Know (and love) your audience:

Building Buy-In for Immigration

Louisa Taylor | November 1, 2019 | Pathways to Prosperity
REFUGEE 613
RÉFUGIÉ 613
OUR VISION

EVERYONE THRIVES IN A WELCOMING WORLD.
Refugee 613 is an agile and innovative communications hub that informs, connects and inspires people to welcome refugees and build strong communities.
CONVENE
INFORM
TRAIN
PROMOTE
AMPLIFY
CONNECT
INFORM
SUPPORT FOR PRIVATE SPONSORS

- Training in partnership with subject experts
- Inquiries, referrals, one-on-one problem solving
- Newsletters and other information resources
Community information

• Inquiries and Referrals
• Advising and Connecting Business, Government, Volunteers, Service Providers
• Media opportunities
INSPIRING EVENTS

• Human Libraries
• Storytelling
• Networking for sector & community
WHAT KEEPS YOU UP AT NIGHT?
Keep Canada Canadian
No U.N.
No Migration
No One World
Order
Stand UP!
10 MYTHS ABOUT IMMIGRATION

What many believe about immigrants and refugees is wrong

1. Immigrants steal jobs from Canadian-born residents
2. Newcomers are a drain on society
MYTH

THE EU IS FACING A MIGRANT INVASION BECAUSE OF ITS GENEROUS ADMISSION AND RECEPTION POLICIES
Reframing Migration Narratives Toolkit

A set of resources for progressive campaigners working to put diversity and inclusion back on the public/policy agenda and counter populist narratives.

www.narrativechange.org
DON’T THINK OF AN ELEPHANT.
JOURNALISM IS NOT A CRIME
NO HUMAN IS ILLEGAL
Many people are misinformed and don’t know what the facts show.

This person thinks that I’m stupid. I understand what he’s saying – I just don’t agree with it.
Migration is good for the economy.

Migration may be good for *your* economy. The economy’s not working so well for me.
Unfortunately there’s a lot of prejudice underpinning this debate. He thinks I’m racist. Or being duped by someone who’s racist.
‘The definition of insanity is doing the same thing over and over again and expecting different results.’
‘Martin Luther King Jr did not say ‘I have a complaint. He said ‘I have a dream.’”

Anat Shenker Osorio
Cognitive linguist & Messaging Expert
‘We must be for something desirable rather than merely against something deplorable.’

Anat Shenker Osorio
Cognitive linguist & Messaging Expert
You can’t communicate without an audience.
Know (and love) your audience

• Who is your audience?
• What do you want them to think?
• What do you want them to do?
• What channel will reach them best?
Reframe your message to reach your audience:

- listen to understand
- find common values
- describe a positive alternative
- give them an open door
‘Movable middle’

Majority of Canadians don’t hold strong views on immigration

• Empower your base
• Engage the middle
• Define and marginalize the strong opponents

ICPA Narrative Project
Tareq Hadhad

Entrepreneur, Storyteller, Former refugee

Welcome, entrepreneurship, love, community, chocolate.
Where the audiences used to be:

• TV news
• Op Eds
• TV or online commercials

Where the audiences are now:

• Facebook, Instagram, Snapchat, Twitter
• Community events
• One-on-one engagement
Channels you can use:

• Digital ad buys and organic content on Facebook, Instagram, Snapchat, Twitter
• Community events
• One-on-one engagement
• Local storytelling
Kindness of Strangers

- Ted-type talks
- Targeting the middle & base
- Compassion, kindness, welcome
Whenever you communicate, ask yourself:

- Are you talking about what you are FOR, or what are you are AGAINST?
- Are you campaigning for a SOLUTION, or against a PROBLEM?
- Are you warning about THREATS, or highlighting an OPPORTUNITY?
- Are you telling people they need to be angry and afraid, or that there is a reason for hope and determination?
- Are you telling people what to think, or telling them how you came to your conclusion so that they can make the same journey?
- Are you talking about victims, or everyday heroes?

— Thomas Coombes, Hope-Based Communications
louisa@refugee613.ca
‘Instead of mobilizing shame, we need to mobilize hope.’

Thomas Coombes
Amnesty International
Head of Brand & Deputy Director, Communications

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Please put P2P – Messaging in the subject line