



International Foundation  
for Electoral Systems

# Inclusive Digital Advocacy Toolkit Executive Summary



# Overview of the Toolkit

The International Foundation for Electoral Systems (IFES) created the Inclusive Digital Advocacy Toolkit to support civil society organizations (CSOs) and representatives to enhance their digital advocacy skillsets in response to the increased civic and political action taking place in digital spaces. The toolkit can be used when advocating with stakeholders such as election management bodies, candidates, elected officials and ministries. The toolkit is intended to be used by diverse activists around the world including:

- Self-advocates;
- System advocates who are focused on changing laws and policies; and
- Individual advocates who speak out for a group that they identify with or as an ally.

This toolkit uses an intersectional approach, with particular attention to the unique experiences of people who identify with multiple marginalized groups, such as youth with disabilities or ethnic minority women and provides examples of how digital engagement can address barriers to meaningful participation. The toolkit guides users through each step of the process of creating an inclusive digital advocacy campaign to ensure advocates promote the rights of all people and deliver advocacy efforts in an inclusive and accessible manner. The toolkit also shares tools and good practices for stakeholders to implement an advocacy campaign that aligns with their country's context and safeguards them in difficult circumstances, including conflict or health crises.

**Start your advocacy  
adventure by watching this  
video here to explore  
Digiland!**



# Toolkit Sections

The Inclusive Digital Advocacy Toolkit contains several sections. Section One provides definitions of advocacy and digital advocacy. It explains why digital advocacy is essential in inclusive advocacy efforts. Section Two offers safety advice and guidance for using digital advocacy. Section Three details the steps needed to start to advocate for the issues that are important to you. Section Four of the toolkit provides specific instructions for conducting digital advocacy including four activity sets.

**Section One introduces the toolkit, advocacy, digital advocacy and the importance of utilizing inclusive digital advocacy as a form of advocacy.** This section also includes a short quiz to help you get started with your digital advocacy! Advocacy is the deliberate process of influencing decision-makers and creating change. Digital advocacy seeks to influence decision-makers remotely using technology such as social media, messenger apps and virtual engagement platforms. Digital advocacy helps advocates to raise awareness, build a network of supporters, and mobilize their network to take action.



**Section Two identifies considerations for staying safe while participating in digital advocacy.** Participating in digital spaces can increase your risk of bullying, harassment and cyberattacks. In this section, you will learn strategies and tactics to reduce these risks and be proactive in protecting yourself, your networks, and advocacy work. For example,

- Always obtain informed consent for quotes and photos;
- Create a code of conduct for your communications and/or social media pages;
- Fact check and verify the information you share with multiple reputable sources;
- Create a policy for dealing with internet trolls and countering hate speech; and,
- Treat your online community with respect and consider other perspectives.

# GETTING STARTED WITH YOUR ADVOCACY

**Section Three explains the six steps of advocacy.** These six steps will prepare you to start creating your digital advocacy campaign. Once you finish going through these steps, you'll be ready to dive into implementing your activities and lead change in your communities!

- 1 Define your advocacy goal(s).
- 2 Map your resources—what you have and what you need.
- 3 Identify your stakeholders and target audience.
- 4 Learn about your target audience.
- 5 Create your messages.
- 6 Select your advocacy activities.

**Section Four explores different digital advocacy activities and includes specific information for conducting them, good practice examples and safety tips.**

- Social media advocacy is a great path to connecting with stakeholders across your country and around the world.
- Digitizing creative arts can help many people experience and understand messages through diverse sensory formats that engage audiences in art, music, photos, games and more.
- Digital public outreach tools like opinion polls, online publications, virtual protests and webinars provide you the ability to reach the vast public and mobilize your advocacy efforts.
- Digital engagement with government officials through email campaigns, virtual meetings, or online petitions can offer impactful spaces for communication when meeting in person is not possible.



**Do you have more questions about the toolkit? Are you interested in partnering with IFES to conduct trainings and implement toolkit strategies?**



Connect with the Toolkit creators:

- IFES' Senior Inclusion Specialist Rebecca Aaberg on Twitter at **@IFESDisability** and
- IFES' Youth Specialist Ashley Law on Twitter **@IFESYouth**.

**Check out more IFES resources about digital advocacy tools and strategies.**

- IFES, Demogratia civic education game: <https://demogratia.platfor.ma/#>
- IFES, Social Media Strategies for Election Management Bodies: <https://www.ifes.org/publications/social-media-strategies-election-management-bodies>
- IFES, Election Access Observation Toolkit: [https://www.ifes.org/sites/default/files/election\\_access\\_observation\\_toolkit\\_accessible.pdf](https://www.ifes.org/sites/default/files/election_access_observation_toolkit_accessible.pdf).
- IFES Inclusion Insights, Holding Accessible and Inclusive Virtual Meetings: [https://www.ifes.org/sites/default/files/inclusion\\_insights\\_holding\\_accessible\\_and\\_inclusive\\_virtual\\_meetings.pdf](https://www.ifes.org/sites/default/files/inclusion_insights_holding_accessible_and_inclusive_virtual_meetings.pdf)
- IFES and RightsNow!, Creating Accessible Websites: <https://www.globaldisabilityrightsnow.org/tools/creating-accessible-websites>.



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**For more information contact [info@ifes.org](mailto:info@ifes.org).**



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