



According to Pew Research, almost half of the Latinos in the United States use WhatsApp, and are 30% more likely to use the platform than white, non-Latino Americans. Our research shows that **20% of Latinos often use the platform specifically as a source of news.**

In order to **meet Latinx voters where they are**, we encourage partners to consider how WhatsApp might fit into their digital programs. Effective WhatsApp programs provide opportunities for relational organizing, direct voter contact, GOTV efforts, and outcompeting misinformation and disinformation. Its reach within Hispanic communities is significant, and strategic use of the platform has the potential to yield significant results for progressive organizations.

While we continue to experiment with and invest in more strategic ways of using the platform, we have compiled existing resources to help organizations interested in using WhatsApp to reach Latinos this cycle.

- [WhatsApp uses for campaigning](#) (Blueprints for Change)
 - A basic guide to the what, how, who, and where of WhatsApp, with directions to setting up an account and insights on some of the ins and outs of using the platform as a campaign tool
- [Organizing with WhatsApp](#) (Arena)
 - This tool lays out how to run a successful WhatsApp organizing program, including step by step guides to help make a plan and set goals.
 - It lays out subjects like getting buy-in, recruiting and training volunteers, and data management
- [DigiCanvas](#)
 - DigiCanvass is an innovative WhatsApp messaging tool that makes it easier to communicate with voters on the app. DigiCanvass can be used upon request [here](#). You can also send any questions you have to info@digicanvass.com
- [A Guide for Progressive Organizers Working with Latinx Communities](#) (Equis)
 - Equis put together this guide in 2020 to help progressive organizations understand how WhatsApp works and how to best utilize it for organizing. Though it has not been updated since its inception, it may still serve as a tool for organizations hoping to understand how they can use the platform to their advantage.

Equis is currently working with partner organizations that are experimenting with different ways to use WhatsApp to build a more robust best practices guide for future cycles. In the meantime, if you would like more information about our WhatsApp efforts or have additional questions, please contact Natalia Campos Vargas, our Deputy Director of Digital Innovation at natalia@equislabs.us.