

How the Diaspora Community (Migrants, Immigrants, Refugees and Households of Mixed Documented Status) is Engaging Digitally

Motivating participation amongst diaspora communities, requires an understanding of the emotional barriers that may limit their engagement online. These emotional barriers include, but are not limited to the following:

- *Fear* -- The current political climate and threats of deportation of undocumented people hinder participation. Additionally, households that include undocumented persons may decline entirely from participation in order to minimize risk of deportation of loved ones, particularly in high concentration areas like Houston (where 37% of the population estimated to be undocumented).
- *Instability* -- People who are transient, migrate for work, or have unstable shelter and may be homeless.
- *Confusion* -- Parents and guardians may not know or be confused about whether to count their kids, particularly in families affected by divorce or living in non-nuclear family living situations.
- *Safety* -- Cybersecurity and threats to online data breaches have reduced trust in state and local governments, increasing the importance of local community organizations, faith-based institutions and other trusted messengers.

Additionally, we cannot ignore how access to technology and broadband internet access may impact participation. Working with community centers and local public libraries, as the [Mayor's Office of New York announced](#), offers an example of how CBOs might bridge the digital divide by utilizing existing central community facilities to mobilize volunteers and provide technical assistance.

Digital Strategy Recommendations

NextDayBetter has demonstrated the value of empathetic storytelling narratives to help overcome the emotional barriers of participation. We encourage the use of video to increase trust amongst diaspora communities that reflect the community and use culturally relevant cues and language. Find ways to place the medium on trusted distribution channels, and rely on word-of-mouth and viral transmission of stories from friends and family to increase the probability of online engagement.

Case Study: #AskPharma Campaign Video w/ Doctors Without Borders engaged the Filipino diaspora by educating them and giving them specific actions they could take easily. The campaign's feature video garnered [54k video views on Facebook](#) and fueled over 400k email petitions, distributed by over 110 Filipino Community Based Organizations. The story and the actions together harnessed the collective power of the diaspora network and ultimately got the attention of pharmaceutical companies to drop the price of pneumonia vaccinations.

Here are some considerations for Video & Digital Storytelling online:

1. Get their attention. How?

- Culturally relevant partners and CBOs
- Feature trusted messengers
- Message that is for them : by them

2. Get them excited. How?

- Reflect their voice : make it relatable
- Use local language : dialects
- Tell a story, don't preach statistics

3. Get them involved. How?

- Translate and make resources easy to find by strategically placing them in community forums, trusted groups and community institutions
- Use community events to connect them to something they need
- Use specific CTA opportunities that are low-lift to engagement

Call-to-Action (CTA) Opportunities

Low: Share on social media

Medium: Volunteer for an org, or apply to be an enumerator

High: Get trained and help educate kids/elders; host a house party; lead an info session at your local community center or church

Learn more about NextDayBetter at www.nextdaybetter.com.



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