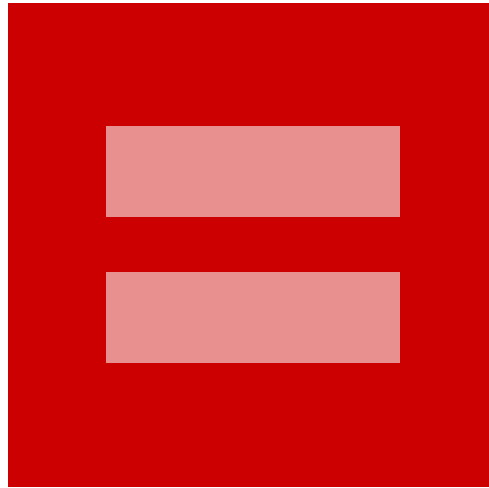


Blogs That Break Through: Strategies to Amplify Your Trusted Content



HUMAN RIGHTS CAMPAIGN

Maureen McCarty
Associate Director of Digital Media

@HRC @Maureen_McCarty #PRnews



The HRC Story



As the largest civil rights organization working to achieve equality for lesbian, gay, bisexual and transgender Americans, the Human Rights Campaign represents a force of more than 1.5 million members and supporters nationwide — all committed to making HRC's vision a reality.



The HRC Story

- Adoption
- Coming Out
- Health & Aging
- Global Engagement
- Parenting
- State Advocacy
- Workplace
- Allies
- Federal Advocacy
- HIV/AIDS
- Marriage
- Religion & Faith
- Transgender
- Youth and Campus



**HUMAN
RIGHTS
CAMPAIGN.**

Working for Lesbian, Gay,
Bisexual and Transgender Equal Rights

Become a Member ▶

✓ Like 1.8m

Follow @hrc

415K followers

+1 41k

Email Address

Zip Code

GET UPDATES

THE HRC STORY

BLOG

TOPICS

RESOURCES

LOCAL

SUPPORT HRC

SHOP

MARRIAGE

DONATE



Americans for Marriage Equality

Grammy Award-winning singer
and songwriter Colbie Caillat
announces support for marriage
equality

WATCH VIDEO

**MARRIAGE EQUALITY BEFORE
SIXTH CIRCUIT COURT**

Marriage in the Courts ▶

**CONGRATULATIONS
HOUSTON!**

HERO Not Headed to Ballot ▶

*Chefs
for
Equality* =

Chefs for Equality ▶




Find Your Advocate



**THIS IS WHAT
MARRIAGE EQUALITY
LOOKS LIKE.**

 HUMAN RIGHTS CAMPAIGN


How can love & commitment be a threat to anything? Congratulations, Washington & Maryland! www.hrc.org/marriage-center



**I CANNOT
IN ALL GOOD
CONSCIENCE
STAY THERE,
NOR CAN
VOGUE'S
EDITORS.**

Anna has spoken.

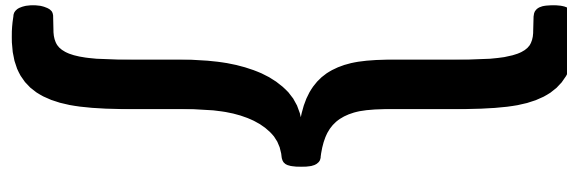
The Sultan of Brunei's Dorchester Collection of hotels are **OUT** this season.


HUMAN RIGHTS CAMPAIGN
WWW.HRC.ORG

@HRC @Maureen_McCarty #PRnews



Find Your Audience



HUMAN
RIGHTS
CAMPAIGN.



Find the Goal Line

Rapid Response

In-Depth Analysis



The Washington Post

HOLLINGSWORTH V. PERRY

By Robert Barnes | December 7, 2012

CHALLENGE TO Supreme Court to hear
same-sex marriage cases
CALIFORNIA'S PROP 8
BAN ON MARRIAGE.

The New York Times

UNITED STATES V. WINDSOR

By Adam Liptak | December 7, 2012

CASE CHALLENGING THE
FEDERAL GOVERNMENT'S
REFUSAL TO RECOGNIZE
THE MARRIAGES OF GAY
AND LESBIAN COUPLES
BECAUSE OF THE **DEFENSE**
OF MARRIAGE ACT.

[2019]

**NOVEMBER
MARKED A**

POINT



@HRC @Maureen_McCarty #PRnews

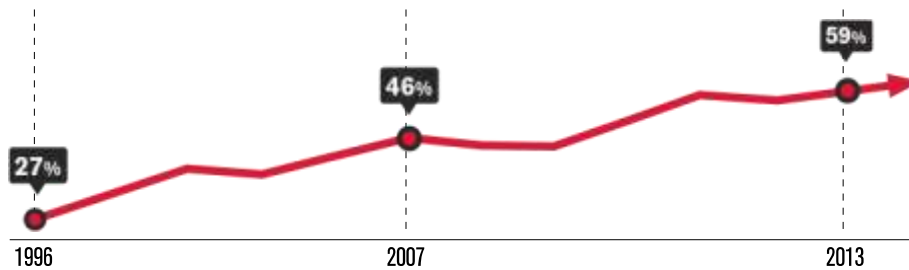
AMERICA IS READY...

Nearly 9 in 10 Americans say they know a gay family member or loved one.

Source: ABC News/Washington Post poll, May 2012



Percentage of Americans who think same-sex couples should be recognized by the law as valid, with the same rights as traditional marriage. Source: Gallup, December 2012



MAJOR CORPORATIONS BACKING MARRIAGE EQUALITY INCLUDE



COMMUNICATIONS WAR ROOM

EVENTS IN FRONT OF THE SUPREME COURT

EARNED MEDIA



PAID MEDIA



@HRC @Maureen_McCarty #PRnews

A COMPREHENSIVE WORKPLAN IN PLACE

HRC Blog 

Search the HRC Blog

GO

Polls: Growing Momentum for Marriage Equality
in Michigan, Virginia and Arizona

May 16, 2013 by *Eric Cameron*

Newly released polls in all

CATEGORIES

Adoption Coming Out
Federal Advocacy Hate Crimes
Health & Aging Immigration



Light the Way to Justice



STAND UP FOR MARRIAGE EQUALITY ON 3/26

HERE ARE SOME THINGS YOU CAN DO:

-  WEAR RED TO SHOW YOUR SUPPORT FOR MARRIAGE EQUALITY.
-  SPREAD THE WORD WITH THE HASHTAG #UNITEDFORMARRIAGE.
-  ORGANIZE A LOCAL EVENT USING THE UNITED FOR MARRIAGE TOOLKIT.
-  FOLLOW UNITED FOR MARRIAGE ON FACEBOOK (MARCH4MARRIAGE) AND TWITTER (@MARCH4M).

WWW.HRC.ORG/STANDFORMARRIAGE | #UNITEDFORMARRIAGE



1 DAY

United for Marriage
Light the Way to Justice

WWW.HRC.ORG/STANDFORMARRIAGE

@HRC @Maureen_McCarty #PRnews

A COMPREHENSIVE WORKPLAN IN PLACE



2:00 PM

MONDAY
MARCH 25, 2013

...



@HRC @Maureen_McCarty #PRnews

6:00 PM

MONDAY
MARCH 25, 2013

...



@HRC @Maureen_McCarty #PRnews

TUESDAY

MARCH 26, 2013

...

Andrew Cuomo
92,788 likes



Beyoncé
87,170 people like this
14,289 shares

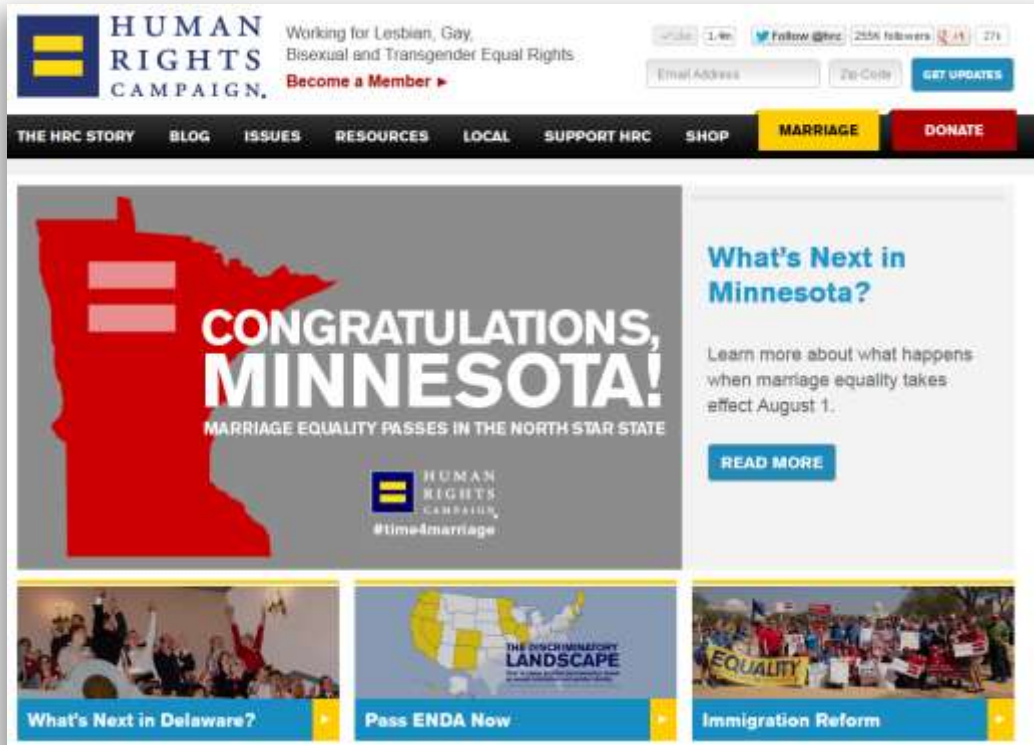
Alicia Keys
12,941,721 likes

Jerry Brown
137k likes

Tammy Baldwin
Wisconsin Democrats

@HRC @Maureen_McCarty #PRnews

IMPACT HRC.ORG



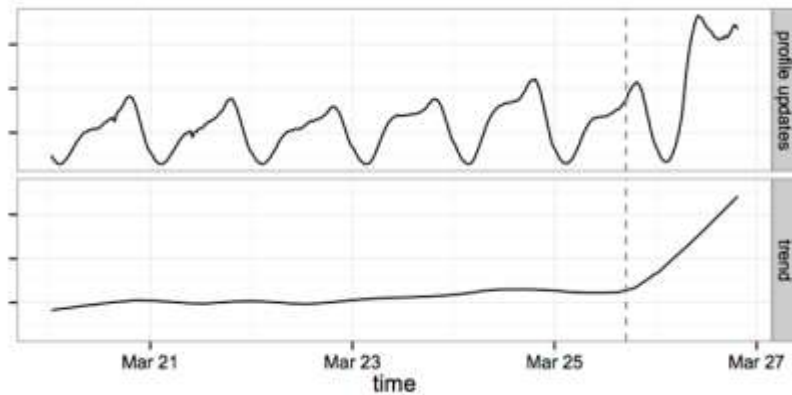
**600% INCREASE
IN WEB TRAFFIC**



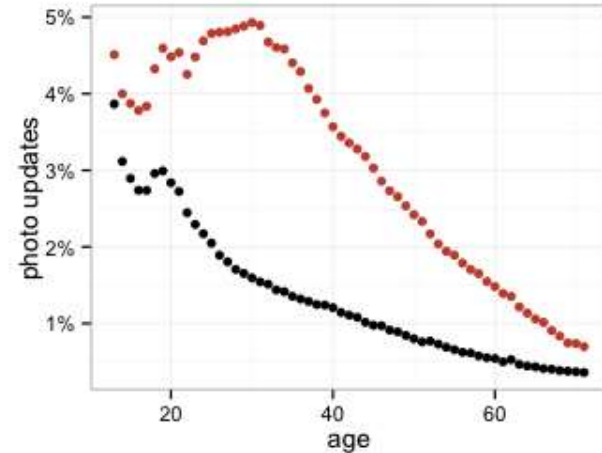
**700,000
UNIQUE VISITORS
IN 12 HOURS**

@HRC @Maureen_McCarty #PRnews

IMPACT facebook.



Cyclicity in profile photo uploads and trends revealed by a time series model. Dashed line indicates when HRC campaign was launched.

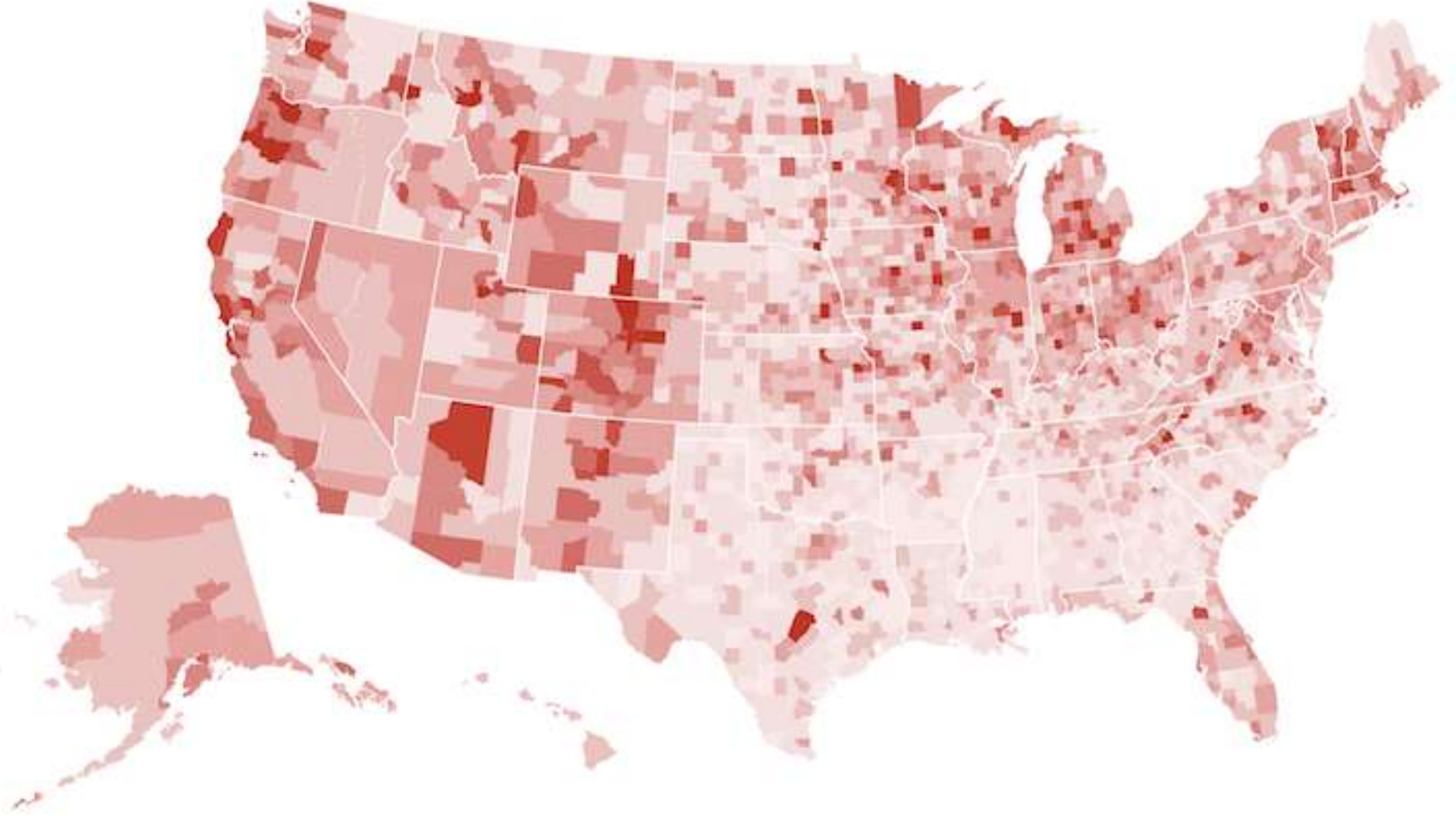


More individuals changed their profile photos on March 26 (red) compared to the previous week (black).

Source: FACEBOOK

120%
MORE PEOPLE **CHANGED**
THEIR PROFILE PICTURE
ON TUESDAY COMPARED
TO THE PREVIOUS WEEK.
* Official Facebook Analysis

IMPACT facebook.



Source: FACEBOOK

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ENGAGEMENT RATE

19.8%

OVER

**14,000
RETWEETS**

Source: TWITTER



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We received widespread news coverage about the viral nature of the campaign.



abc NEWS

SCIENTIFIC AMERICAN

CNN

"A Tuesday afternoon event aimed at advocating marriage between a man and a woman, has been posting share graphics on its Facebook page in the last week. The itself has received almost 4,000 likes.

However, these campaigns have been overshadowed on Facebook by the effort same-sex organizations like the Human Rights Campaign have undertaken."

npr

Mashable



AP Associated Press

the Atlantic

ADWEEK TIME

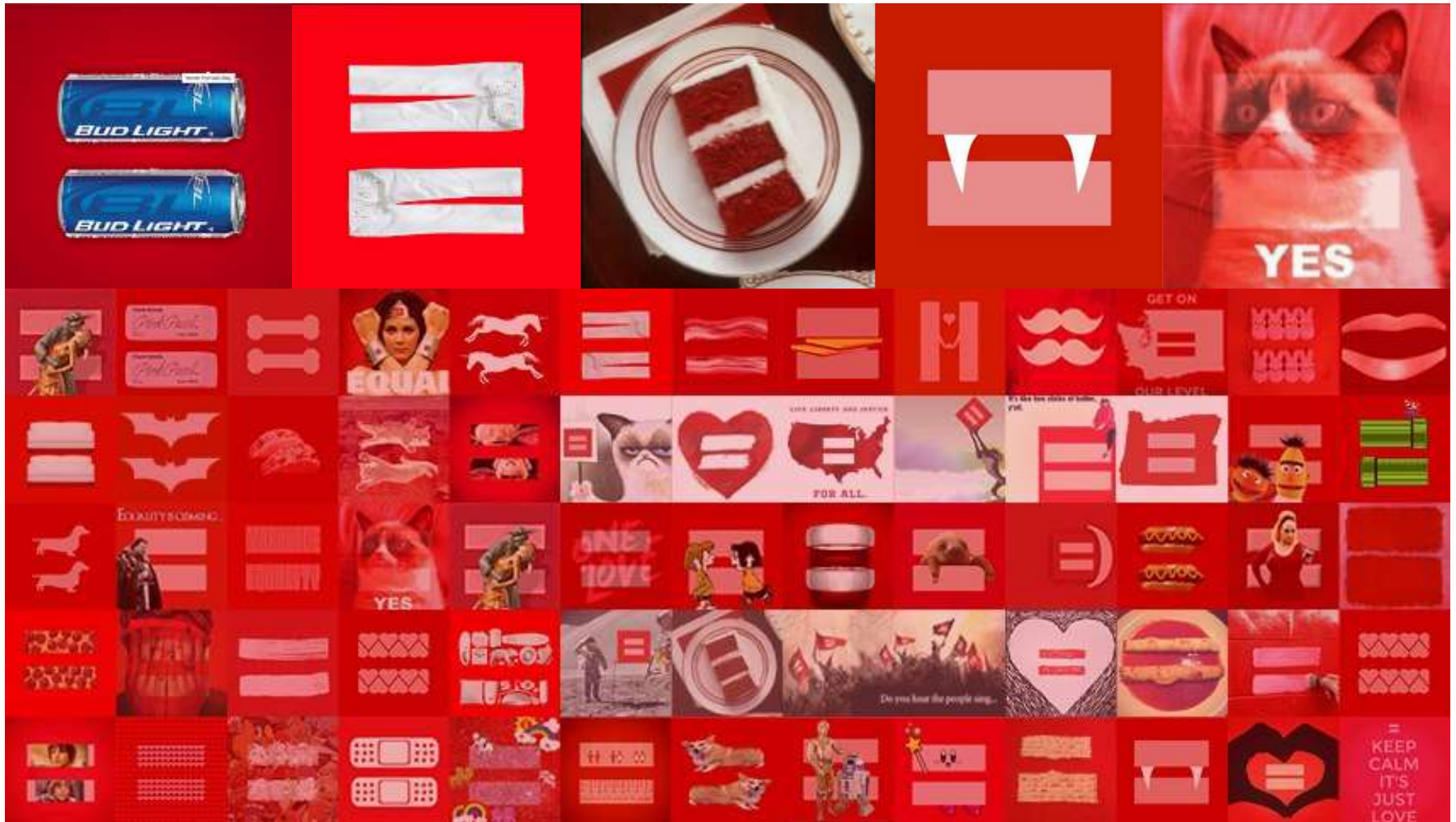
THE NEW YORKER

The Washington Post



THE WEEK

IMPACT



IMPACT tumblr

The screenshot shows the Human Rights Campaign (HRC) website. The header includes the HRC logo, the text 'HUMAN RIGHTS CAMPAIGN', and the tagline 'Working for Lesbian, Gay, Bisexual and Transgender Equal Rights'. There are navigation links for 'THE HRC STORY', 'BLOG', 'ISSUES', 'RESOURCES', 'LOCAL', 'SUPPORT HRC', and 'SHOP'. A 'MARRIAGE' button is highlighted in yellow, and a 'DONATE' button is in red. The main content area features the article 'STAND FOR MARRIAGE' with a sub-headline: 'Oral arguments have concluded for two historic marriage equality cases at the Supreme Court. Visit HRC's Marriage Center for continued updates on marriage recognition across the country.' Below the text is a photo of a group of people at a rally. One person holds a sign that says 'I JUST PROPOSED SHE SAID "YES"', and another holds a sign that says 'I DO support marriage equality'. A banner in the background reads 'THE NATION IS READY FOR MARRIAGE EQUALITY'. A date stamp 'March 26, 2013 at 8:07 am' is visible above the photo.

The screenshot shows a Tumblr post from the user @nprpolitics. The post text reads: '@hrc (The Human Rights Campaign) Tumblr is worth following on what they call a "monumental" day for gay rights. bit.ly /REGdTF'. Below the text are interaction options: 'Reply', 'Retweet', 'Favorite', and 'More'. The post is from the user 'humanrightscampaign', described as 'The nation's largest lesbian, gay, bisexual and transgender civil rights organization'. The user's profile picture is the HRC logo. The post has 7 retweets and is dated '11:04 AM - 26 Jun 13'. A reply box at the bottom contains the text 'Reply to @nprpolitics @HRC'.

“This looks awesome and really really interesting. Like you might get all the benefits of tumblr's built-in audience but still have your CMS serving up content. Can you divulge any of your thinking behind this?”



Best Practices

- Synchronicity of blogging and social
- Build an internal review process
- Develop an editorial calendar to include consistent posting
- Tell the same story, many ways through social integration

CHANGING HEARTS & MINDS

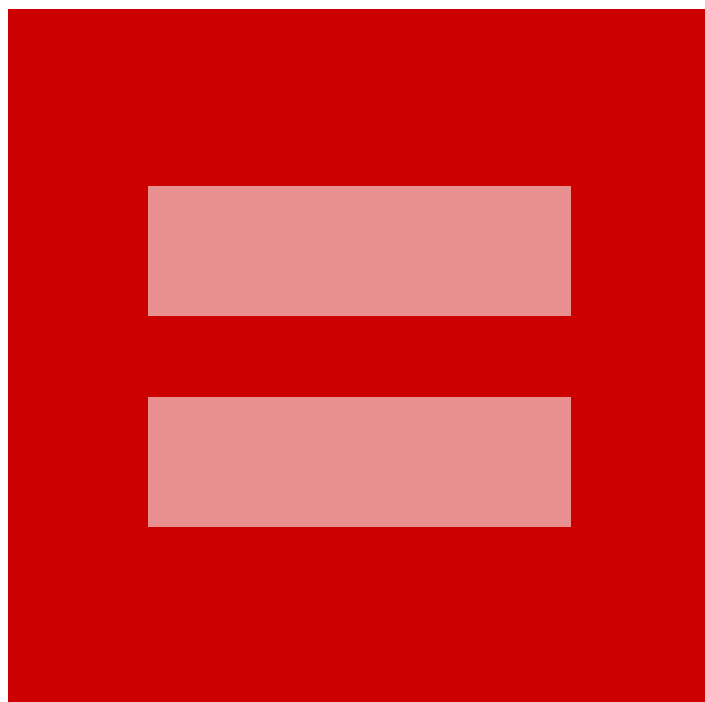
facebook.

Like · Comment · Share

As Justin's mom I may not like his lifestyle choice but he knows he has my support in whatever he does. We may not agree on his choices but he is still my baby and you don't mess with one of my cubs. Love you so much Justin and I am proud of who you are.

Mother of a Gay Arkansas Soldier · Like

Write a comment...



HUMAN RIGHTS CAMPAIGN

@HRC @Maureen_McCarty #PRnews