representations that dismantle misconceptions — without promoting white spectatorship in a disempowering way.

INSPIRE TANGIBLE INVESTMENT

The right storytelling creates a jumping off point to change structures of power. There's a big opportunity for leaders and decision makers to shift power dynamics and invest resources for racial justice and equity as a result of the narratives they hear.

LEVERAGE THE SOCIAL MEDIA SPHERE

Social movements are shaped by the technology and infrastructure that is available to them making social media storytelling key for this moment. The decentralization of information thanks to social media gives activists the power to share stories that reach and mobilize millions of people around the world.

"I believe that people typically fall short in viewing these narratives as personal tragedies and individual events without acknowledging or addressing that these are systemic issues."

"We use the power of stories to show authentic representations of Black people to change society and culture's perceptions of Black communities."
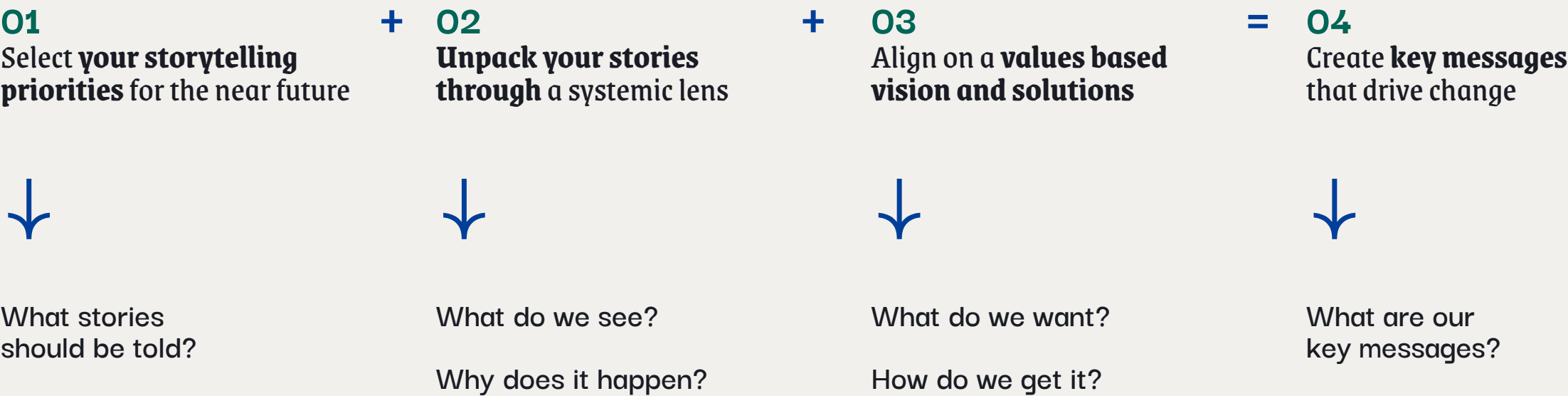
"The biggest opportunity is to push brands and institutions to not just talk about social justice, but to put actual dollars and resources into this work."

"Social media allows us to sidestep gatekeepers of information, translation and culture"

APPROACH:
CRAFTING STORIES FOR THE MOVEMENT

01   +   **02**   +   **03**   =   **04**

Select **your storytelling priorities** for the near future

Unpack your stories through a systemic lens

Align on a **values based vision and solutions**

Create **key messages** that drive change

↓   ↓   ↓   ↓

What stories should be told?

What do we see?

What do we want?

What are our key messages?

Why does it happen?

How do we get it?

01
STORYTELLING PRIORITIES

We explored the landscape of pro-racial justice movement storytelling threads and themes, and listened to our collaborating partners to identify which narratives the movement should focus on in the near future.

Defund the police
Authenticity
Intersectionality, Inclusion, & Solidarity
GOTV (Get Out The Vote)
Longevity
No Justice, No Peace
Calling out white supremacy

DEFUND THE POLICE:
"It's time to fund real solutions and invest in Black communities"

Despite protest and a pandemic, this summer saw police violence continue to kill Black civilians at disproportionate rates in this country – where Black men are 2.5 times more likely to be killed by police than white men.

INTERSECTIONALITY, INCLUSION, AND SOLIDARITY:
"Nothing can stop what we can do together"

This summer, tens of thousands of people rallied across the US to campaign for the rights of Black transgender people, calling out the importance of creating space for every Black person to be safe and well within the movement.

MOVEMENT LONGEVITY:
"This is a movement, not a moment"

Public support for Black Lives Matter has decreased 12% since June despite remaining strong among Black Americans and allies, sending the signal that holding onto movement momentum is more important now than ever.

02
UNPACKING EACH STORY

In keeping with the community's insight that a systemic lens often falls by the wayside in movement storytelling, we unpacked our three community-identified storytelling priorities using an iceberg model that breaks down complex issues into linear narratives.

What do we see?

Why does it happen?

MEDIA

POLICY

INSTITUTIONS

ORIGIN
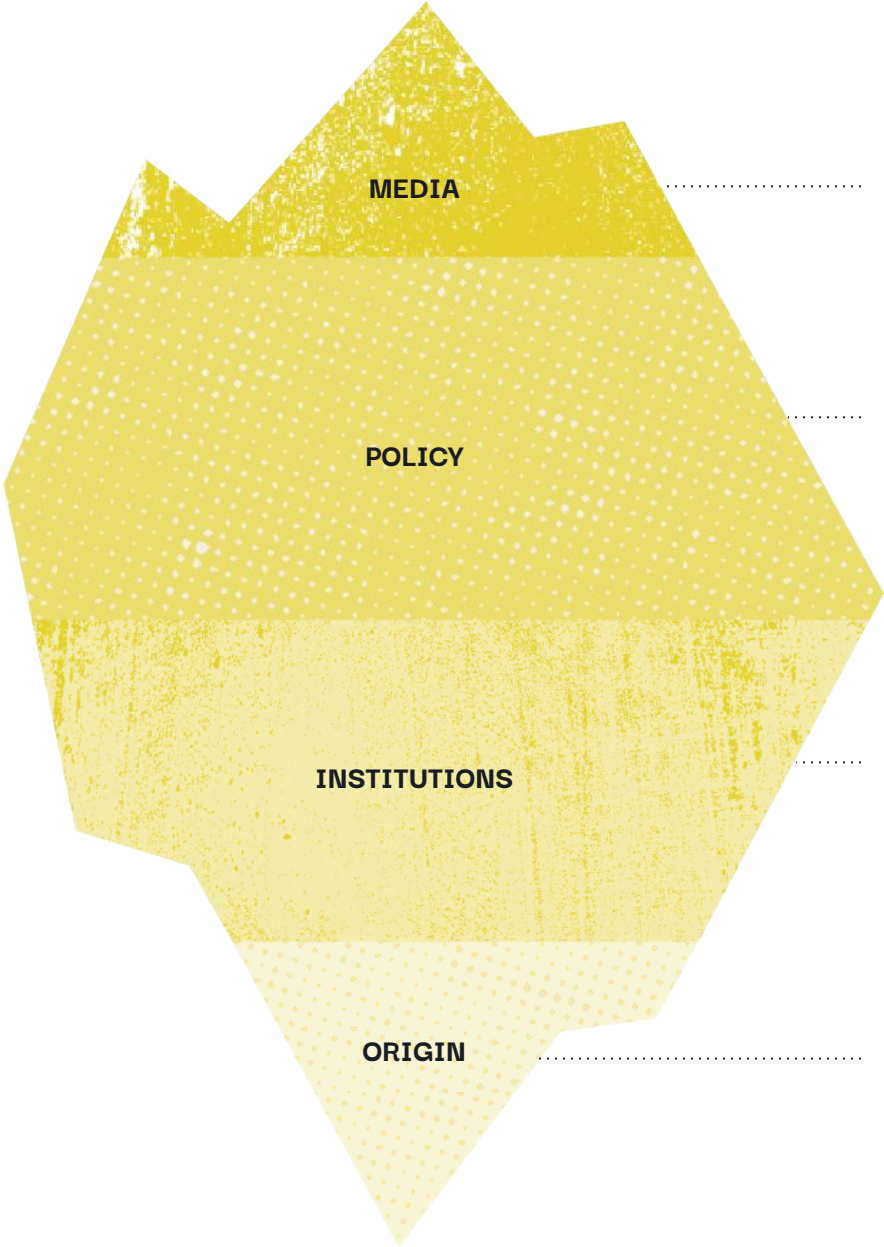
What do people see and hear about this story in the news, arts, and other media?

What are the laws and policies that exist behind the scenes of these stories? How are racial factors involved?

What infrastructure exists to uphold these policies and events covered in the media? What was the role of race as these institutions were established?

What are the historical roots of this narrative thread? How was race a factor at its origin stage?

03
VALUES-BASED VISIONS AND SOLUTIONS

We aligned on bold visions of the racially just world we seek to create, focused on four possible avenues for making positive change. Our ambition with each priority is to address key systemic challenges and inspire audiences to join us.

WHAT DO WE WANT?

What is the **shared belief** we need society to work towards or the value that will drive change?

HOW DO WE GET IT?

What **perceptions** need to change to transform public opinion, discourse, and worldview?

What **habits and behaviors** do we need our audience to shift?

How should leaders and decision-makers shape new narratives that create **political outcomes?**

What structures, channels, and processes can we leverage to **unlock resources and shift power dynamics?**

04
KEY MOVEMENT MESSAGES

Finally, we brought each storytelling priority's systemic challenges and positive visions together into key messages. These are meant to be a springboard for nuanced storytelling.

WHAT DO WE SEE?

Messages that call out the **symptoms** of racial inequities and the **urgency** to address them

WHAT DO WE WANT?

Messages that create a **positive vision** of the future based on common **values** and the potential for change.

WHY DOES IT HAPPEN?

Messages that expose the **root causes** of racial inequities and the **challenges** that are holding back the movement

HOW DO WE GET IT?

Messages that tell how we should frame **stories and solutions** that address the root causes of the challenge and build towards our visions of the future.

DEFUND THE POLICE: THE STRUGGLE

"'Defund' might not be the best movement frame [to] work from the problem to solution. The system has left us lacking in vision and limited in imagination."

WHAT WE SEE:

We know the police force and policing don't address community needs or will create systemic change in Black communities. On the contrary, **over-policing raises violence and jeopardizes the safety of Black people.**

WHY IT HAPPENS:

Policymakers direct more public dollars toward police precincts than other community investments, equipping law enforcement to be the strongest 'peacekeeping' institution in communities while those neighborhoods' real social needs remain under-resourced.

DEFUND THE POLICE: THE STORY

"It's time to fund real solutions and invest in Black communities."

WHAT WE WANT:

We believe that community safety is a right for every person, and we know the police aren't the the only option for local peacekeeping and community resilience. We see a world that empowers the true vanguards of community wellbeing — from social organizations, to mental and physical health services, and more — to help shape safer, sounder communities.

HOW TO DO IT:
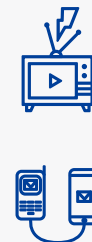
To spark an immediate cultural shift, we need to flood the space with **stories that show positive visions and alternative solutions** for peacekeeping and community resilience. With increased support for healthy community options that don't include the police, we will demand policymakers to **reallocate spending toward quality public systems** that have more equitable objectives and outcomes than policing.

INTERSECTIONALITY: THE STRUGGLE

"In mainstream, mass, and pop culture media, intersectionality is not highlighted and media needs to do a better job. But on social media, intersectionality and inclusion is key to achieving justice."

WHAT WE SEE:

Media stories often showcase singular aspects of a person's identity. Likewise, policies overlook intersectional experiences and injustices, replicating the blind spots and harmful practices that have excluded so many in the past.

WHY IT HAPPENS:

Because so many horrifying acts of racialized violence and injustice occur against cisgendered Black men, the movement has centered their stories, without always acknowledging that many members of Black and other POC communities face multiple and intersecting forms of structural injustice that relate to their sexual identity, gender, socioeconomic standing, and other lived experiences.

INTERSECTIONALITY: THE STORY

"Nothing can stop what we can do together."

WHAT WE WANT:

Everyone deserves to have their voices heard, their experiences reflected, and their needs met. The only way to truly achieve a just future is to put an end to the practice of oversimplifying the identities and needs of any individual, creating space for every member of our movement communities to advocate for change as their full, authentic selves.

HOW TO DO IT:

To make the movement work for everyone, we need to tell complete stories of injustice, and develop narratives that ensure that no one gets left behind. Rather than reduce any member of the movement to a simple anecdote, we need to expand our storytelling to make room to capture how different dimensions of life experience intersect, and affirm that this is how we will strengthen our community and achieve liberation for all.

LONGEVITY: THE STRUGGLE

"Media is part of the problem. They cover a story and move on. They might define what the movement is doing, but they don't recognize the centuries of oppression or explore the root cause of issues, just trendy stories."

WHAT WE SEE:

Power structures, including media, contribute to the "moment mindset" in response to tragedy. Bold statements, proposed solutions, and movement contributions are often only seen in service of short-term wins and/or performative response to a crisis. This superficial approach, which fails to address the root causes of injustice and the systems that support it, misses opportunities to grow and keep the movement base for the long-term.

WHY IT HAPPENS:

Leaders, decision makers, and representative bodies create, sustain, and institutionalize white supremacy due to the default mindset and expectations of protecting the interests of white people, consciously or not. As **leadership positions and centers of power are held mainly by white people**, they have failed to make dismantling systemic and structural racism an ongoing priority to prevent future tragedy

LONGEVITY: THE STORY

"This is a movement, not a moment."

WHAT WE WANT:

We believe that true freedom requires sustained engagement, moment to moment. We know this isn't possible until we change the world's reaction to racial injustice from shock and response into proactive engagement. We hold a vision of longevity that sets an expectation of daily commitment toward an equitable future — while honoring the burden that is carried by the community and valuing its needs for restoration and resilience along the way.

HOW TO DO IT:

To create sustainable change, we need to tell stories that **promote healing and restoration for the POC community — and accountability for everyone else.** By uplifting Black movement leadership as worthy of both the public's attention and its relief, while challenging more privileged communities to carry out their equity commitments every day, we can create a movement that is both humanly sustainable and prevents future tragedy.

FURTHER READING

We continue to learn from and be influenced by the great work of our movement peers and leaders. Please find just some of the thinking that inspires our work in storytelling for racial justice here.

Race Class Narrative Action

The Housing Justice Narrative Project

The Opportunity Agenda | Communications Toolkit / Telling a New Story / Ten Lessons for Talking About Race, Racism, and Racial Justice

Racial Equity Tools | Framing and Messaging

Research Gate | Design Method

Storytelling and Social Change | Paul VanDeCarr Working Narratives

Confronting Racism in Communities | Guidelines and Resources for Anti-Racism Training Workshops

Telling the Right Story on Race During Covid

05

ACTIVATING
AUDIENCES

WHAT'S IN THIS SECTION?

WHO TO MOBILIZE

Our movement collaborators identified three main audiences primed for mobilization, based on their capacity to create change and the movement roles each group is empowered to play.

SUPPORT AND MOBILIZE

GRASSROOTS PUBLIC

Black community, non-Black POC, and white allies

Why this audience:

The grassroots is the heart of the movement, out in the streets and in your social media feeds demanding change. This group has the power to take **individual actions** that **amplify messages** within their communities in order to sustain the movement.
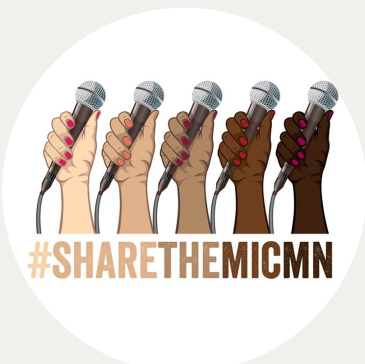
UNLOCK RESOURCES AND SHIFT POWER STRUCTURES

MEDIA DECISION-MAKERS

Media Publishers that have control over narratives that create cultural relevance and raise or lower the visibility of movement priorities

Why this audience:

Media is how stories get told at scale, whether they're helpful or harmful. This group has the **platform and resources** to **amplify movement storytelling** and, by **bringing more community members into the creation process,** build a pipeline of authentic, pro-movement content that leads, not just follows, the news cycle.

BUILD LONG-TERM SOLIDARITY

MOVEMENT PARTNERS

Adjacent / complementary communities and issue areas whose fate is tied to the movement for Black lives

Why this audience:

Every progressive movement can learn from each other, and standing together can accelerate progress for all. This group has the potential to **align its perspectives, demands, and objectives** with this one to strengthen and scale the movement for the long-term.

WORKING TOGETHER
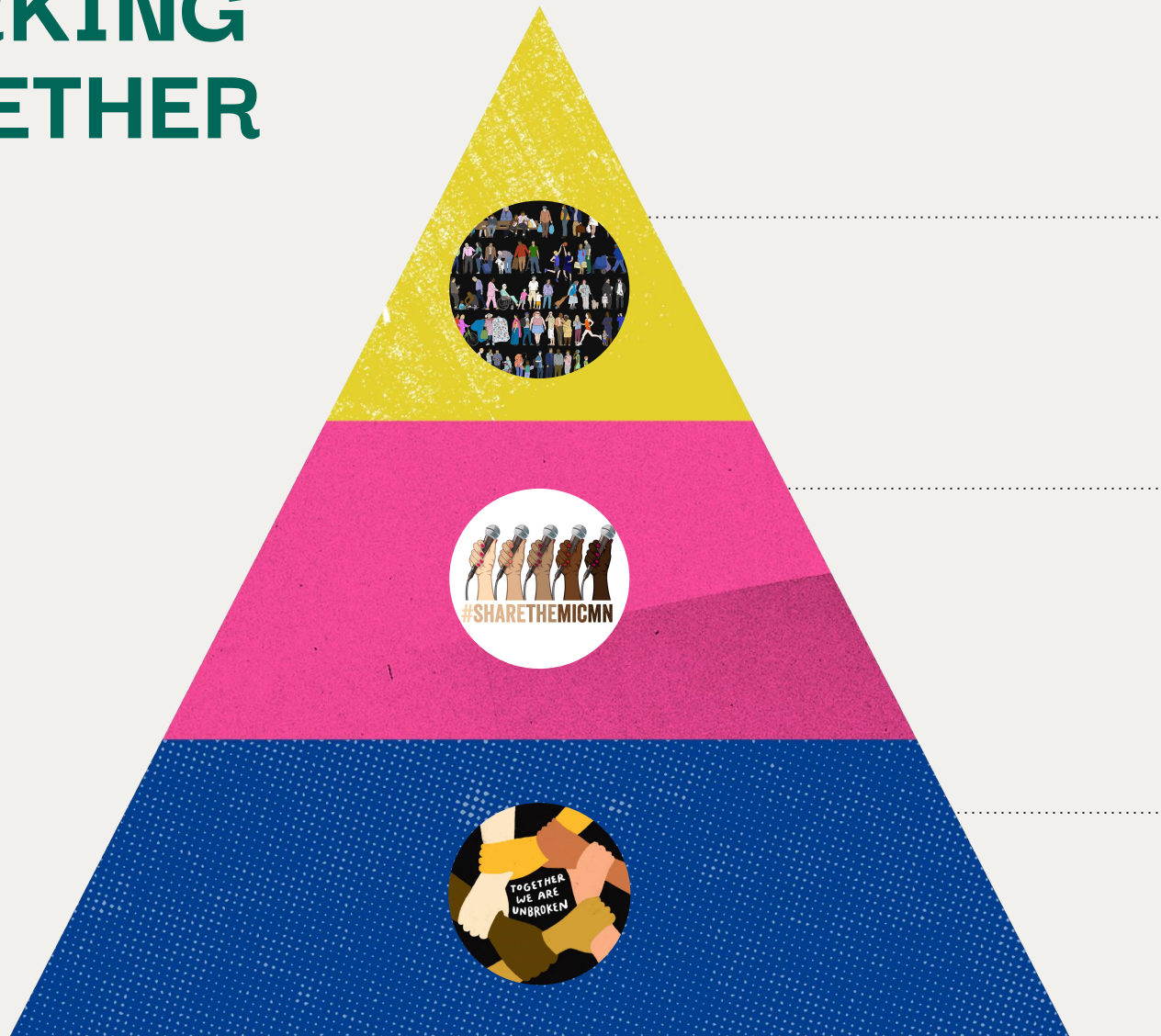
SHAPE THE NARRATIVE:

Take the **lead** by changing the stories that get scaled, and who creates them

STRENGTHEN THE MOVEMENT

Build **support** by connecting our causes — and our storytelling — to build a future that includes and benefits everyone

SHIFT SOCIAL NORMS:

Amplify the immediate need for reform, the importance of protecting every Black life, and the demand for long-term change

ISSUING CALLS-TO-ACTION

Though the messages for each narrative we've selected may be the same, the way in which we activate our audience segment will differ. Our target audiences are constantly processing and reacting to the latest cultural context, so we need to make sure our CTAs acknowledge their emotional capacity and ability to participate.

IS YOUR AUDIENCE:
values- aligned and ready to advocate

AND YOU:
have an opportunity to put forth solutions

↓

SPEAK WITH:

A visionary, future-looking tone of voice that is aspirational and unifying.

IS YOUR AUDIENCE:
emotionally activated

AND YOU:
are in a moment of speaking truth to power

↓

SPEAK WITH:

An unapologetic tone that is bold, direct, and unwavering.

IS YOUR AUDIENCE:
craving an action plan and is persistent

AND YOU:
can offer long term, sustainable strategies and/or resources

↓

SPEAK WITH:

A grounded tone that is reassuring, tactful, and resolute.

CALLS-TO-ACTION FOR THE GRASSROOTS PUBLIC

Their Movement Role: Amplify the immediate need for reform, the importance of protecting every Black life, and the demand for long-term change

TONE OF VOICE

- **Fearless**
- **Urgent**
- **Experienced**
- **Empathetic**
- **Informative**

FRAMING	DEFUND THE POLICE	INTERSECTIONALITY	LONGEVITY
	To spark an immediate cultural shift, we need to flood the space with **stories that show positive visions and alternative solutions** for peacekeeping and community resilience.	**To make the movement work for everyone, we need to tell complete stories of injustice,** and develop narratives that ensure that no one gets left behind.	To create sustainable change, we need to tell stories that **promote healing and restoration for the POC community — and accountability for everyone else.**
Visionary And/Or Future-looking	It's time we envisioned safety outside of policing and communities equipped to care for their own.	Black is a universe. Amplify Black stories from every perspective.	If you're not invested in Black life every day, you're not invested in America's future.
Unapologetic; Confrontational And/Or Emotional	We keep us safe. Replace reliance on the police and protect Black lives now.	Pro Trans. Pro Disabled. Pro Queer. Pro Black Therapy. Pro *every* Black life, now and always.	We're not going back. Stay alert, stay engaged, and stay in it for Black lives.
Grounded; Strategic And/Or Collaborative	Together, we can build a world free of police violence. Defund the police and fund *insert funding priority* now.	Nothing about us without us. Share pro Black stories that capture every experience for a future that's truly just for all.	Black culture carries us. Now it's time to help carry the load. Stand in solidarity with Black lives.

CALLS-TO-ACTION FOR MEDIA DECISION-MAKERS

Their Movement Role: Take the lead by changing the stories that get scaled, and who creates them.

TONE OF VOICE
- Calculated
- Patient
- Experienced
- Empathetic
- Unafraid
- Personal

FRAMING	DEFUND THE POLICE	INTERSECTIONALITY	LONGEVITY
	To spark an immediate cultural shift, we need to flood the space with **stories that show positive visions and alternative solutions** for peacekeeping and community resilience.	**To make the movement work for everyone, we need to tell complete stories of injustice,** and develop narratives that ensure that no one gets left behind.	To create sustainable change, we need to tell stories that **promote healing and restoration for the POC community — and accountability for everyone else.**
Visionary And/Or Future-looking	We can change how the world sees safety. Tell stories that promote a world free of police violence and full of community care.	The future is multifaceted. Put trans lives, disabled lives, queer lives, *all* Black lives in the stories you tell today, tomorrow, and always.	What stories will our children hear? Invest in Black creators and stories for a future that's built for justice.
Unapologetic; Confrontational And/Or Emotional	Less police. More community. Showcase a different America.	Your activism isn't activism if it doesn't include *insert identity.* If you want to stand for all Black lives, embrace diverse Black stories.	Justice isn't a trending story, it's a way of life. Keep up your anti-racist media to keep up our country's momentum.
Grounded; Strategic And/Or Collaborative	We can't tell the same stories and expect different endings. Change the narrative about police in America until every Black life is safe.	Nothing about us without us. Put diverse Black perspectives behind the scenes, in front of the camera, and in the center of their own stories.	We're shaping the future for the long haul. Set the future in motion with pro-Black stories and storytellers.

CALLS-TO-ACTION FOR MOVEMENT LEADERS

Their Movement Role: Build support by connecting our causes — and our storytelling — to build a future that includes and benefits everyone.

TONE OF VOICE
- Calculated
- Unafraid
- Innovative
- Empathetic
- Emotional

FRAMING	DEFUND THE POLICE	INTERSECTIONALITY	LONGEVITY
	To spark an immediate cultural shift, we need to flood the space with **stories that show positive visions and alternative solutions** for peacekeeping and community resilience.	**To make the movement work for everyone, we need to tell complete stories of injustice,** and develop narratives that ensure that no one gets left behind.	To create sustainable change, we need to tell stories that **promote healing and restoration for the POC community — and accountability for everyone else.**
Visionary And/Or Future-looking	Together, we'll decide what the future of public safety looks like. Let's redefine safety for Black lives.	Pro Black, Pro Trans, Pro Disabled, Pro Queer, Pro Black Therapy, Pro *us*. Today, tomorrow and always.	Our future relies on justice for all. Stand with Black-led orgs, leaders, creators, and organizers.
Unapologetic; Confrontational And/Or Emotional	Less police. More community. Reinvest in what matters.	Your activism isn't activism if it doesn't include *insert identity.* Embrace all Black lives.	Anti-racism isn't a trend. It's a way of life. Keep your coalition pro-Black.
Grounded; Strategic And/Or Collaborative	We won't stop until every single Black life is safe. Dismantle the police and bring safety to all.	Nothing about us without us. Share diverse Black stories for a pro Black future for all.	Rest. Rise. Repeat. Connect your cause to the fight for Black lives to make our actions sustainable and our future brighter for all.

#WritingHashtagsFTW*

DO: Use on Instagram and Twitter; make them specific and relevant

DON'T: Use on Facebook; make them too long or vague; use too many

TAKING OVER HASHTAGS TACTIC

Spam hashtags that are intended to strengthen white supremacy (i.e. #whitelivesmatter & #proudboys) can be drowned out with positive, Pro Black content. This is a rapid response tactic that requires collective action from all coalition members to successfully takeover the hashtag. Most recently, gay men took over the right-wing #proudboys hashtag and flooded it with pictures of queer love.

TRENDING HASHTAGS

Using popular, trending hashtags that are connected to a related issue beyond your organization (i.e. #DefundThePolice) is a way to mobilize target audiences around a cause.

OWNED HASHTAGS

Owned hashtags featuring organization names or slogans (i.e. #ShareTheMic) are most successful for highly visible campaigns with large advertising budgets.

FTW = "for the win"!
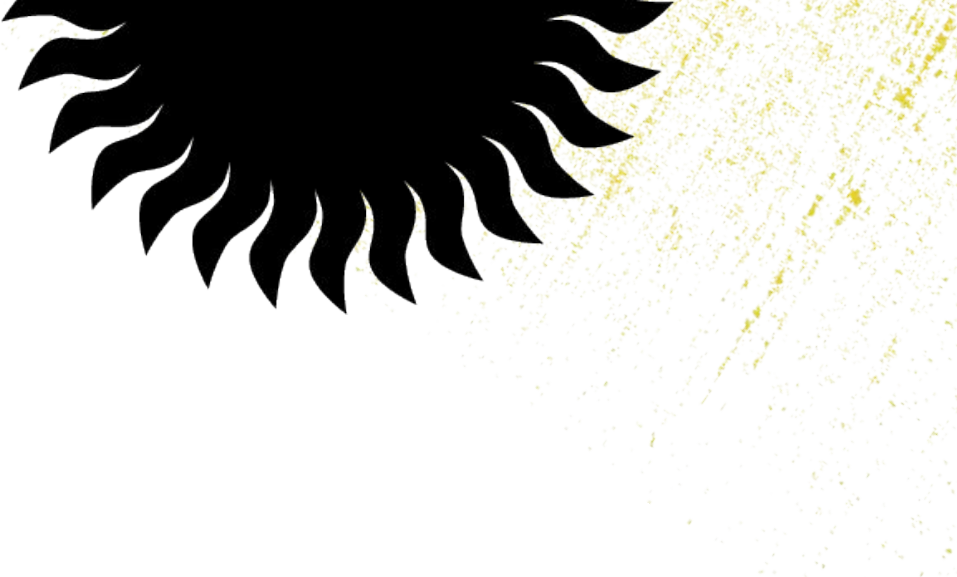
#HashtagsFTW*

ORIGINAL HASHTAGS

Defund The Police

#InvestInUs

Intersectionality

#JusticeNeedsUs

Longevity

#ThenNowAlways

TRENDING HASHTAGS

Defund The Police

#DefundThePolice #DeMilitarizeThePolice #EndPoliceViolence #EndPoliceBrutality #ICantBreathe #BlackLivesMatter #BLM #Equality #NoJusticeNoPeace #JusticeForBreonnaTaylor #JusticeforGeorgeFloyd #SayHerName #SayHisName #BlmProtest

Intersectionality

#OwnVoices #BlackStories #Intersectionality #Inclusivity #IntersectionalFeminism #BlackTransLivesMatter #BlackWomensLivesMatter #BlackDisabledLivesMatter #BlackQueerLivesMatter #BlackSexWorkersMatter #BlackFamiliesMatter #ProBlack #BlackisBeautiful

Longevity

#BlackLivesMatter #BLM #Equity #TheFutureIsBlack #AntiRacist #AntiRacism #AntiRacistEducation #Decolonize #BreaktheSystem #ShutItDown #TheRevolution #TheRevolutionisNow #TheRevolutionWillNotBeTelevised #EnvironmentalJustice #DisabilityJustice #GenderJustice #MovementNotAMoment #BLMmovement #BlackWealth #BlackExcellence #BlackAmerica #BlackPower

FTW = "for the win"!

06

STORYTELLING GUIDANCE

WHAT'S IN THIS SECTION?

1. **Storytelling Guidance**

2. **Equity Considerations**

GUIDANCE:
WHEN CRAFTING STORIES FOR THE MOVEMENT
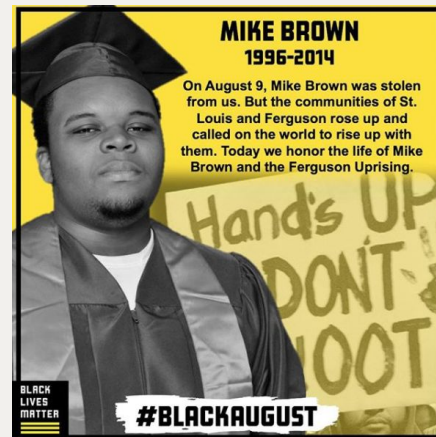
O1
Be **specific** and **personal**

O2
Leverage **conflict** and **tension**

O3
Be **evocative** to create **emotional** connection

O4
Avoid **see-say**
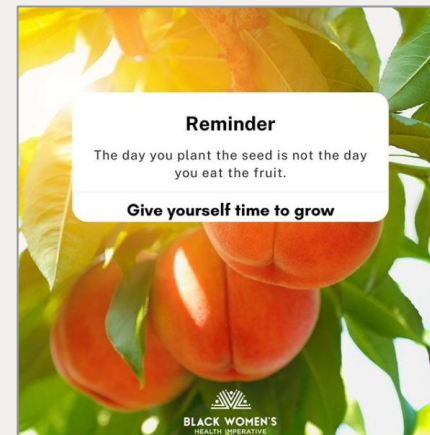
O1
BE SPECIFIC
AND PERSONAL

1. Get specific to produce great creative, personal stories invite universal connection

2. Expressing humanity is especially important in this movement

3. In both examples to the right, the use of art and long-form copy create deeper emotional connection to the story being shared

02
LEVERAGE CONFLICT AND TENSION

1. Conflict grabs audience attention and moves your story forward

2. Tension leaves the audience feeling unresolved

3. The tension inherent in the movement can serve as a great motivator for your audience

4. All examples at right leverage tension without being triggering
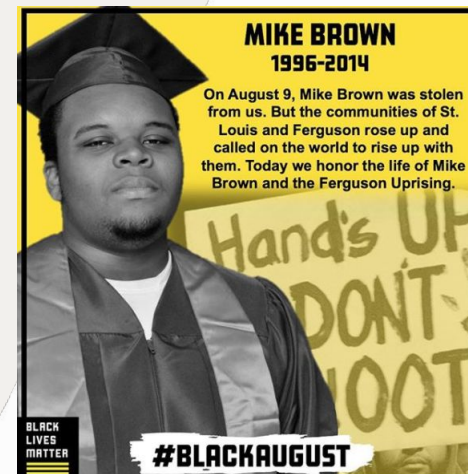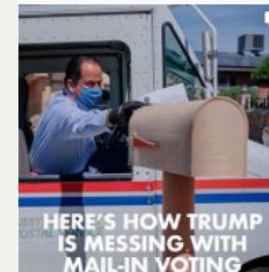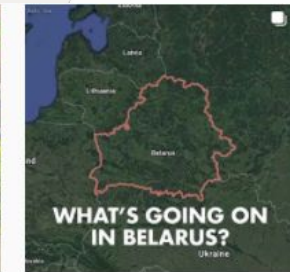
03
BE EVOCATIVE TO CREATE EMOTIONAL CONNECTION

1. Lean into powerful words, imagery, memories, and feelings

2. Leverage emotion by calling people in to build empathy, or calling people out to wake them up

3. The examples to the right show the use of direct call outs; in the top example a call to attention, and the bottom example inviting the viewer in with an evocative reminder.
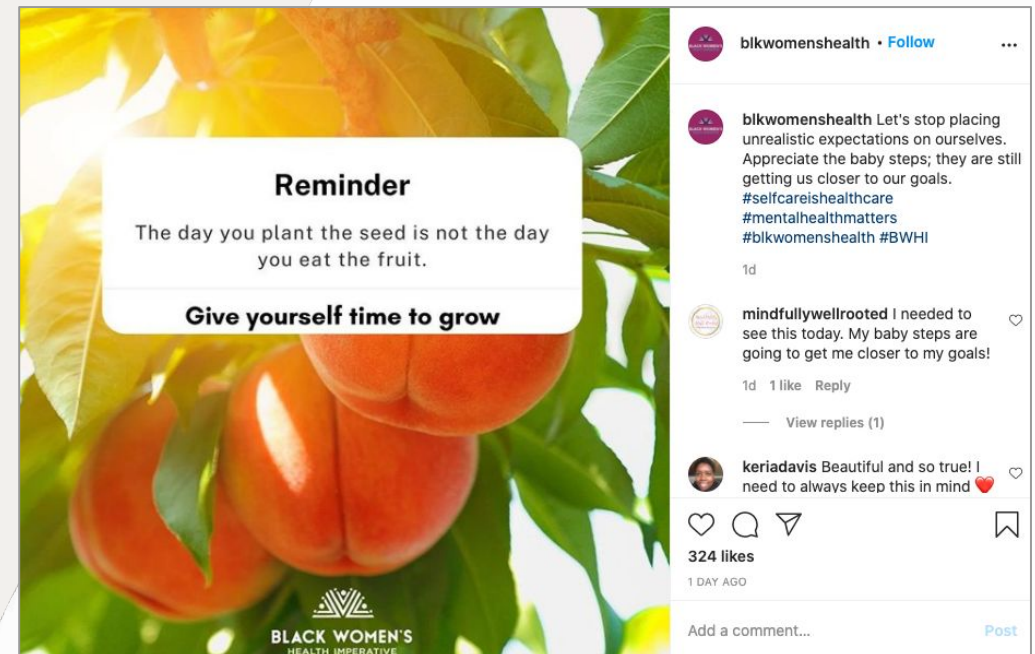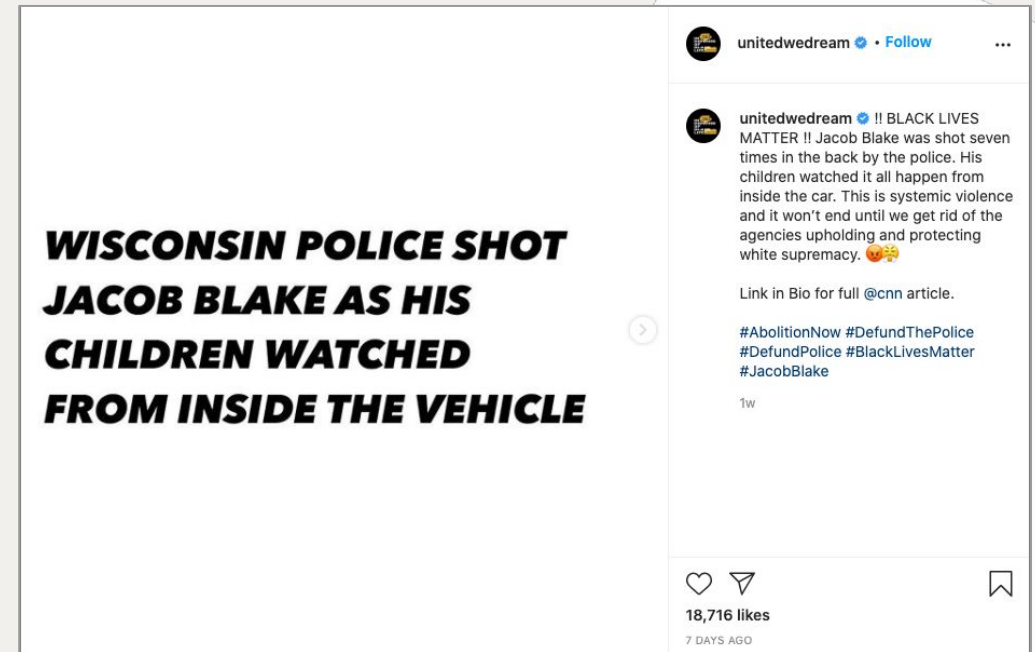
04
AVOID SEE-SAY

1. Words and visuals work best as a team, each carrying their own weight in the creative execution

2. Use language and visuals to complement each other, they can serve their own purpose

3. Avoiding see-say allows your audience to make the mental or emotional connection internally, which often leads to a deeper connection

4. The example to the right has both a "fist' element and a "copy" element, while each can stand alone, together they produce new emotional meaning

EQUITY CONSIDERATIONS

HOW WE USE THESE CONSIDERATIONS:

We understand that leading racial justice organizers already embrace equity, diversity, and inclusion and have expertise in creating equitable work. As the movement expands to call on our three audiences and beyond, we'll want to offer guidance for how new partners can center respect, equity, and inclusion in their work.

Our creative work should reflect people's choices in how they are represented. We should strive to solicit feedback from impacted communities themselves. Let's gather as much information as possible to avoid assumptions that could be harmful to the people and groups featured in our work.

We use these considerations when building content as quick reminders to help us reflect on our creative work, rather than a comprehensive manual for promoting equity. We encourage you to continually expand and improve upon these considerations where you see fit.

EMBRACE AUTHENTICITY

Make sure you authentically represent the perspectives of your audience and team.

QUESTIONS TO EXPLORE:

1. Are we targeting an advocacy audience or an impacted community? Are they the same audience? (If so, we should center their POV. If not, we should position the impacted community with as much dignity as possible even while moving advocates to act.)

2. Have we read any research on the intended audience segment?

3. Have we staffed our project to include perspectives that represent the impacted community?

4. Have people in that audience contributed to or reviewed our work during planning or implementation?

5. Have we tested our hypotheses about our audience? It's always better to hear their perspectives, behaviors, or needs first hand rather than to guess at them.

AVOID TROPES & HARM

Make sure your work is not furthering stereotypes or inciting trauma.

QUESTIONS TO EXPLORE:

1. What narratives are influencing creative framing and decisions made in the work?

2. Is our content culturally sensitive? (Remembering that culture is not monolithic.)

3. Are we asset framing or deficit framing? Meaning — is the work defining people by their challenges? Does this help our narrative or further stigmatize it?

4. Does our work use idioms, slang, or local colloquialisms that could be rooted in stigma or discrimination?

5. Are we using impacted community members' preferred language when referring to them? Does our language uphold ableism? (For example, "She uses a wheelchair", rather than "She's wheelchair bound")

6. Are the images or illustrations we're using upholding stereotypes? Do they maintain the dignity of those shown? Did the subjects in our images give informed consent for their use in our work?

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ADVOCATE FOR ACCESSIBILITY

Make sure your work is accessible and inclusive.

QUESTIONS TO EXPLORE:

1. Is our work visually and verbally accessible to everyone, including people with disabilities?

2. Do our visual decisions, including typeface and color, help with accessibility? (Some considerations include avoiding all caps, using CamelCase in hashtags, using high contrast colors for text)

3. Is our work at an appropriate reading level? Do the words need to be as complex as they are? (The average reading level of adults living in the United States is between 7th and 8th grade. Learn more **here.**)

4. If we translate this copy to a different language, does the intended message hold, or do we need to rewrite, as opposed to translate, our ideas?

5. Are we using captions on images and/or alt text where appropriate?

07

STORYTELLING ASSETS

WHAT'S IN THIS SECTION?

1. **Creative Direction**

2. **About the Brand**

3. **Inspiration**

4. **Using the Brand**

   a. Color

   b. Type

   c. Shapes, textures, & photos

5. **Your Storytelling**

   a. Assets to use & share

   b. Creative resources

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CREATIVE DIRECTION

Audre Lorde once said, "If I didn't define myself for myself, I would be crunched into other people's fantasies for me and eaten alive."

Our coalition embraced these attributes as the self-defining tone of the racial justice movement in 2020:

VISIONARY

We identify solutions and positive future states when discussing injustice

STRATEGIC

We see this work as a long-game of coordinated effort

UNAPOLOGETIC

We stand in our personal truths, our whole identities, and what we deserve

COLLABORATIVE

We're keen to work with one another, other movements, and intersectional groups

GROUNDED

We root our storytelling in lived experience and human truths

ABOUT THE BRAND

Inspired by creative explorations with our coalition partners, this brand is designed to encourage our audiences to contribute to a more just and equitable world. The warm, energizing colors and rich textures coupled with powerful imagery and layered graphic elements express the importance and urgency of the matter - the fight towards racial justice connects us all.

INSPIRATION

COLOR

The Racial Justice Story Studio color palette is a mixture of grounded, warm colors paired with energizing accent colors. This palette is inspired by the cultural richness of the African diaspora, the pan African flag, and the diversity of this people-led movement.

TYPE

The typography system in this toolkit is inspired by the bold, unapologetic typefaces used in protest signs during the civil rights movement. These signs have inspired current explorations in signage as the fight for racial justice continues. These fonts are free to download.

SHAPES, TEXTURES, & PHOTOS

The imagery and graphic system convey community, intersectionality, and longevity through collage, overlapping shapes, and authentic imagery. These design elements will help craft messages that will inspire togetherness and solidarity.
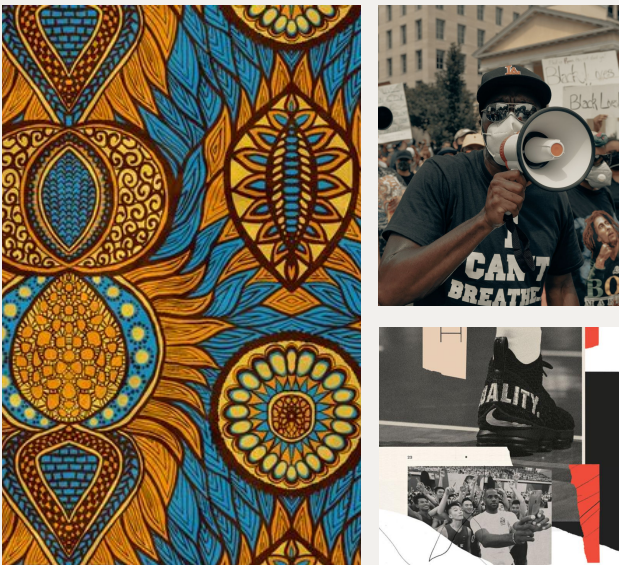
USING THE BRAND: COLORS

COLOR PALETTE

Please refer to the following hexadecimal color codes when using the brand color palette.

Cream
#F2F0ED

Black
#000000

Blue
#003F8B

Yellow
#DFCC2D

Pink
#FF4D98

Green
#006657
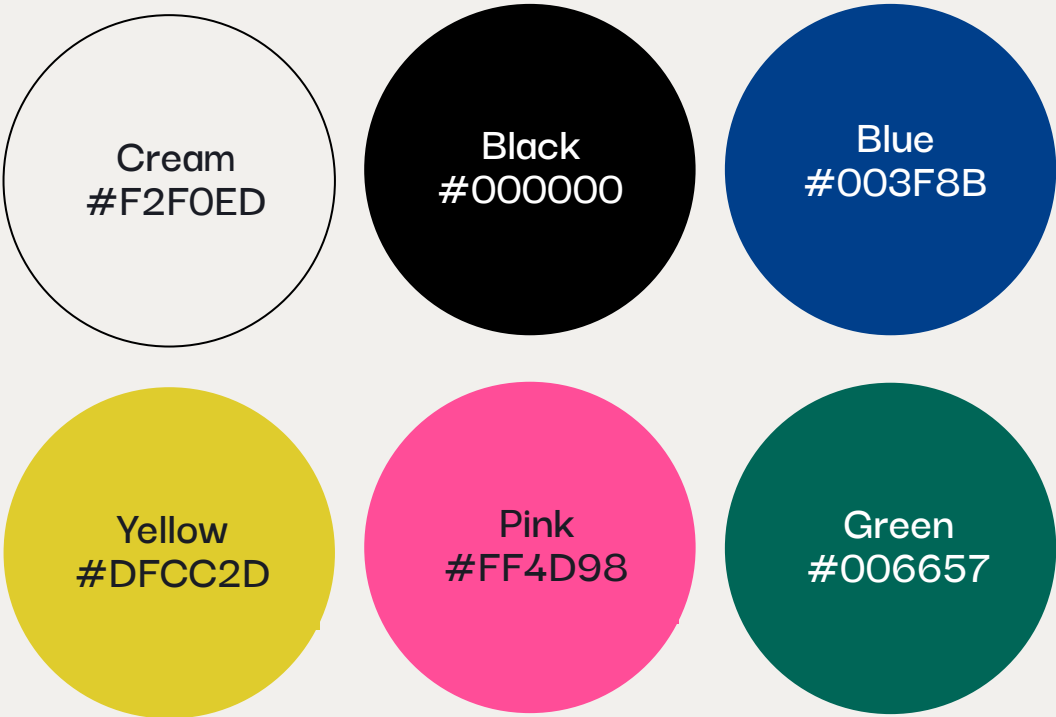
COLOR COMBINATIONS

Accessibility is crucial in good storytelling. We recommend following these color pairings when using text.
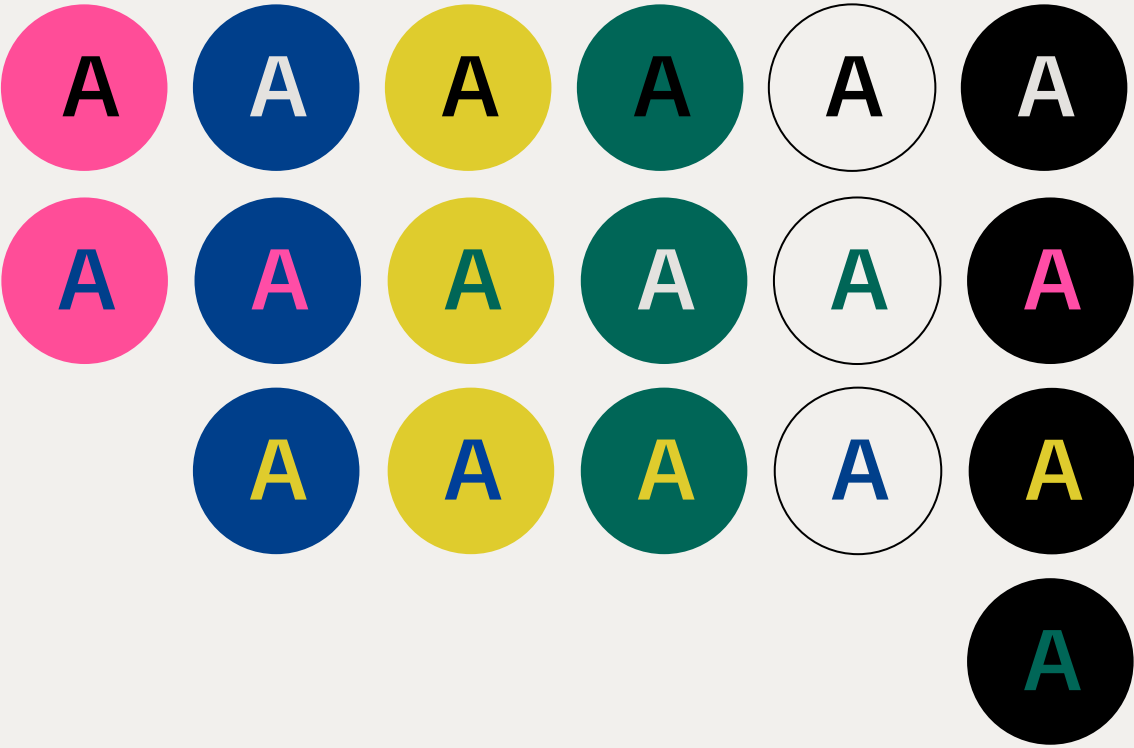
USING THE BRAND: TYPE

Darker Grotesque and Grenze are the primary fonts in the brand system. Goblin One is an accent font and should be used sparingly. All three are free to download and use.

Click on each font to download.

MAIN FONTS

Darker Grotesque

Grenze

ACCENT FONT

Goblin One

USING THE BRAND: TYPE LOGISTICS

The sample text demonstrates how the brand fonts may be used.

For accessibility purposes we recommend avoiding using all caps in lengthy (more than 8-10 words) sentences.

Click on each font to download.

Sample Headline
Darker Grotesque ExtraBold

Sample Sub-Headline
Grenze Bold

Sample Body Copy
Darker Grotesque SemiBold

Sample Call-to-Action

Goblin One
Darker Grotesque Bold
Grenze SemiBold

WHY WE MADE THIS TOOLKIT

Our hope is to build capacity around racial justice storytelling visibility to provide both near- and long-term support to the movement.

Racial injustice in the United States, from the subtlest microaggression to the ugliest act of violence, is under a harsh spotlight after a number of high-profile killings of Black Americans that are far from the first.

DEFUND THE POLICE

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USING THE BRAND: SHAPES, TEXTURES & PHOTOS

SHAPES & TEXTURES

Layering different shapes and textures can help create dynamic layouts when paired with text and images. We recommend not covering a subject's face or using too many elements in one layout.
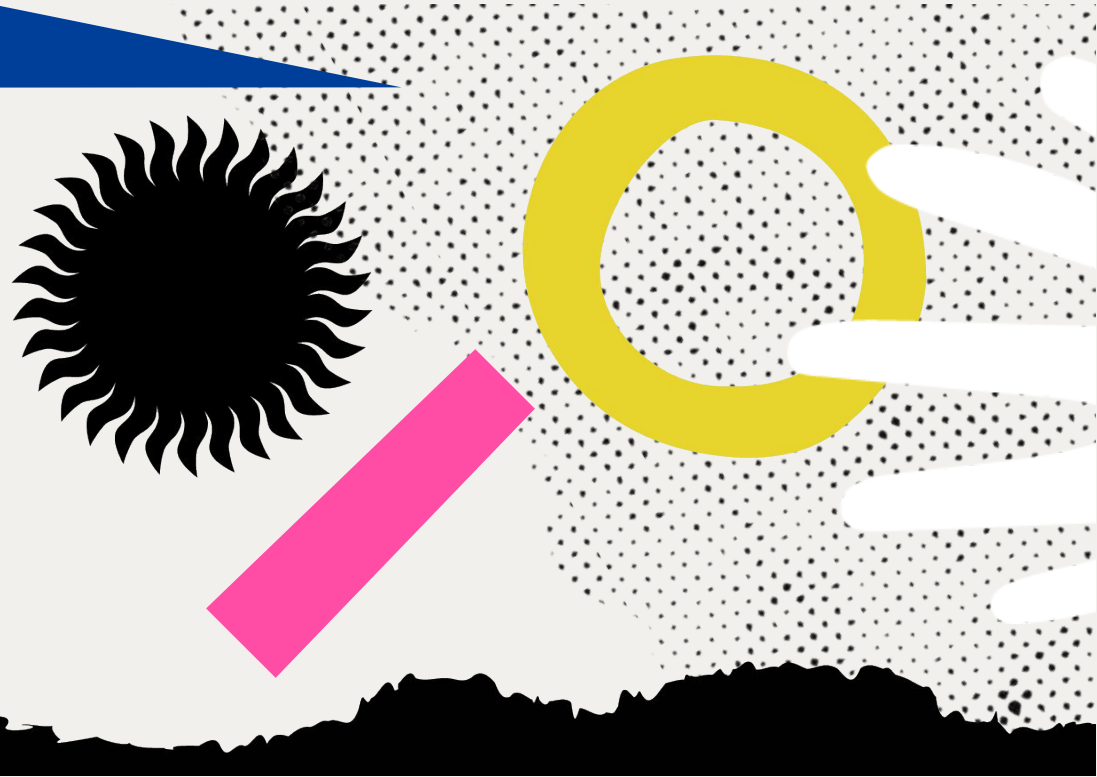
PHOTOS

Photography can amplify your messages powerfully. We recommend using bright, natural images that are action-oriented, diverse, and empowering. Avoid triggering, dehumanizing, and violent imagery.
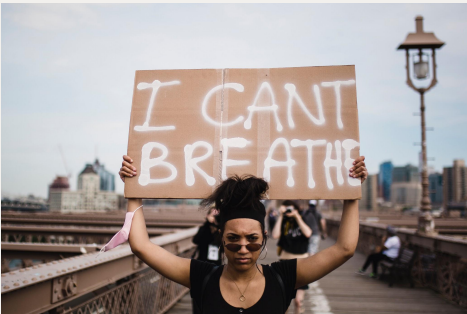
YOUR STORYTELLING: ASSETS TO USE & SHARE

Defunding the police, intersectionality, and movement longevity are three storytelling priorities highlighted in these shareable graphics. We encourage you to use these graphics to to inform and rally our community and to inspire future content you might prepare for this movement.

Download shareable graphics here.

DEFUND THE POLICE

JUSTICE THEN

LONGEVITY

TOGETHER, FOR JUSTICE

INTERSECTIONALITY
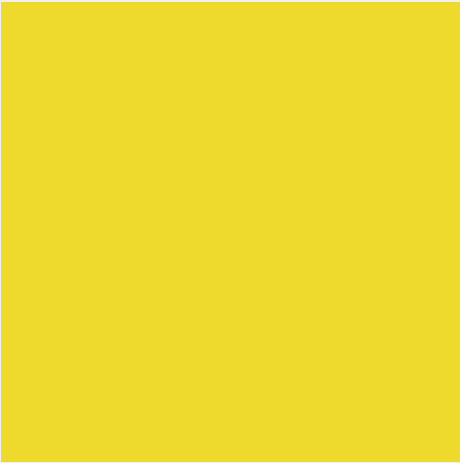
DEFUND THE POLICE GIFS

MOVEMENT LONGEVITY

INTERSECTIONALITY, CAROUSEL
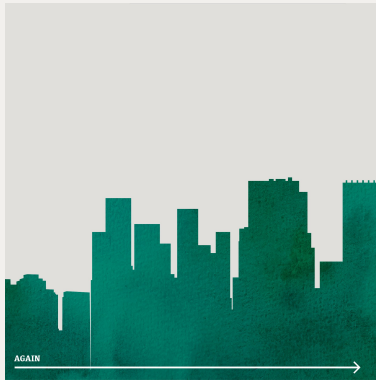
CHICAGO POLICE FUNDING INFOGRAPHIC, CAROUSEL

YOUR STORYTELLING: CREATIVE RESOURCES

The following is a list of free creative resources that can help in your storytelling efforts.

Click on each link to access the tool.

ICONS

- Flat Icon
- The Noun Project
- Ionicons
- Freepik
- Icons8

ILLUSTRATIONS

- DrawKit
- Undraw
- FreePik
- Humaaans
- Paaatterns

DESIGN TOOLS

- Canva
- Piktochart
- Snappa
- Stencil
- Easil
- Remove.bg

PHOTOGRAPHY

- Unsplash
- Nappy.co
- Pexels
- Pixabay
- Stocksnap

TEXTURES

- Freestocktextures
- Vectorstock
- Spoongraphics
- Wildtextures
- Freecreatives

SOCIAL MEDIA SPECS

- "Always Up-to-Date Guide" by Sprout Social

08

SOCIAL MEDIA TACTICS & CONTENT STRATEGY

SOCIAL MEDIA TACTICS AND CONTENT STRATEGY

These are guidelines and thought starters to help you zero in on a content strategy and utilize social media tactics that are strategic and adaptive to work within your budget and staff time.

Reminder: These are social media recommendations that are agnostic of your organization. Your number one priority is to engage in what's happening in conversations with your community, adjacent organizations, and movement leaders. Keep your ear to the ground and shift priorities when necessary.

Who's this for? → This section is particularly useful for social media managers and digital communications staff.

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WHAT'S IN THIS SECTION?

SOCIAL MEDIA DECISION POINTS & CONTENT STRATEGY GUIDELINES

GLOSSARY OF DIGITAL TERMS

IMPRESSION:

When a served social media ad and/or post is seen.

REACH:

The number of people who are served your ad and/or post.

ENGAGEMENT:

The number of interactions your ad and/or post receives (likes, shares, comments).

ENGAGEMENT RATE:

The number of interactions your content receives/number of followers.

FREQUENCY:

The number of times someone sees your ad.

ACQUISITION:

How your visits are acquired (organic, direct, referral, paid, search, email, social, display).

CPM:

Cost per thousand impressions (Cost/Impressions * 1000).

CPC:

cost per click.

CPA:

Cost per acquisition or action.

CPD:

Cost per donation.

CTR:

Click-through rate.

CAN-SPAM:

A law that establishes the rules for commercial email and commercial messages, gives recipients the right to have a business stop emailing them, and outlines the penalties incurred for those who violate the law.

CONVERSION RATE:

Action/clicks.

WHERE TO GO:
THE SOCIAL MEDIA LANDSCAPE

FACEBOOK

Large % of Americans have Facebook and check it at least once a day. **It has the biggest user base of any platform but the least organic visibility.** Many advertisers boycotted Facebook in July 2020 to protest its continued failure to control hate content.

INSTAGRAM

50% of users are millennials and 75% of users are zoomers. They check it at least once a day. IG Stories helps maximize virality of content, from the ephemeral to static. **Influencers are valuable in this space.**

TWITTER

Twitter use is low among most Americans. It is ideal for news and customer service. **Home of decision-makers and thought leaders. Black twitter is a subculture on the platform.**

TIKTOK

80% of users in the US are between 16 - 34. Feed is controlled by AI and is very sticky. Will likely create a strong echo chamber. **Influencers are an valuable in this space. A lot of content is inspired by Black culture.**

LINKEDIN

A professional networking site that is reflective of the "white collar" workforce, but a growing platform for "thought leadership" and paid growth. **Strategic way to build strong business partnerships.**

APPROACH:
SETTING MEDIA GOALS ON SOCIAL

Do you know your audience? Do you know what content/channels they gravitate toward?

↓

01
Test and Learn

Use your digital content to test messages, CTAs, creative images, look and feel, to glean audience likes and dislikes, and to crowdsource feedback.

↓

What do I track?
Organic Metric: Impressions, Reach, Engagement
Paid Metric: CPM (cost per 1000 impressions

Is your follower base small? Do you want to build awareness and credibility?

↓

02
Grow Support

Use your digital content to grow your following or community by creating content that is shareable and resonates with your audience. Build audiences and create a presence on new channels.

↓

What do I track?
Organic Metric: Impressions, Reach, Engagement, Increase in Followers
Paid Metric: CPM (cost per 1000 impressions

Is your audience inactive? Do you want to build community and prompt meaningful conversations?

↓

03
Interact & Connect

Good digital content will get folks talking. Inspire audiences to connect by providing opportunities to respond and/or react and get people in their feels.

↓

What do I track?
Organic Metric: Comments, likes, shares, mentions, messages, engagement rate
Paid Metric: Cost per engagement (CPE)

Is your action timely and urgent? Do you need to drive critical mass for mobilization?

↓

04
Activate & Mobilize

Use your digital content to build affinity, share resources, or agitate to act toward your desired impact.

↓

What do I track?
Organic Metric: Conversions
Paid Metric: CPA (cost per acquisition)

01. TEST AND LEARN:
INVITE YOUR COMMUNITY MEMBERS TO WEIGH-IN

SOCIAL MEDIA QUIZZES, POLLS, AND QUESTIONS

Do you know which content your audience likes best? Do you know what advocacy actions your audience is excited about?

Recommended tactic:

Utilize Instagram stories stickers (polls, questions, quizzes) to gather feedback and crowdsource ideas.

PULL ANECDOTAL INSIGHTS FROM GROUP ACTIVITIES

Hold trainings, town halls, and/or unique virtual meet-ups to interact with your supporters and gather anecdotal insights.
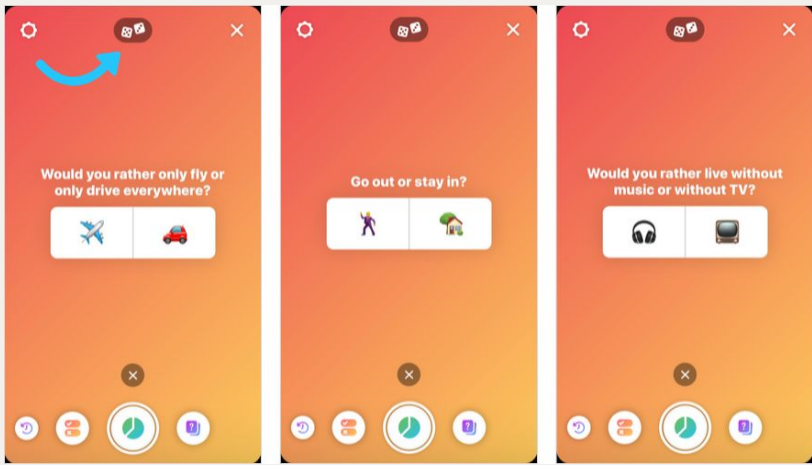
SEND OUT SURVEYS

Learn more about your audience by simply asking them. Post on social to gather invaluable community insights about a specific issue area.
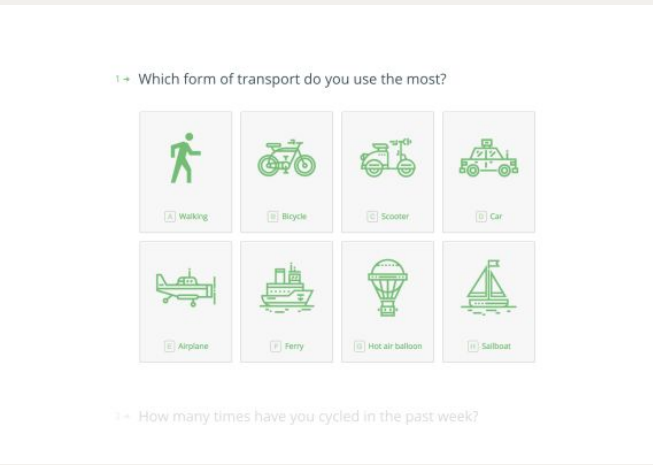
02. GROW SUPPORT:
PLAY BY THE RULES, BE CONSISTENT, FIND YOUR GROOVE
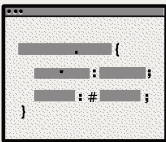
CONNECT THE SYSTEMIC DOTS

Schedule daily posts and maintain a content calendar to help achieve your long-term social goals. Align your content themes and posting cadence to your social media goals and target audiences. Make sure your posts are evergreen, maintain your point-of-view, and are formatted for the platform you're posting on.
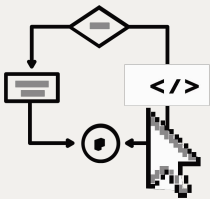
OPTIMIZE SOCIAL PROFILES

Optimize your social media profiles and focus on where your audience is active, not the channels you think are exciting:

- Make sure you use consistent handles across your platforms
- Recognizable photo/brand
- Keyword-rich description
- Link to website & handles
- Complete 'About Us' section with staff names

MAINTAIN A CONSISTENT PERSPECTIVE

Each post should have a purpose and add critical value to your followers. When sharing a news story or an article, be clear and strong in your convictions and relate the story back to your point of view, your programs, and your vision.
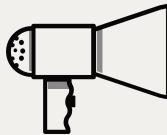
STAY RELEVANT AND RESPONSIVE

Share movement news as it happens and/or articles from adjacent organizations, movement partners, influencers, and media publishers.

Tips:
Set up Google Alerts for your issue space so you don't miss the latest.

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03. INTERACT AND CONNECT:
BE RESPONSIVE, DYNAMIC, AND DISRUPT THE STATUS QUO

PRIORITIZE COMMUNITY MANAGEMENT

Interacting with social media users in your post comments increases affinity and the likelihood of users taking higher barrier actions. Try responding to positive and neutral comments, engaging audiences further in the issue and directing them to take further actions on our website.

See community management tips here.

OFFER UP VARIED MULTIMEDIA CONTENT

Stay fresh, diversify content types, and provide critical value to followers:

- **Visual** (infographics/photos)
- **Text** (interviews, blogs, study, educational articles, research etc.)
- **Video** (live events, podcasts, conferences, stories)
- **Interactive** (quiz, polls, surveys)
- **PDF/Toolkits** (Tutorial, checklist)
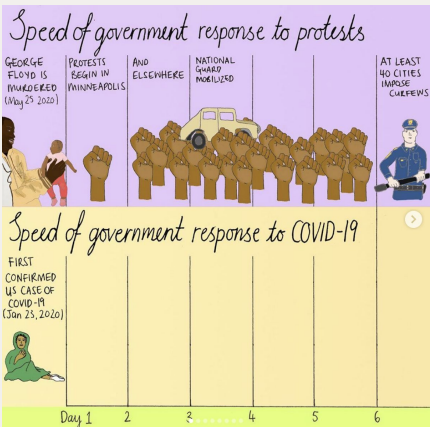
UTILIZE HASHTAGS & PARTNERS

- Follow **TRENDING HASHTAGS** that are connected to a related issue beyond your organization (i.e. #DefundthePolice) to mobilize target audiences around a cause. Weigh-in on the thread and insert your organization to the conversation.
- Tag **INDUSTRY LEADERS**, influencers, and partners to weigh in on your content and spark conversations.
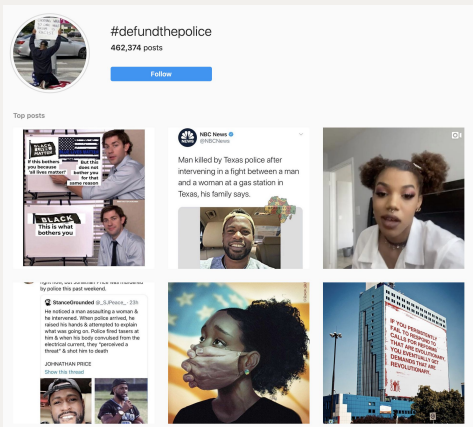
04. ACTIVATE AND MOBILIZE:
BE CLEAR, TRANSPARENT, AND ACCESSIBLE

SHARE DIGITAL PETITIONS

Share petitions across digital channels to introduce supporters to your calls and retarget folks through your email program. This is a great way to collect meaningful data on your community of supporters and optimize future campaigns based on what you learned.

CALL ON CONSTITUENTS TO CALL THEIR REPS

If you want to mobilize supporters to call or contact elected officials, invest in a CRM to use built-in target lists (U.S. Congress, State Legislatures, etc.) or add your own custom targets to optimize the experience.
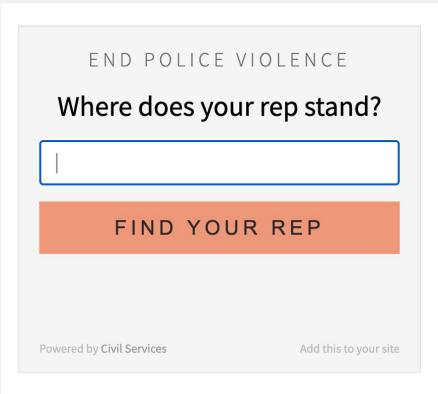
ASK FOR COMMUNITY FUNDING

If you have a large subscriber base and are interested in activating your audience to donate, integrate your CRM to collect one time or recurring donations. Use one-click donate links in emails and mobile messages.
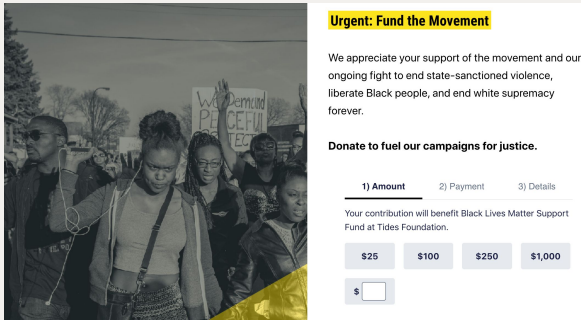
LAUNCH AN SMS CAMPAIGN

Engage supporters with SMS messages and create automated response to create personalized engagement journeys on their mobile devices.

Note: In order to utilize click to call campaigns and SMS messaging, your organization should invest in a CRM (see slide 82). However, there are lo-fi ways to effectively retain contact information via google forms, typeform, or social media.

YOUR GOALS IN ACTION

In an effective content strategy, each goal and its tactics — **Test & Learn, Grow, Interact, Activate** — work together. However, there is no specific order, nor is there a hierarchy.

Choose a starting place for your program based on historical performance, urgency, and capacity — and move around as needed.

TEST & LEARN

ACTIVATE & MOBILIZE

GROW SUPPORT

INTERACT & CONNECT
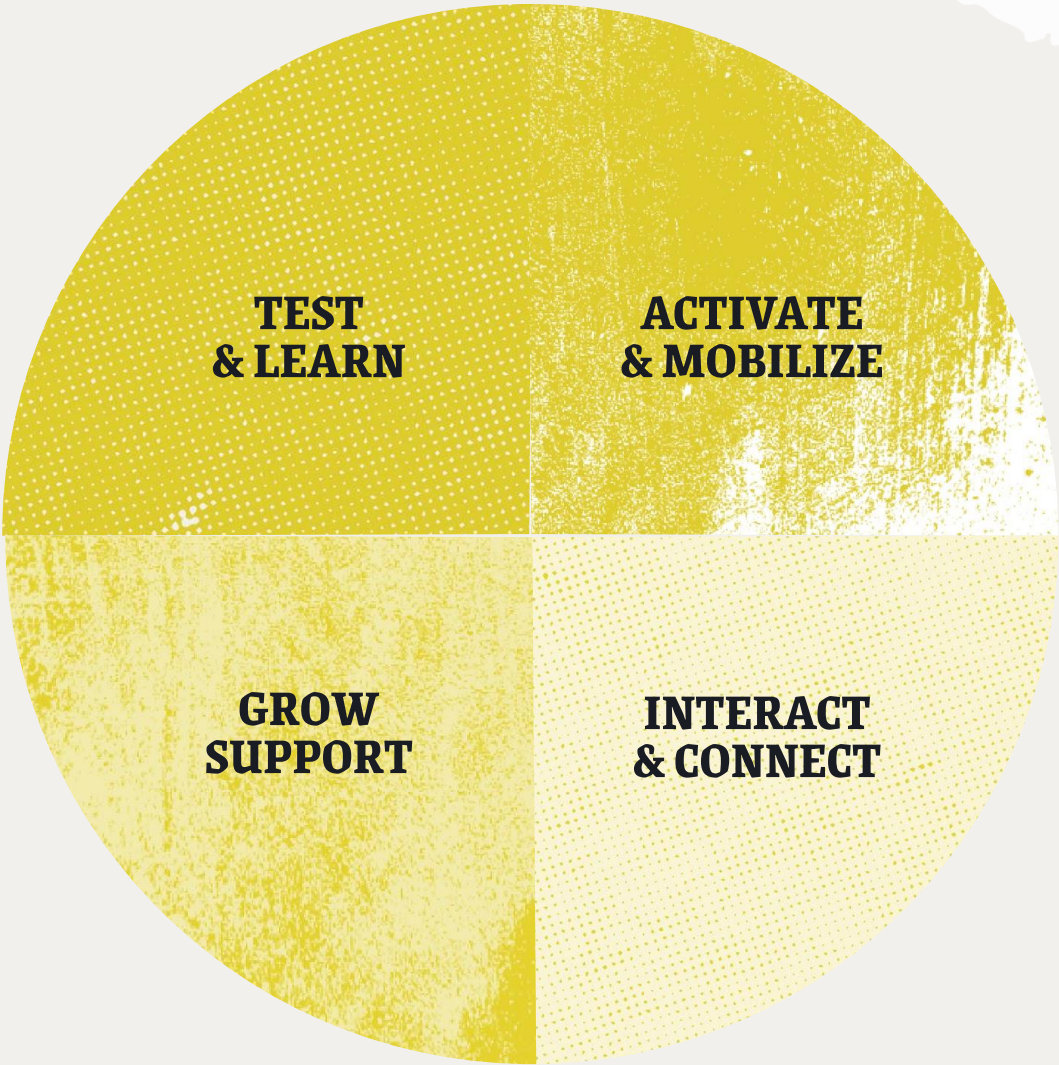
KEY: YOUR ENGAGEMENT GOAL

Tactics To Try & Measure

TEST & LEARN:

Social media polls/quizzes/questions: Responses within Instagram/ Facebook stories or via organic posts

Complete Surveys: Completed survey responses

Virtual focus groups: target audience members participate in a virtual discussion about a particular program, campaign, or experience before it is launched to provide ongoing feedback

GROW SUPPORT

Impression: when a served social media ad and/or post is seen

Reach: the number of people who are served your ad and/or post

Views: when someone sees 3 sec of your video

INTERACT & CONNECT:

Engagement: Number of interactions your ad and/or post receives (likes, shares, comments)

Mention: Number of times your organization's handle or campaign hashtag is tagged in the post/ post copy

ACTIVATE & MOBILIZE

Visit: Number of unique users directed to your website

Sign Petition: Number of petition signatures with contact details

Share Story: Number of testimonials

Register/sign up: Number of sign ons to a program and/or newsletter

Donate: Number of donations, either individual or reoccurring

Attend: Number of attendees for a virtual event, protest, webinar, and/or livestream

Social Media Polls

Attend

Quizzes, & Questions

Donate

Register/Sign Up/Join

Complete Surveys

Share Story

Sign Petition

Virtual Focus Groups

Visit

TEST & LEARN

ACTIVATE & MOBILIZE

GROW SUPPORT

INTERACT & CONNECT

Mention (handle/hashtag)

Impressions

Share

Reach

Comment

Views

Like
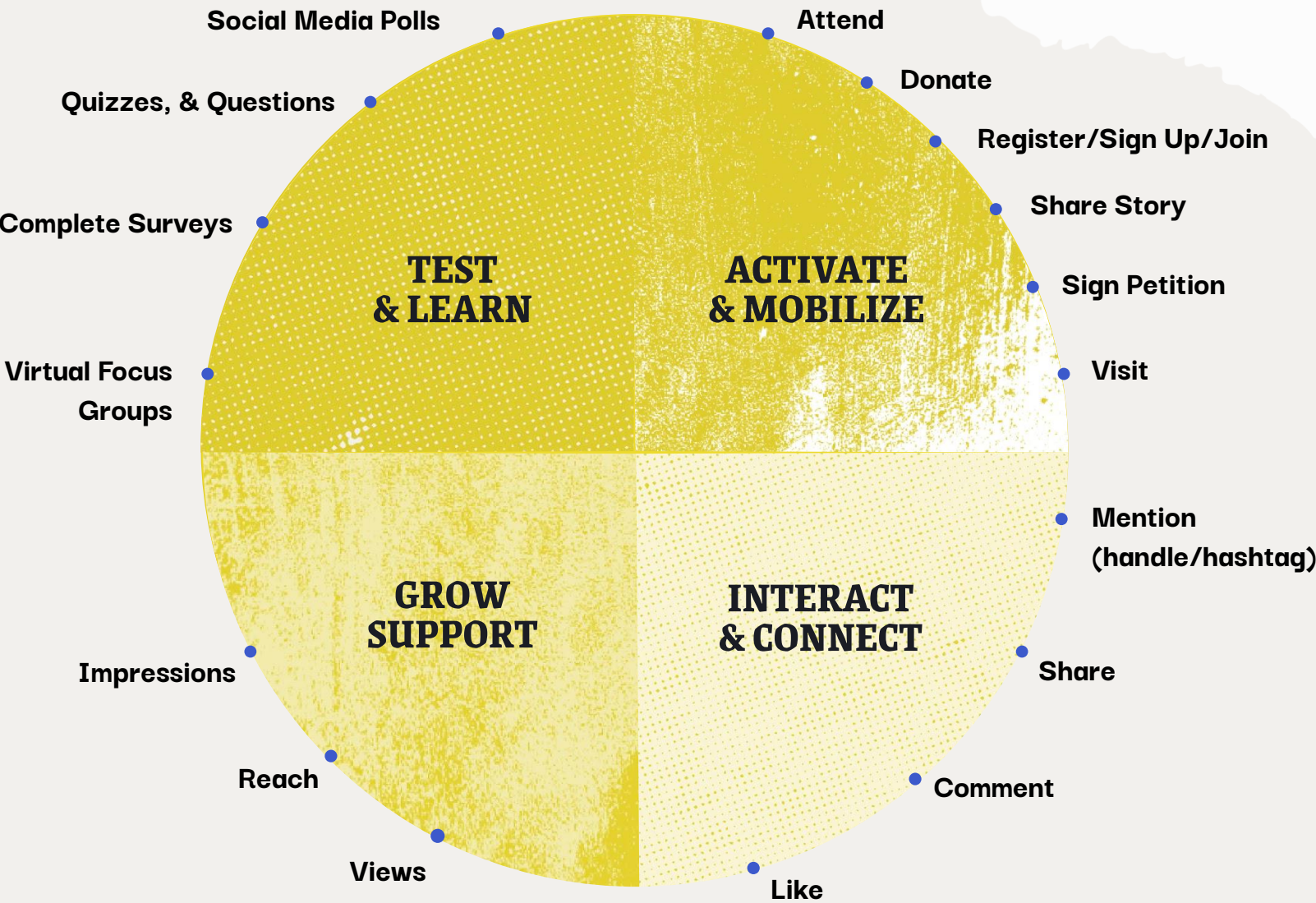
HOW TO TELL YOUR STORY:
TYPES OF STORIES

TEACHING: EXPLAINING THE ISSUE

Purpose: educate, illuminate, nuance, explain history
Example: Slacktivists - a digital learning resource
Best when: you are trying to break down a complex topic and call-in new audiences

TESTIMONY: SHARING EXPERIENCE

Purpose: humanize the issue, seed empathy, build community
Example: Art Hoe Collective - safe space for creatives of color
Best when: you are trying to build community and have access to authentic stories and can compensate for sharing

IMPACT: VALUE PROPOSITION

Purpose: assert your value, illustrate impact, leadership and vision, long-term engagement, provide solutions
Example: Black Visions Collective; Color of Change
Best when: You are trying to fundraise and demonstrate successful solutions and programs

DETERMINE YOUR PAID MEDIA STRATEGY

DO YOU HAVE A MEDIA BUDGET?

YES

LOW– MID – SIZED BUDGET

Facebook Ad Objective:
- Reach/Views
- Brand awareness

Reach and brand awareness campaigns are the cheapest to run and build the most frequency to prime audiences for engagement. Get as many eyes as possible on your content to build awareness and change perceptions.

YES

MID – SIZED BUDGET

Facebook Ad Objective:
- Engagement
- Video views

Engagement campaigns are a great way to acquire likes, comments, and shares. Be sure to run engagement campaigns through the Facebook Ads manager so you can utilize detailed audience targeting, and avoid selecting "Boost Post."

YES

LARGE BUDGET

Facebook Ad Objective:
- Traffic
- Lead generation
- Conversions

Requires engaging in a third party vendor to help drive audiences towards a direct advocacy action. An added benefit of a conversion campaign is the ability to track data and retarget folks that are most likely to take your desired action.

NO

ORGANIC POSTS

Organically engage your current following and reach folks who are mostly interested in the content you share. Your reach is only amplified based on how engaging your content is to your followers. Keep optimizing your organic content strategy using the 4 goals.

AMPLIFYING TO INFLUENCE

Influencer strategy can be extremely time intensive. To make this process easier, purpose has partnered with **Fohr;** so that you can find influencers already engaged in discussions around racial justice

PARTNER WITH VALUES-ALIGNED INFLUENCERS

Emerging trends show that values-aligned influencers are more inclined to partner on causes they care about, rather than receive compensation.
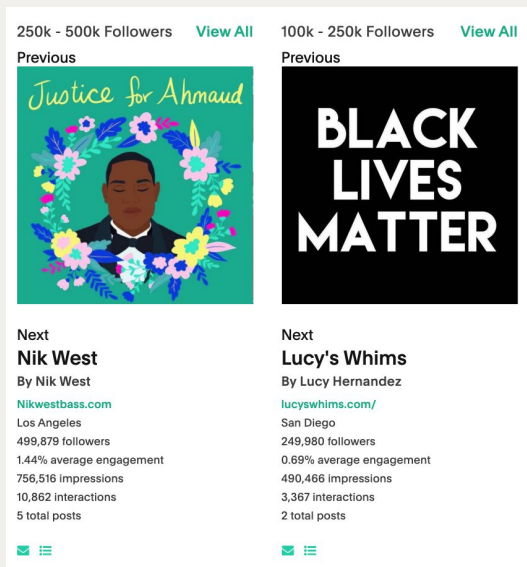
SEARCH KEYWORDS AND SEND MESSAGE EMAILS

Search keywords and hashtags to find influencers engaged in specific conversations (for ex, #DefundThePolice, #BlackQueersMatter). Once you find your group, draft a custom outreach email and reach hundreds to thousands of influencers at once.
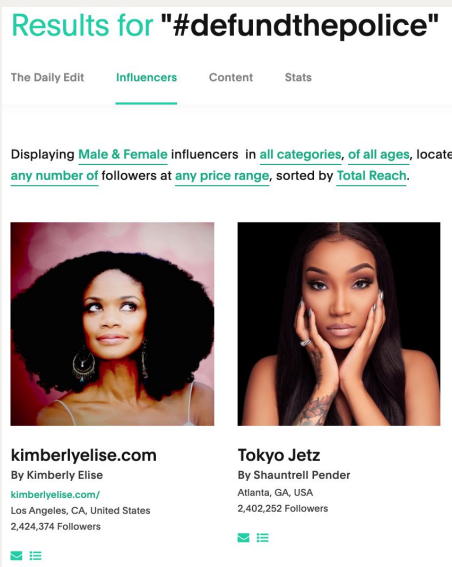
GET VERIFIED ANALYTICS

Fohr's reporting tools show campaign-wide demographics, follower health, and content performance insights that are easy to understand.
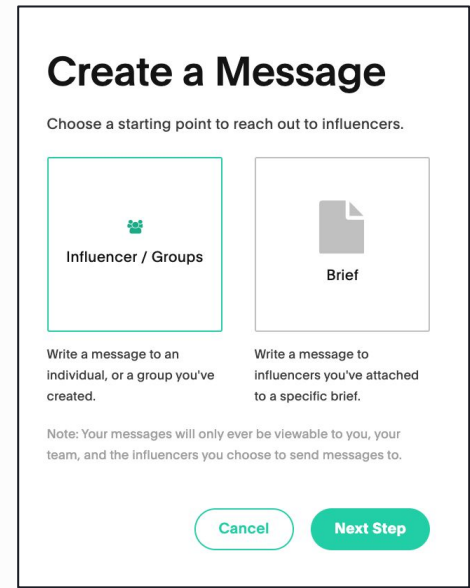
EMAIL PROGRAMS
SETTING MEDIA GOALS ON SOCIAL

Do you have a small email list, or no list at all?

↓

Build

Make sure all your forms include 'email address' as an identifier. Invest in email acquisition through ads and petition sites. If fundraising is a priority and you are exempt from CAN-SPAM, explore direct acquisition and rentals.

↓

What do I track?
Organic Metric: Signup numbers
Paid Metric: CPA (cost per acquisition)

Do you have a small but growing list with which you want to build habits of engagement?

↓

Cultivate

As your list grows, welcome new supporters with a unique welcome series to ensure you move forward with engaged supporters. Cultivate your list with low-effort asks (surveys, sign-ons, etc), not static updates that they consume passively. Build up to higher-bar actions like calls, volunteering, etc.

↓

What do I track?
Open rates, click rates, action rates, unsubscribe rates & spam complaints

Is your list big and engaged enough to help you raise money?

↓

Fundraise

Email fundraising remains the most cost-effective (if not time-effective) method of raising small-dollar donations online. Give your supporters a clear role in your organization and a way to invest in its success.

↓

What do I track?
Donation rates, avg gift amount. keep an eye on unsubscribes and spam complaints

Is your email program doing pretty well, but you think it can be doing better?

↓

Test & Optimize

When you have a sizeable, well-engaged email list, test at least one variable each time you send an email. You can either optimize each send (test with a portion of your list and send the winner to the whole list) or split 50/50 and learn something.

↓

What do I track?
You should evaluate performance according to your CTA, not the variable (ie if your variable is subject line, optimize for action rate, NOT open rate) to ensure you are getting a valuable result

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COMMUNITY MANAGEMENT GUIDELINES

RESPONDING TO COMMENTS

When a user comments on a post or ad with a positive or neutral message, use these tactics to make the user feels heard and provide clarifications and nuance when necessary. Even (respectful) skepticism can warrant an open dialogue.

- A thank you message for support
- Directing users to the website homepage, blogpost, or email sign up page
- Tag a known community member you think it best positioned to weigh-in
- Respond to skepticism directly with stats, research, community testimony, or videos to support your claims with a compassionate, yet evidence-based response.

HIDING COMMENTS & BLOCKING PROFILES

You should consider hiding, reporting, and blocking when you see:

- Use of expletives
- Derogatory and/or racist language
- Misinformation
- Trolling accounts with a history of repeated comments
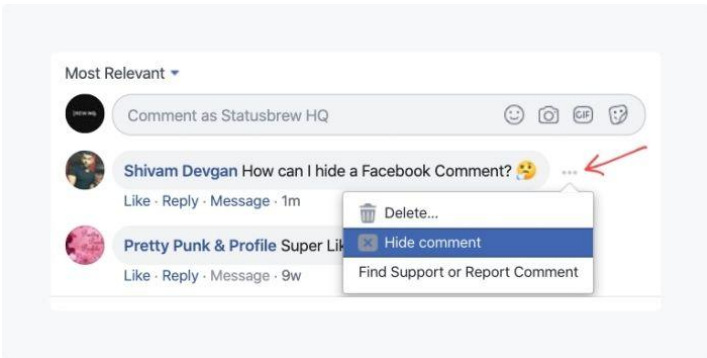
IF YOUR ORGANIZATION RECEIVES A THREAT

If someone makes a threat against you, your organization, the community, or partners, be sure to immediately hit the "Report link" that appears next to the post itself.

If you feel there is immediate danger, consider reporting report this abusive content.

IMPACT MEASUREMENT
HOW DO YOU COMMUNICATE YOUR METRICS EXTERNALLY?

TIE METRICS TO AN IMPACT GOAL

In order to measure success, metrics must track to your impact goal. These metrics should be quantitative and relate directly to the actions in your campaign. Some examples include:

Perception Change: Video views, likes, shares
**Behavior Change:** Focus groups, interviews, surveys, observations
Advocacy Action: Sign ups, volunteers, registrants, donations
Policy Change: Election result, policy amendment

TIE METRICS TO TARGET AUDIENCE

Metrics must be outlined in the context of your target audience. Highlight who your audience is, what their call-to-action was, and how they responded. It's important to frame your data with as many audience insights as possible to optimize messaging and determine their next opportunities to take action.
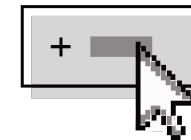
USE CONFIRMING METRICS TO VALIDATE SUCCESS

These numbers tie directly to your desired outcome and give you actionable information. As well as specific numbers, you can also note qualitative information from significant actors who you are trying to motivate. For example, an announcement from a state legislator to reallocate funds into education which cites your work, or an activist publically voicing support for your campaign.

THE ONLY TOOLS YOU REALLY NEED

NO TIME FOR TOOLS?

Use the social media platform you're on. No need to get fancy. You can always find social media metrics within the analytics tab on all social platforms.

NO TIME TO DO A SOCIAL MEDIA DEEP DIVE?

Invest in Keyhole: get in depth optimizations for your social account, analyze and track conversations around hashtags, compare and analyze posts about a popular topic.

NO TIME FOR DAILY POSTING? AUTOMATE

Invest in Hootsuite: Plan, create and schedule social media posts.

NEED HELP WITH DIGITAL ADVOCACY?

Invest in ActionNetwork (Specializes in email, SMS messaging, automation, petitions, letter campaigns, call campaigns, fundraisers, etc.)

SAFETY.
SOLIDARITY.
LONGEVITY.