

**RACE  
COUNTS 2.0  
SOCIAL  
MEDIA  
TOOLKIT +  
GUIDE**

# RACE COUNTS 2.0 SOCIAL MEDIA TOOLKIT + GUIDE

## Table of Content

Important information and hashtags to consider.....1  
Posts and Graphics.....2-3  
Social Media Guide.....4  
Appendix.....5-8

### Tag Catalyst California on Social Media!

- Twitter/X: @CatalystCali
- Facebook/LinkedIn/Instagram/Threads: @CatalystCalifornia

### Hashtags to consider:

• #RACECOUNTS	• #DATADRIVEN
• #EQUITYMATTERS	• #EQUITYNOW
• #RACIALJUSTICE	• #COMMUNITYDATA
• #DATAJUSTICE	• #SOCIALJUSTICE

### DOWNLOAD IMAGES HERE

Bitly link: [bit.ly/RACECOUNTS2](https://bit.ly/RACECOUNTS2)

# RACE COUNTS 2.0 SOCIAL MEDIA TOOLKIT + GUIDE

## Posts and Graphics

### Twitter/Threads:

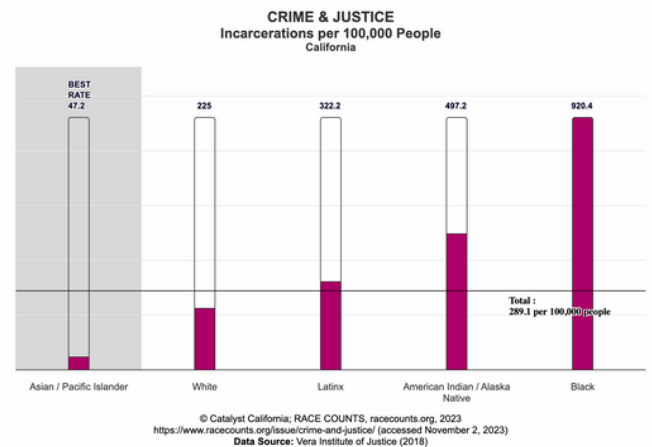
#### Post 1

- #DYK Mono County, Plumas County, and Marin County are the top three most racially disparate counties in California? Learn more – read our critical new #RACECOUNTS report >> [bit.ly/RACECOUNTS2](https://bit.ly/RACECOUNTS2)



#### Post 2

- #RACECOUNTS 2.0 reveals alarming disparities in CA's criminal legal system. #DYK Black Californians are incarcerated 3X more than other groups? We must implement meaningful reform. Learn what actionable policies can make that a reality – read our report >> [bit.ly/RACECOUNTS2](https://bit.ly/RACECOUNTS2)



#### Post 3

- #RACECOUNTS reveals the harsh reality of economic disparities in CA. Latinx, AIAN, & Black workers are least likely to be paid a living & were among the communities most impacted by the pandemic. Learn how we can create a fairer economic landscape for all [bit.ly/RACECOUNTS2](https://bit.ly/RACECOUNTS2)



# RACE COUNTS 2.0 SOCIAL MEDIA TOOLKIT + GUIDE

## Posts and Graphics

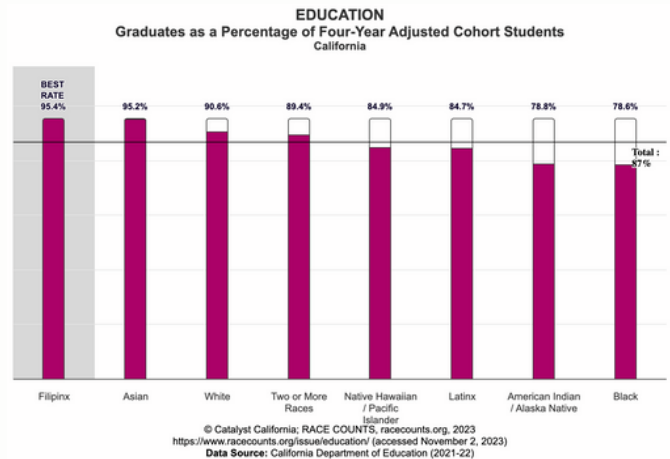
### Post 4

- #DYK All San Joaquin Valley counties have lower-than-average overall outcomes in housing and education – the only region in CA where that is the case. It's time for a change! Learn more today >> [bit.ly/RACECOUNTS2](https://bit.ly/RACECOUNTS2)



### Post 5

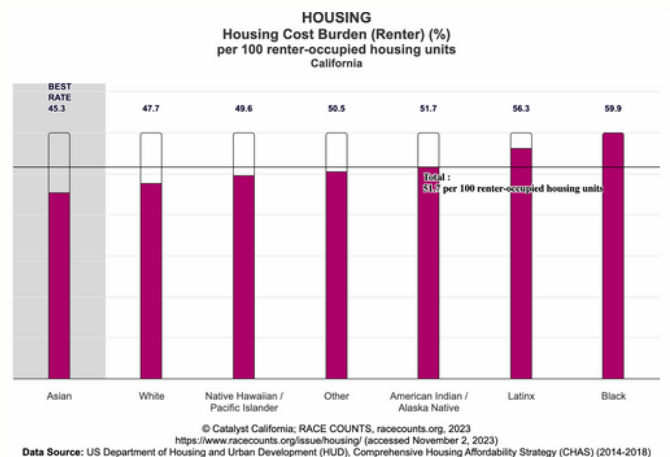
- #DYK that statewide, our school systems are less likely to graduate Black, American Indian/Alaskan Native, Latinx, and Native Hawaiian / Pacific Islander students than the average CA student. Read our report to learn more >> [bit.ly/RACECOUNTS2](https://bit.ly/RACECOUNTS2)



## Instagram/Facebook/LinkedIn:

### Post 6

- Housing should be a right, not a privilege. In California, many communities of color are struggling to make ends meet and are caught in a low-wage, high-rent trap. More than 50% of renters statewide pay 30% or more of what little money they make on housing – significantly hindering their ability to build wealth and be prosperous. Learn more – read our report >> [bit.ly/RACECOUNTS2](https://bit.ly/RACECOUNTS2)



# RACE COUNTS 2.0 SOCIAL MEDIA TOOLKIT + GUIDE

## Social Media Guide

Social Media can be a powerful tool for raising awareness about disparities and motivating action to achieve racial equity. This guide is designed to help you integrate RACE COUNTS data into your social media and digital advocacy efforts.

One way to integrate RACE COUNTS data into your social media and digital advocacy is to include RACE COUNTS charts in your posts. To do this you must first download an image of a RACE COUNTS chart. When on one of the RACE COUNTS Place, Issue, or Race pages scroll to the bar chart (for the place and issue pages) or barbell chart (for the race pages) that you would like to share. At the top right corner of those charts, you can click the icon with three horizontal lines to download the chart. You have the option of downloading the chart as either a jpeg image, png image, svg vector image, or pdf document. Once you have the chart downloaded you can integrate it into a social media post.

Another way to integrate RACE COUNTS data into your social media and digital advocacy is to highlight RACE COUNTS' key findings. You can find sample social media graphics, copy, and hash tags that you can use to help build out your social media and digital advocacy below. We have also included tips and best practices for launching a social media campaign in an Appendix.

# RACE COUNTS 2.0 SOCIAL MEDIA TOOLKIT + GUIDE

## Appendix

### Tips and best practices for launching a social media campaign

To launch a social media campaign you will want to follow these steps:

1. Define your campaign's goal
2. Identify your campaign's audience
3. Create engaging content
4. Develop a schedule for posting
5. Monitor posts and analyze results

### Define your campaign's goal

Before launching your social media campaign, the first thing that you will want to do is define what your goal is for the campaign. To help define your campaign's goal, it may be helpful to ask yourself these prompt questions:

- What am I trying to accomplish with this social media campaign?
- How would I define success for the social media campaign?
- What do I want people to think/feel/do as a result of seeing the social media campaign?

Two possible goals for a RACE COUNTS oriented systems change social media campaign are to raise awareness about racial disparities in a community and/or serve as a call to action for the campaign's audience.

### Identify your audience

Once you have defined your campaign's goal, it's time to identify your campaign's audience. Your campaign's audience should be informed by your campaign's goal. For example, if your campaign goal is to advocate for policy change to address a racial disparity in a

## **RACE COUNTS 2.0 SOCIAL MEDIA TOOLKIT + GUIDE**

particular issue area or indicator, your audience should include the decisionmakers who have influence over that policy. Potential groups that you may consider including as part of your campaign’s audience include:

- Elected officials;
- Policymakers;
- Racial justice organizations;
- Local journalists and new organizations;
- Philanthropic organizations (e.g., foundations).

Avoid the temptation to have an overly general audience (e.g., “everyone”). To the extent possible, try to be as specific and concrete about your audience. Narrow your audience by thinking about whether your campaign is about a specific place (i.e., a specific county or city) and/or specific issue (i.e., education) or indicator (i.e., health insurance).

Now that you have identified your audience, do some research to better know them. For example, research what social media channels your audience actively uses. Of course, you can also just decide to launch your social media campaign on whatever channels you are most comfortable with. If possible, you should follow key members of your target audience – for example, elected officials, local journalists, local social justice organizations.

### **Create engaging content**

This is the step where you develop your social media posts. It is also the step where you can directly integrate RACE COUNTS data. Below are some tips and best practices for creating engaging content for your social media campaign.



## **RACE COUNTS 2.0 SOCIAL MEDIA TOOLKIT + GUIDE**

- Keep it short: Posts should be concise and have a clear call to action (e.g., visit [racecounts.org](https://racecounts.org), sign a petition, contact an elected official).
- Be visual: Posts with images tend to get more engagement. While images are good for posts, video is even better.
- Highlight racial disparity data: Include data to emphasize the racial disparity you are trying to eliminate.
- Tell stories: In addition to using racial disparity data, you should also include stories from those who are directly impacted by the disparity.
- Use hashtags: Use hashtags that are associated with the disparity or community your campaign is focused on. This can help bring awareness to your campaign.
- Tag target audience members: Tagging target audience members – like specific elected officials, local journalists, or community-based organizations – can increase the likelihood that they see your posts.
- Amplify posts from other advocates and organizations: In addition to including original content, your social media campaign should also boost the content of other advocates and community-based organizations advocating for racial equity and social change.

### **Develop a schedule for posting**

For a social media campaign, it is important to have multiple posts that are put up on a regular and consistent basis. To help with this, you should develop a schedule or calendar for when you will make your posts. The schedule can specify which days and at what times you will make your posts. Some social media platforms allow you to schedule a post to be released within the platform.

### **Monitor posts & analyze results**

Once your posts have been put up, you should monitor their performance and engagement. Hopefully, people will respond to your posts and then you can reply, which can help to start a conversation



## RACE COUNTS 2.0 SOCIAL MEDIA TOOLKIT + GUIDE

around the issue that you are trying to uplift. If you tag your target audience members, you may even get a response from them!

You should also analyze the results of your individual posts and the social media campaign, overall. When analyzing the performance of your posts and campaign here are some questions that you may want to consider:

- How much and what type of engagement did your posts receive?
  - For example, how many people saw your posts? How many people replied to or reposted your posts?
- What posts did particularly well and what are the characteristics of those posts?
  - For example, did posts that were put up on certain days or at certain times get more engagement?
- To what extent did people complete the call to action that you included in your campaign?
  - For example, did people share the post? Did they sign the petition?

Analyzing your social media campaign results will help you get a sense of what was most effective and engaging. These lessons can be applied to make your next social media campaign, or the next phase of your original campaign, more powerful and impactful.

### Social media and digital campaign resources

- [How to Start and Run a Digital Campaign by Color of Change](#)
- [Using Social Media for Digital Advocacy by Community Tool Box](#) from the Center for Community Health and Development at the University of Kansas