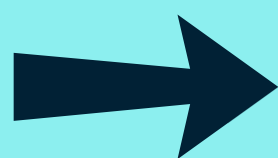




CREATING DIGITAL CONTENT THAT STICKS WITH COMMUNITIES

Tips for Civil Society Organizations Connecting with Latinos

RESEARCH FINDINGS

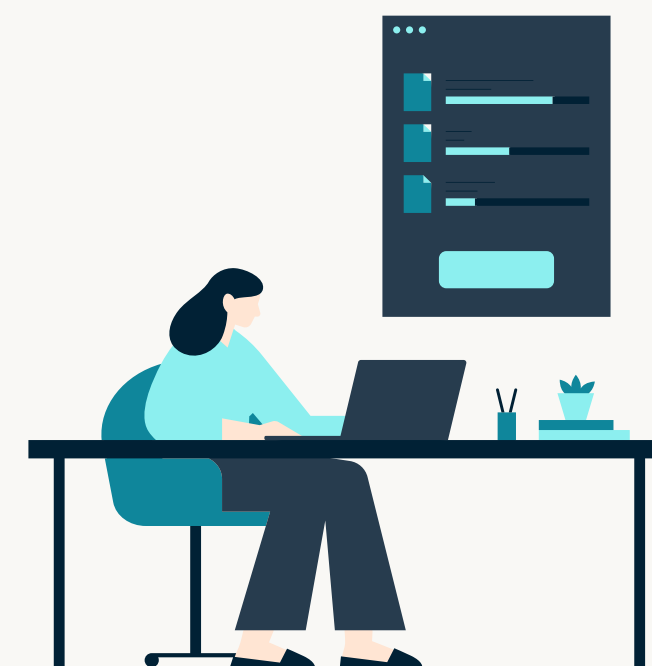


KEY CONSIDERATIONS

1. ATTENTION & PLATFORMS

- Participants want to engage with topics that are **relevant to their daily lives**.
- **Instagram and TikTok** are where many people come across information first while scrolling.
- When actively seeking information, people often start on social media, then turn to **Google, YouTube, or ChatGPT for verification or context**.

- Invest in or harness public opinion research and social listening to know which topics are most relevant to your audience.
- Invest in producing content in both English and Spanish.
- Assure your leadership has Instagram and TikTok accounts that are active and updated.
- Optimize your website and content so Google, YouTube, and AI tools can easily find it.



2. CONTENT PREFERENCES

- Latinos we spoke with valued **fun, light-hearted, and informative content** that is also **positive, and community-centered**.
- Content seen as “relevant” and “interesting” tied to **personal interests, hobbies, or culture**.
- People often stop scrolling for content featuring **friends, celebrities, or influencers** they recognize.
- People value **clean, straightforward, well-produced** content with human-centric visuals.

- Create content that feels positive.
- Create informative content that helps people improve and/or learn something new. Make your call to action clear.
- Assure your audience can clearly see how the information you offer connects to them.
- Integrate your audience’s cultural interests, such as sports, fitness, self-improvement, music, family, health, food, local news, immigration, or home country content, into your content.
- Reference familiar or recognizable faces as the subjects in the content you offer.
- Create short, straightforward videos, reels, or other quick, easy-to-consume visuals.
- Produce high-quality videos or graphics with good sound and clear resolution.
- Invest in good presentation, lighting, sound, framing.
- Pair clear headlines with attractive, relevant images to catch attention.

AI-GENERATED CONTENT

- **AI content can feel ‘annoying’ and untrustworthy during passive scrolling**, but many trust it for reliable, even unbiased, information when actively searching.
- Most participants agree **AI-generated content should be labeled**.

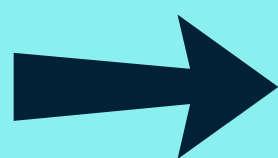
- Prioritize using real visuals and human voices over AI-generated visuals or voices in your posts.
- Clearly label AI-generated content so audiences know it is created or assisted by AI.
- Have a policy for disclosing when AI tools are used in reporting or content production.



CREATING DIGITAL CONTENT THAT STICKS WITH COMMUNITIES

Tips for Civil Society Organizations Connecting with Latinos

RESEARCH FINDINGS



KEY CONSIDERATIONS

3. TRUST & CREDIBILITY

- Most Latinos we spoke with don't fully trust any individual or organizational social media account due to perceived bias, corruption, or self-interest.
- Sources are more trusted when they **show evidence to back up claims**.
- **YouTube** is often seen as a trustworthy platform.
- Latinos rely on cues like **verification badges, popularity, intent to inform, comments, opt-ins, and past accuracy** to judge trustworthiness.
- **First-hand perspectives and contrasting views** make content more persuasive and can shift opinions.



- Encourage your audience to verify information across multiple sources.
- Be transparent about biases.
- Show evidence or sources to back up your claims (images, videos, articles on green screen).
- Show you are present at events to build trust with your audience.
- Use platforms like YouTube for deeper dives or explanations.
- Have a verified account or badge on the platforms where you publish.
- Assure your account shows regular activity and visible engagement.
- Actively respond to comments on social media accounts.
- Create or participate in private or opt-in spaces (like Facebook or WhatsApp groups) where your audience may at times feel safer to engage.
- Publicly correct mistakes.
- Include first-hand perspectives, such as direct interviews, on-the-ground footage, or lived experiences.

4. MESSENGER

- Many Latinos prefer **engaging with individual** rather than organizational accounts during passive scrolling.
- Many value **authenticity, proximity, and approachability** in individual accounts.
- Many Latinos felt represented by messengers with **cultural ties, support for key issues**, and relatable communication styles (straightforward, to the point).

- Combine the organizational account with individual accounts (for example staff, volunteers, community leaders).
- Have individual profiles that show the human side of your team, and that complement the organization's content.
- Speak directly and simply.
- Talk to people (not at them).
- Allow staff in the field to take over your social channels to ensure proximity to your audience (local reporting, community events).
- Offer opportunities for your leadership to respond to comments and messages promptly and personally.



DEALING WITH ONLINE HARMS

Tips for Civil Society Organizations Connecting with Latinos

RESEARCH FINDINGS → KEY CONSIDERATIONS

1. THREATS TO DEMOCRACY

- Latinos raised misinformation, disinformation, bullying, extremism, etc.
- Political misuse of power, like self-interest, overreach, polarization also noted.
- Racism, freedom of speech.

2. FEAR OF SPEAKING OUT

- Many Latinos we spoke with avoid expressing opinions online due to fear of hate, backlash, or confrontation.

3. POLARIZATION

- Politics, elections, and immigration are perceived as some of the most polarizing topics.

4. DRIVERS OF DISINFORMATION

- Many people see likes, money, virality, political actors, and racism toward Latinos as key drivers of disinformation.

5. FACT-CHECKING BEHAVIOR

- Most people share fact-checks privately with friends or family and rarely post them publicly.

6. COMMON TOPIC OF DISINFORMATION

- Immigration disinformation (raids, restrictions, enforcement) and scams were most commonly cited.

- Share information from credible sources or partners your community trusts (e.g., news outlets, research centers, or official public agencies).
- Collaborate with local leaders, community groups, or trusted messengers to amplify accurate information.
- Help your community recognize misinformation and disinformation, for example, by providing tips, resources, or linking to trusted fact-checkers.

- Have a plan for handling hate, backlash, or confrontation online.
- Moderate your comments to keep discussions safe and constructive.
- Provide ways for your audience to engage or ask questions safely.
- Work actively to protect the privacy and safety of people who share information with you.

- Present information in a balanced way, including multiple perspectives and avoiding inflammatory framing.
- Maintain a respectful and clear tone, even when addressing controversial issues.
- Train your staff or volunteers to spot and respond appropriately to harmful narratives or coordinated campaigns targeting your community.



- Actively avoid stereotypes or racist framing of Latinos and other groups.

- Make your information easy to share privately.
- Offer private channels where people can receive and pass along verified information.
- Provide simple captions or explanations people can copy and paste when sharing accurate information with friends or family.
- Collaborate with trusted messengers or community leaders to circulate fact-checks or reliable updates.

