



# TAKING A RISK

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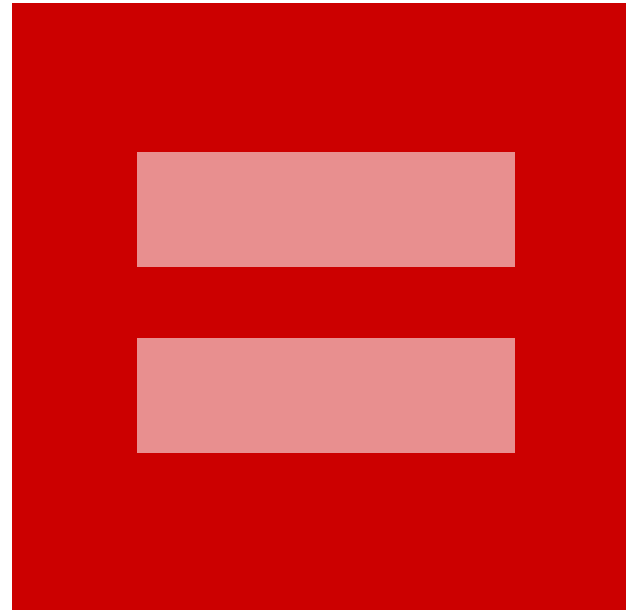
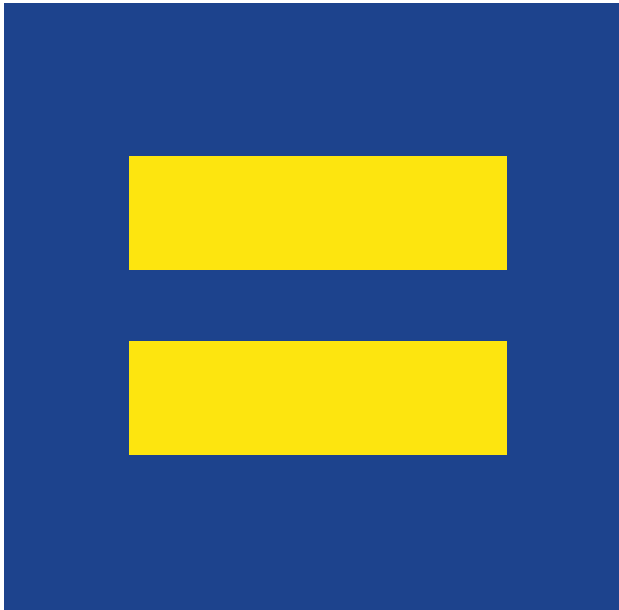
*and*

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# MAKING HISTORY

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Anastasia Khoo |  @AnastasiaKhoo



**TAKING A RISK AND MAKING HISTORY**

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*The Human Rights Campaign*  
**IS AMERICA'S LARGEST  
CIVIL RIGHTS ORGANIZATION  
FIGHTING FOR  
LESBIAN, GAY, BISEXUAL  
AND TRANSGENDER  
EQUALITY.**



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# The Washington Post

By Robert Barnes | December 7, 2012

## Supreme Court to hear same-sex marriage cases

### **HOLLINGSWORTH V. PERRY**

CHALLENGE TO  
**CALIFORNIA'S PROP 8**  
BAN ON MARRIAGE.

# The New York Times

By Adam Liptak | December 7, 2012

## Justices to Hear Two Challenges on Gay Marriage

### **UNITED STATES V. WINDSOR**

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



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# [2012]

**NOVEMBER  
MARKED A  
TIPPING POINT**



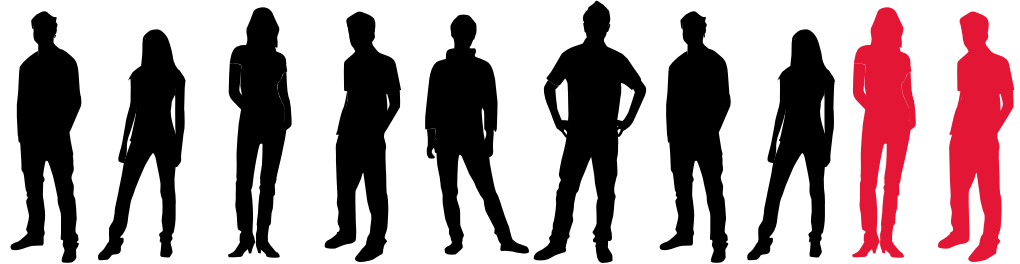
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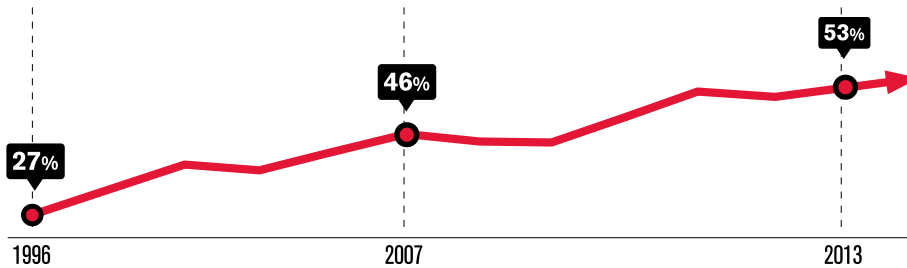
# IN 2012...

Nearly 8 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



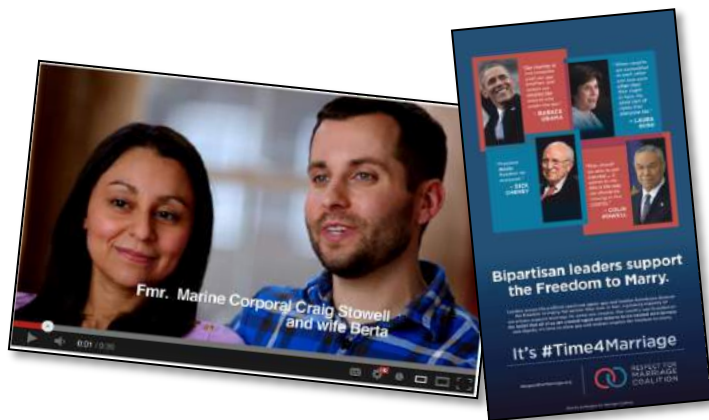
## MAJOR CORPORATIONS BACKING MARRIAGE EQUALITY INCLUDE



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# COMMUNICATIONS WAR ROOM



# EVENTS IN FRONT OF THE SUPREME COURT



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# 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




Light the Way to Justice

WWW.HRC.ORG/STANDFORMARRIAGE

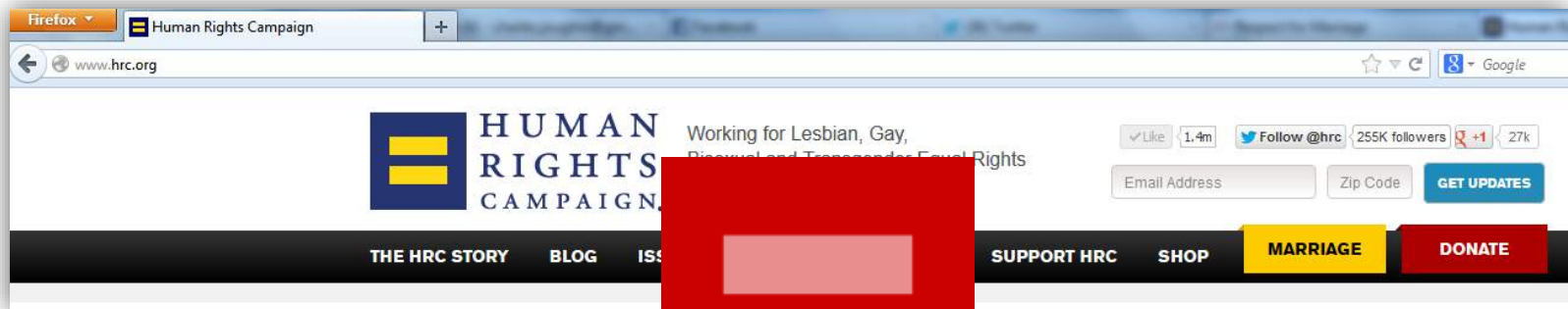


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# A COMPREHENSIVE **WORKPLAN** IN PLACE



**TAKING A RISK AND MAKING HISTORY**

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2:00 PM

**MONDAY**  
**MARCH 25, 2013**

...



**TAKING A RISK AND MAKING HISTORY**

 @AnastasiaKhoo


6:00 PM

**MONDAY**  
**MARCH 25, 2013**

...



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**TUESDAY**  
**MARCH 26, 2013**

... **HRC.ORG CRASHES**



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# TUESDAY

MARCH 26, 2013

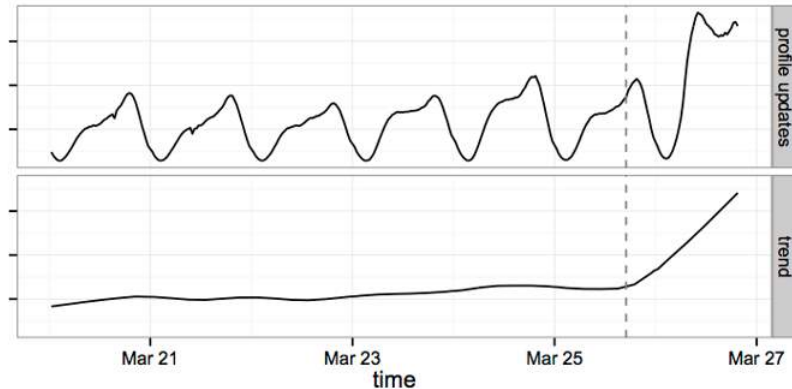
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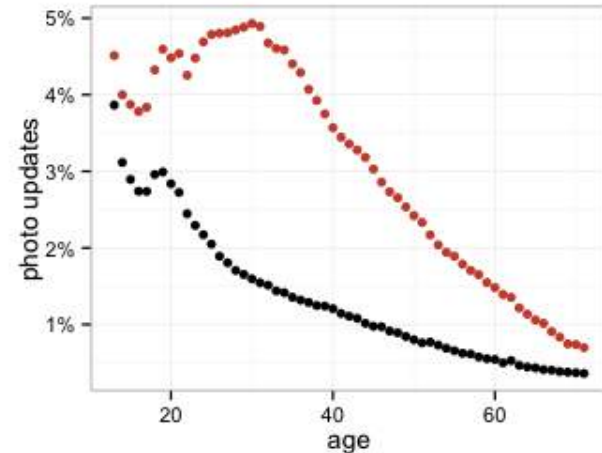
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# IMPACT facebook.



Cyclical 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

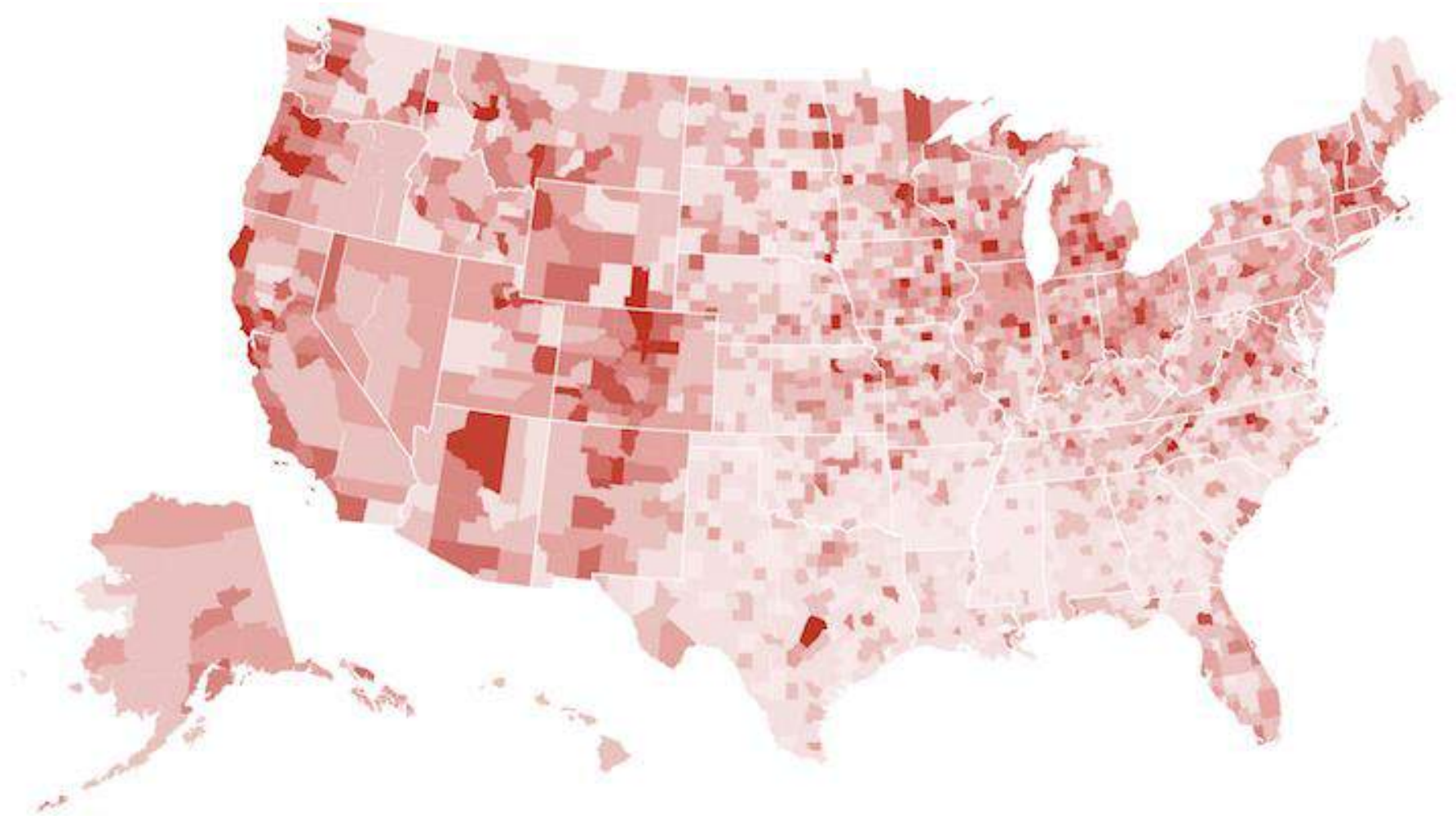


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# IMPACT facebook.



HUMAN  
RIGHTS  
CAMPAIGN

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Source: FACEBOOK



# IMPACT

ENGAGEMENT RATE

**19.8%**


OVER

**14,000  
RETWEETS**

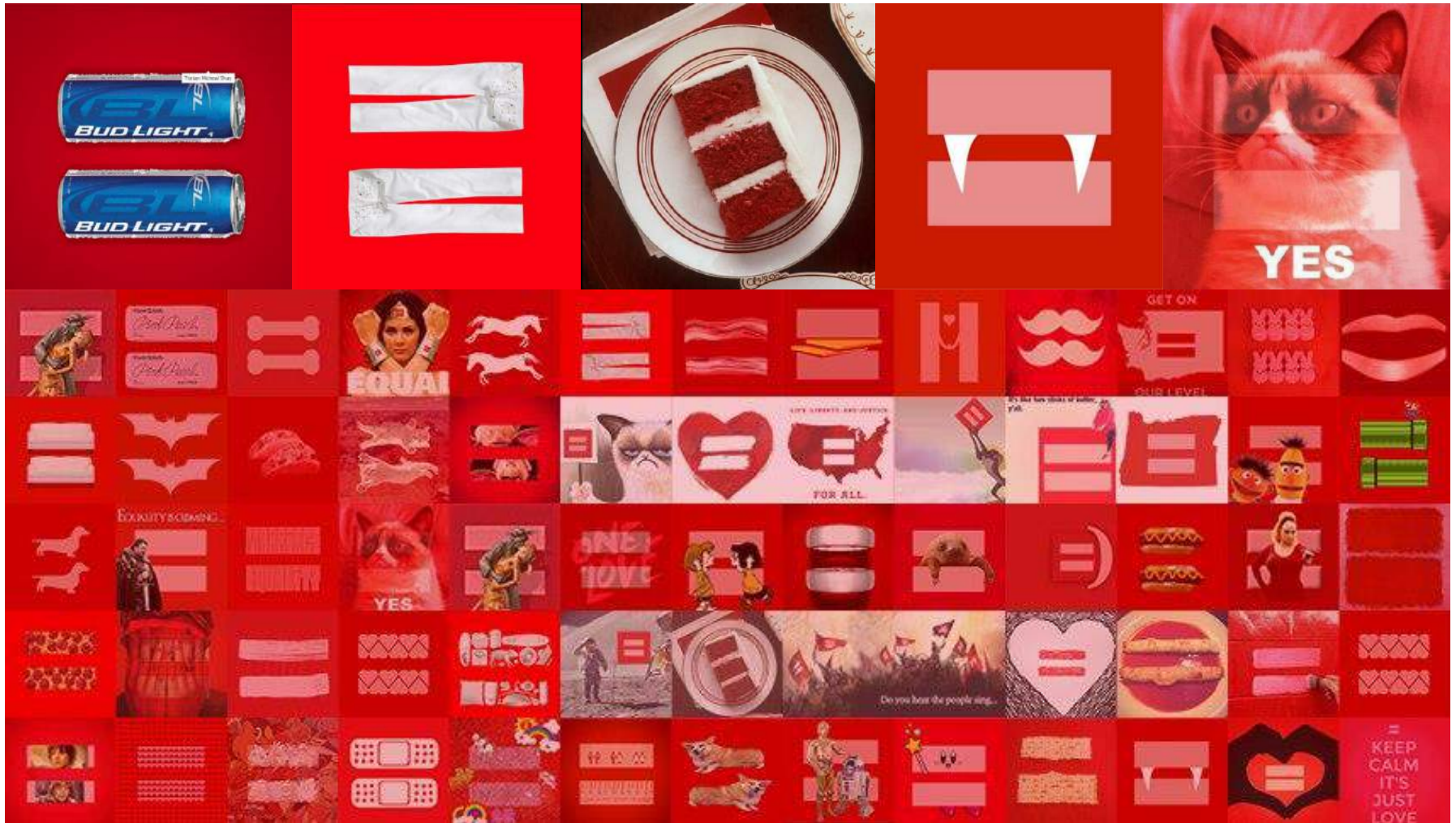
Source: TWITTER




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# IMPACT



## TAKING A RISK AND MAKING HISTORY

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# IMPACT HRC.ORG




**600% INCREASE  
IN WEB TRAFFIC**



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



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# IMPACT tumblr



**“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?”**



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# HOW WE DO THINGS


————— *at HRC* —————

- ➔ **STORYTELLERS**
- ➔ **OPPORTUNISTIC**
- ➔ **PLANNED**
- ➔ **INNOVATIVE**
- ➔ **AUTHENTIC**




HUMAN  
RIGHTS  
CAMPAIGN

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# HOW WE DO THINGS

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*at HRC*

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## STORYTELLERS


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**➔ WE ARE  
STORYTELLERS**



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# HOW WE DO THINGS

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*at HRC*

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## OPPORTUNISTIC

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### RAPID RESPONSE



### EARNED MEDIA




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# HOW WE DO THINGS

— *at HRC* —  
**PLANNED**

## PROJECT ONE AMERICA



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# HOW WE DO THINGS

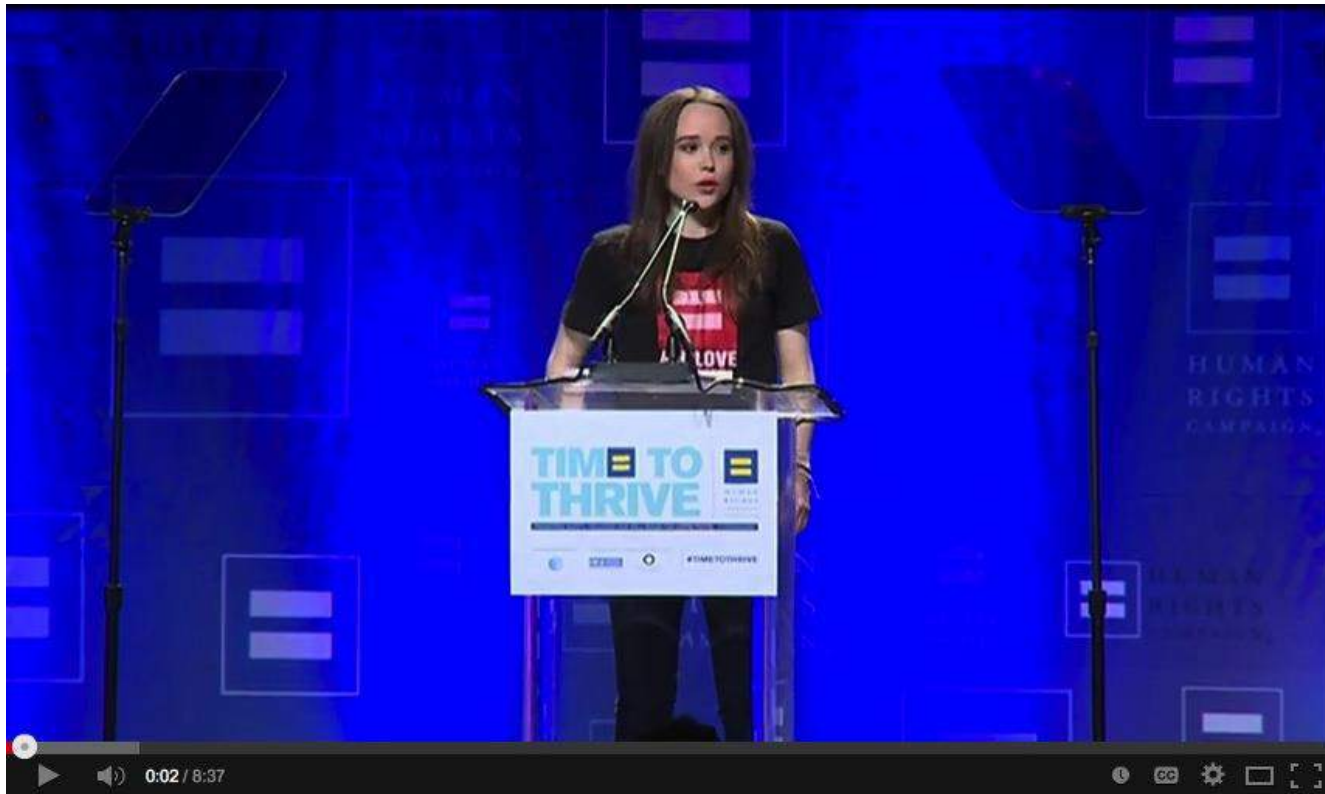
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*at HRC*

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## PLANNED

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# HOW WE DO THINGS

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*at HRC*

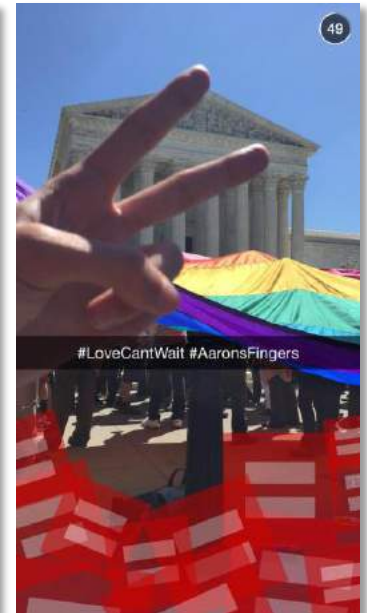
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## INNOVATIVE


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### ADWEEK

**As #Scotus Trends, LGBT Group Innovates on Twitter and Enlists Snapchat Stars** Effort likely foreshadows 2016 presidential marketing By Christopher Heine




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# HOW WE DO THINGS

— *at HRC* —  
**AUTHENTIC**



➔ **SHARED VALUES**

➔ **KNOW OUR VOICE**



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

**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**

**abc NEWS**

**SCIENTIFIC  
AMERICAN**

**AP** Associated Press

**ADWEEK** **TIME**

**The Washington Post**

**THE WEEK**

*the Atlantic*




**THE NEW YORKER**



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# 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...



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# CHANGING HEARTS & MINDS



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