

PRESENTED BY OVER ZERO

Virtual Conversations:

Communications Strategies for Communities Standing Up to Hate



First and foremost:

Consult with members of targeted communities. Find out the ways in which targeted communities members want to be supported.

Messaging "Do's"

DO

Speak to — and from — a unified "we"

"We walk together.
When one of us is hurting, all of us are hurting."

Communicate your values

"In our community, we value respect and safety for *all* of our members.

And we show it."

Speak to "who we are" not just "who we aren't"

"In our community, we stand up for each other. We respect each other. We care about each other. **This** is what makes us strong."

Make it clear that the majority of the community stands against hate

"While a few loud voices try to sow hate and division in our community, the countless voices standing up for what's right remind us that the overwhelming majority of our community is committed to unity and equity."

Showcase how community members are showing solidarity

"We are proud to live in a community where we show up for each other. May we all look to the example of the First Presbyterian Church who have sent members to maintain a peaceful presence outside of the Korean United Presbyterian Church so their friends and neighbors can worship safely."

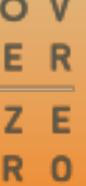
Remind people of their agency and the power of their actions

"We are stronger when we take action together. Every voice, every individual action matters. Through the week, we will be sharing actions everyone can take to build a stronger, safer community for everyone."

Use empowering language, including metaphors that reinforce agency

"We are all in the driver's seat here. Let's use our actions and words in a way that gets us to safe and equitable place as a community."

What to avoid in your messaging



Avoid raising the profile of bad actors; Focus instead on the experiences and needs of the people impacted and how the community is showing up for them

AVOID: "Here is everything we know about the hate group circulating flyers calling for violence against the AAPI community..."

INSTEAD: "As a community, we are united. While a few loud voices try to get their messages of hate and division to circulate in our community, we are proud of all the ways in which we stand in solidarity with our AAPI neighbors, such as..."

Avoid inadvertently
"othering" AAPI
community members
with "us" and "them"
language

AVOID: "We as the town of Johnsonville stand with the AAPI community"

INSTEAD: "The town of Johnsonville stands as one and refuses to accept the targeting of our AAPI friends, neighbors, and family members"

Avoid creating a victim/savior narrative, which can be dehumanizing and reinforce power dynamics

AVOID: "The AAPI community needs our help. We need to support them as they struggle to make their voices heard."

INSTEAD: "We stand in solidarity with our AAPI friends, neighbors, and family members. A threat to any member of our community is a threat to all of us."

Avoid making hate seem like the norm

AVOID: "Hate is everywhere and is overwhelming."

INSTEAD: "While a few loud voices try to convince us that hate is everywhere, we are heartened to see the overwhelming majority stand up and speak out against hate and violence targeted at AAPI communities."

Avoid language and metaphors that can reduce a sense of agency

AVOID: "We are caught in a flood of hate. It is out of control."

INSTEAD: "We all have a hand in building our community. What tools do *you* have to help build a community that is safe and welcoming for everyone?"

Messaging tactics

Mobilize messengers

- Share messages that come from diverse sources in your community.
- Make sure to ask for and get messages from public and elected officials - building commitment and accountability.

Communicate across channels

- Utilize the full range of information sources in your community
- Don't underestimate the power of one on one conversations and "word of mouth".

Show people what you mean in addition to telling them

- Tell stories that show people how they can engage, what you want them to do, and what others are doing.
- Use images, videos, posters, flyers etc. visuals in addition to statements.

Get specific in thinking about different stakeholder communities

- Who am I reaching?
- What do they need to hear?

Questions?

O V E R R O