

How Specific Hard-to-Count Communities are Engaging Digitally

To effectively engage and reach your community, you must meet people where they are – and that includes where they are online. It’s critical to understand where your community is online, so that your digital organizing is as effective and customized as possible.

First, use your own **knowledge**, experience and understanding of your community to determine what online use looks like for your targeted constituencies.

Second, begin to do **research** to build on your experience and assumptions. We know that our lives are increasingly online. Many, many people use the internet, particularly among our hard to count communities – and this usage has grown substantially since the 2010 census. For example, take a look at the following internet usage numbers on Latinx and Black communities in 2010 and 2019.

	Latinx Communities	Black Communities
Internet Use <i>(% of US adults who use the internet)</i>	2019: 86% 2010: 68%	2019: 85% 2010: 68%
Social Media <i>(% of US adults who use at least one social media site)</i>	2019: 70% 2010: 41%	2019: 69% 2010: 40%
Broadband <i>(% of US adults who have broadband in the home)</i>	2019: 61% 2010: 49%	2019: 66% 2010: 51%

Source: [Pew Research Center US Adults Online Fact Sheets](#)



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