

VOLUME 2

**D-HUB**

# DIGITAL COMMS



**ANTI-AUTHORITARIAN**

**TOOLKIT**

Greatest hits to defend  
and renew democracies

**D-HUB**

**VOLUME 2**

# **DIGITAL COMMS**

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**D-HUB THANKS THE MEMBERS OF ITS COMMUNITY FOR THEIR FEEDBACK AND COMMENTS, WHICH HELPED IMPROVE THIS VOLUME.**

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Twenty-first-century authoritarian leaders follow a clear playbook. It's not a formula or a recipe but a dynamic set of strategies and tactics deployed across different contexts.

In response, we've started to crack open their playbook and crafted something of our own: an ANTI-AUTHORITARIAN TOOLKIT. Developed with insight from hundreds of frontline democracy defenders, scholars, and strategists, this 10-volume series is packed with the most effective plays to counter elected authoritarianism and safeguard our democracies.

This Toolkit is not a silver bullet. It's a catalyst designed to ignite your vision and creativity as you confront the challenges ahead. Its plays are archetypal but open to innovation and adaptation to the local context of those who use them.

We hope you use it and share it. Maybe the next big play, we'll learn from you.

**Ricken Patel**

**CO-CHAIR, D-HUB**

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SPRINKLE POLITICAL MESSAGING INTO NON-POLITICAL SPACES

**VOLUME 2**

**DIGITAL COMMS**

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Influencers Against the Far Right (France) - Lulaverso and Bolsoflix (Brazil) - Move Forward Party (Thailand) - Anies Baswedan's 2024 Campaign (Indonesia) - Indian National Congress' 2024 Campaign (India) - Lula's 2022 Campaign (Brazil) - Artificial Intelligence Secretariat (Argentina) - BattlegroundAI (US)

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# INTRODUCTION



## HOW DO WE FIGHT IN THE DIGITAL ECOSYSTEM?

by Nika Kovač

EXECUTIVE DIRECTOR, D-HUB

**DIGITAL COMMUNICATION HAS BECOME *THE* CRITICAL BATTLEGROUND WHERE AUTHORITARIAN LEADERS HAVE GAINED AN ADVANTAGE.**

Let's be honest: in the digital landscape, they've been kicking our asses—they have the money, the connections, the means, and the resources. We can't afford to sit on the sidelines if we want to defend our democracies from backsliding or confront authoritarian control in our countries. We must fight back.

This volume of the Anti-Authoritarian Toolkit focuses on Digital Comms. Today, digital platforms are the key arena where people form their views, connect with communities, and decide on their futures. To effectively challenge authoritarianism, we need to create compelling content, engage diverse audiences, and build networks of allies to amplify our message and break through the noise.

In the following pages, you'll find strategies and tactics tested in some of the most challenging contexts, designed to help you navigate the complex and ever-evolving digital battlefield. From building influencer networks to leveraging WhatsApp for deeper engagement, these plays will help you to not only spread your message but also make it resonate on a personal and emotional level.

By building our own powerful and adaptable digital ecosystems, we can ensure that the forces of democracy not just survive but thrive. As you explore this volume, think of these strategies not merely as tactics but as starting points for innovation.

Adapt them, refine them, and most importantly, use them to make your mark.

With love,

Nika

# HOW THIS PUBLICATION WORKS

Democracy defenders are busy and practical people. That is why we designed this publication to be concise and engaging.

This volume includes **ONE GRAND STRATEGY** and **FIVE PLAYS**.

## GRAND STRATEGY

A guiding framework that aligns all actions and tactics with the long-term goal of safeguarding democracy.

The foundation of the grand strategy provides coherence and effectiveness to individual plays.

## PLAY

An action that can be adapted to different moments and contexts. It may be a strategy, tactic, or tool. The key criteria for its inclusion are its deployment, effectiveness, and relevance in the fight for democracy.

FOR EACH, YOU WILL FIND THE FOLLOWING INFORMATION



# THE PLAY

Describes the strategy, tactic or move



## WHY IT WORKS

Explains the core reasons the tactic is effective and impactful



## HOW IT WORKS

A more detailed depiction of the play, with the basic steps of implementation



## TIPS

Recommendations and aspects to avoid



## WHO'S DONE IT WELL

Examples of how the play has been deployed in real life



## LEARN MORE

Curated resources to deepen understanding or support implementation

The concluding section, **"WE CAN HELP YOU,"** provides contact details for those needing help confronting elected authoritarian politics.

## **FEATURED GRAND STRATEGY**

# **PUT BROCCOLI IN THE RICE**

**SPRINKLE POLITICAL MESSAGING  
INTO NON-POLITICAL SPACES**

**Sometimes, the audiences we need to reach aren't yet on our side. They might be indifferent, disinterested, or unaware of the issues we care about. To expand our base, we must learn how to engage them on their terms. Trying to reach these audiences with the same political messaging we use for mobilized supporters simply doesn't work. That's where the "broccoli in the rice" grand strategy comes in.**

**In this metaphor, the "rice" is the content that naturally draws attention. The "broccoli" is the political message we want to deliver. The broccoli only works when it's mixed in small doses with the rice.**

Take basketball fans, for example. They're likely gathered around clips of the latest game—watching LeBron James or Tatum dunk. That's the rice. To reach them with a political message, we might occasionally post about LeBron's stance against racism. That's the broccoli.

There are many ways to build, acquire, or partner with social media pages that already have large followings. By occasionally integrating political messages into their regular content, we gain more direct and effective access to a loyal audience.

To implement this strategy well, you need to identify the right audiences. Not all indifferent or disengaged citizens are equally open to your ideas—or your candidates. That's where polling and research become invaluable.

At the same time, it is crucial to establish a cohesive digital ecosystem that amplifies your message across multiple platforms. By aligning content strategies across social media, YouTube channels, influencer partnerships, and niche online communities,

**you create a network that reinforces your message through diverse channels, reaching audiences wherever they are most engaged. This interconnected approach ensures both consistency and greater impact for your messaging.**

**By building your own digital comms ecosystem and applying a focused “broccoli in the rice” strategy to reach key audiences, you can grow your base, increase impact, and reduce the need for paid ads.**

**1**

# **NETWORK OF INFLUENCERS**

**Amplify your reach with a robust  
social infrastructure**

# THE PLAY

Imagine your movement as a symphony of diverse voices—each playing a different instrument, but in harmony. Now imagine turning up the volume.

Building a network of influencers is a cornerstone of any strong digital strategy. It's about creating a resilient social infrastructure that not only amplifies your message but also deepens its long-term impact.

If your cause genuinely resonates with influencers, you can go further: turn influencers into organizers. When they take ownership, they'll help bring even more people into the fight. And suddenly, your message isn't just being shared—it's being championed.



# WHY IT WORKS

- **INFLUENCERS ARE TRUSTED VOICES.** They humanize messages that official campaigns often can't deliver credibly.
- **THEY NORMALIZE POLITICAL ENGAGEMENT.** When people see influencers speaking up, political participation feels more natural and less intimidating.
- **DIVERSE MESSENGERS EXPAND YOUR REACH.** Influencers help you break out of echo chambers and connect with new audiences.
- **REPETITION BUILDS TRUST.** Hearing the same message from multiple sources reinforces it and shapes public perception.



# HOW IT WORKS

## 1

### MAP INFLUENCERS

Start by mapping and identifying influential figures in social media whose values align with yours. Organize them according to the types of audiences they have access to and prioritize those who connect with audiences that may favor your causes yet are challenging for you to reach. Do not get lured by the idea of needing extremely big influencers –a large group of small influencers is often more effective than a small group of bigger ones, as the smaller ones can in fact be more approachable, more trusted by their followers, and thus collectively help build a sense of community.

## 2

### SEDUCE AND CONNECT

Connect with these influencers not just as advocates for your cause or promoters of your messages but also as creative collaborators. Establish genuine relationships with them that go beyond mere instrumentality. If the budget allows, consider the possibility of offering a fee and asking for the help of an influencer agency if that is available in your country.

## 3

**BRIEF THEM FOR IMPACT**

When contacting each influencer, provide detailed information about the key messages you want to convey: why they are relevant, the strongest arguments supporting these messages, and the data backing them up. With this approach, you will ensure they can present the idea accurately and effectively. Have in mind that few influencers will be willing to post about your cause or campaign multiple times, so be strategic about when to ask them for engagement – it's usually best to get their help around moments such as a campaign launch, a broader push to pressure a key decision-maker, or a key moment such as proximity to an election date.

## 4

**GIVE THEM  
CREATIVE FREEDOM**

Influencers bring skills and audience insights you likely don't have. That's why it's crucial not to hand them canned content or restrict their creativity. Give them the freedom to express your message in their own voice—so long as the spirit and values stay intact.

## 5

**FROM PROMOTION  
TO ORGANIZATION**

Many influencers value involvement in social or public causes. If your approach and outlook are appropriate, they will be delighted to contribute: "Wow, this is different, it is not about selling soap like they usually hire me to do." Their genuine involvement can allow you to take a step further and transform these influencers into organizers. If they feel a deep connection to the cause, they may become catalysts, attracting other influencers to join the cause voluntarily or mobilizing their followers to other channels you are already using, such as WhatsApp groups, to organize supporters.



# TIPS

## A MAXIMIZE DIVERSITY

A network of influencers is not about gaining more followers but reaching audiences that you couldn't otherwise spontaneously reach. When seeking allies to take your message beyond your organic limits, the ideal strategy is to secure influencers who talk to diverse key audiences, thus improving reach and extending across diverse sociodemographic profiles. However, it shouldn't be an issue to have different influencers that talk to similar audiences – if the same person sees multiple influencers they follow talking about the same thing, this will probably help promote a mindset shift. Influencers in sports, entertainment, celebrity gossip, and spirituality tend to be the most sought-after, but this can vary depending on your target audience – so make sure you identify who you need to talk to and build your strategy around their social media habits.

## B NURTURE SYNERGY AND STRENGTHEN THE BOND

Influencers thrive when they have a good understanding of their audience, and develop their capacities to produce content that resonates with people. That is why, despite not being into politics, they will likely have an interest in your public opinion studies. Therefore, it is recommended that you go beyond briefing them about your goals and needs, and also share general findings on public opinion with them –this can create a stronger relationship, enhance the collaboration, and may even lead the influencers to offer valuable insights you didn't have.

Invest in the relationship. Influencers often have big egos—so don't just ask for help. Offer access, recognition, or perks that make them feel valued: exclusive events, early info, or introductions to high-profile allies. When they feel seen, they'll stick around.

To make this even more scalable, complement individual outreach with collective calls or exclusive groups where influencers can exchange insights, feel part of a community, and align around the cause. This fosters commitment while easing coordination.

## C AIM TO BUILD COMMUNICATIONS ECOSYSTEMS

People rarely change their minds about political issues after hearing from just one person or reading a single post. Persuasion usually takes repetition—multiple sources reinforcing the same message until it feels like everyone is talking about it.

A network of influencers helps, but you can go further by building a coordinated, multi-platform ecosystem. Imagine pairing influencers with WhatsApp groups, a coalition of organizations, journalists, and community leaders—all pushing the same message. Why not even buy social media pages with large followings in your target audience? They're often cheaper than ads.

Building ecosystems like this isn't easy—it takes coordination across organizations. But when it works, the impact can be powerful, both short and long term.



# WHO'S DONE IT WELL

## INFLUENCERS AGAINST THE FAR RIGHT

### From Likes to Votes

FRANCE



In the lead-up to the French Legislative elections, fear of a far-right victory loomed large. In response, a network of over 400 French influencers, united under the initiative “Influencers Against the Far Right,” mobilized to increase voter turnout.

Strategically coordinated through WhatsApp by Perrine Bon, the campaign began with a core group of influencers who, then, reached out to other influencers within their close networks. This feature was crucial, as influencers are more likely to respond to requests from peers they trust. A personal connection proved to be essential for the final line-up.

The influencers grouped into various WhatsApp channels where they shared content, collaborated on production, and held thematic discussions. The network emphasized trust and provided resources to empower, especially those influencers who were new to political engagement.

**“Trust was fundamental to our success. We ensured that the group was absent of journalists, activists, or politicians, keeping it primarily composed of a diverse group of influencers united by a shared goal: to engage in political discourse, even if it was outside their usual content.”**

Each day, the whole group received a few inputs on specific topics. Care was taken to avoid overwhelming them with lots of information, ensuring that the focus remained on just one or two topics per day. The tasks were focused on engaging typical non-voters, countering the far-right's narrative, and highlighting other political alternatives.

As a result, three major emotionally driven campaigns were organized:

- "Dear Parents": A campaign designed to help people talk about the elections with their families, offering clear, future-focused arguments for voting.
- "Conversations with Far-Right Supporters": a website providing arguments, articles, and information to help navigate complex discussions with far-right potential voters.
- A video featuring 30 influencers, highlighting the importance of the election and why voting matters.

Beyond these major initiatives, the group produced over 200 pieces of content, reaching **OVER 50 MILLION PEOPLE** across platforms like YouTube, TikTok, and Instagram. A single post by influencer Squeezie received 2 million likes—and even drew a response from far-right candidate Bardella himself.

The network's efforts played a key role in boosting overall turnout to 66% and youth turnout to 56%, helping push the far right into third place.

This experience shows how powerful content creators can be in spreading political messages—and how their collective action can help defend democracy.



# LEARN MORE

## D-HUB RESOURCES



D-Hub. 2024. "Defusing the far-right bomb." *The Fight for Democracy Chronicles*, Volume 8.



## OTHER RESOURCES



Les Gens d'Internet. 2024. "Les influenceurs contre l'extrême droite." *YouTube*



Goodwin, Anastacia et al. 2023. "Political Relational Influencers: The Mobilization of Social Media Influencers in the Political Arena."



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**2**

# **FANDOMS AND HATEDOMS**

Building high-intensity  
political communities

# THE PLAY

**In a world of complex and fragmented identities, communities built on shared emotion have become more relevant—offering connection, common stories, active participation, and a sense of belonging.**

**A fandom is a community fueled by shared passion; a hatredom forms around shared aversion. Borrowed from pop culture, this model can be a powerful political tactic—helping build deeper, emotionally charged bonds with your base.**

**A political fandom centers on the authenticity and humanity of a leader—highlighting personal stories, struggles, and informal moments that reflect core values. A hatredom, by contrast, unites people through shared opposition, turning critique into a driver of collective action.**

**Whether built or partnered with, fandoms and hatredoms bring intensity, reach, and authenticity—supercharging your movement’s emotional momentum.**



# WHY IT WORKS

- **EMOTION POWERS MOBILIZATION.** Strong feelings—positive or negative—drive people to act, not just passively observe.
- **COMMUNITIES CREATE MOMENTUM.** Active fandoms and hatedoms generate waves of engagement that amplify political reach.
- **PASSION SPREADS ACROSS NETWORKS.** When people care deeply, they share, recruit, and pull others into the cause.
- **FUN FUELS ENERGY.** Humor and satire make political engagement feel dynamic, social, and contagious.



# HOW IT WORKS

## 1 MAP, ANALYZE, LEARN

Spot them and find what they have in common. Study their tactics, content, and how they engage. This kind of mapping helps you identify which fandoms you can connect with—and shows you how to build your own.

## 2 KEYS TO MAKING A FANDOM (OR HATEDOM) WORK

Once you are familiar with other active fandoms, you will be able to interpret and operate the usual keys for launching a political fandom (or hatedom).

→ **HUMANNESS AND AUTHENTICITY:** Building a political fandom involves highlighting genuine aspects of a leader and emphasizing their expressed system of values, generally through lifestyle topics with a good dose of informal, day-to-day footage. A political fandom is not a space for traditional political discourse but rather for personal stories, challenges overcome, and individual successes that can be shared.

→ **EMOTIONAL NARRATIVE:** A political fandom makes use of an emotional narrative. It doesn't aim to inform—it aims to connect. Fandoms are not spaces for discussing public policy proposals or advertising speeches from a podium but for sharing aspects of personal life that can be connected, like metaphors, with political messages.

→ **FUN, MEMES, AND BEHIND-THE-SCENES:** Fandoms feed fans with cool content about idols, funny memes, hot news, and backstage updates. Providing unique and engaging material keeps the fandom alive and brings fans back for more.

→ **ACTIVE PARTICIPATION:** Fandoms thrive on active followers and a strong sense of belonging. Fuel participation with simple missions or activities. Create space for members to contribute—whether by making content, joining events, or just showing up.

→ **RESPECT:** Respecting different opinions is key to building trust and real connection. Set simple rules that protect free expression while making sure everyone is treated with respect.

### 3 BUILD YOUR OWN FANDOM (OR HATEDOM)

You've got the ingredients—now build your fandom. Use this guideline. Stay active on social media and post consistently. Tap into your networks, partners, influencers, and media coverage to spread the word and power your launch.

### 4 KEEP ANALYZING, KEEP IMPROVING

Keep a close eye on your fandom (or hatredom). Track what's working—and what's not—by monitoring engagement, feedback, and community sentiment. This ongoing analysis helps you spot winning tactics and areas to improve.

Adaptability is key. When you stay tuned in to your followers' shifting interests and needs, you can adjust your strategy and keep your political fandom active, relevant, and growing.



# TIPS

## **A** DIRECT FOLLOWERS TOWARDS WHATSPAPP GROUPS

To foster more intimate connections, you can also guide fans (or haters) towards a system of WhatsApp groups (or the common messaging service in your country) to maintain daily interactions with them. Providing more private spaces in messaging apps enables people to open up more, and interacting in a controlled and increasingly familiar environment strengthens the bonds between them. These groups will become your most engaged base and these loyal followers will definitely expand the reach of your political messages at key moments in a campaign.

## **B** BE WISE AND CAREFUL WHEN USING FEAR

A hatredom inevitably involves content that instills a sense of apprehension about the chaos, disaster, and irresponsibility of your authoritarian political opponents. However, it's crucial to introduce and install tangible and factual fears. A common mistake is relying on abstract fears—like 'rupture', 'dictator' or 'fascism'—which rarely mobilize effectively. If the content is too fear-heavy, it will damage your credibility and backfire, just by simply turning people off. The key to a successful hatredom is finding the right balance in the fear factor while blending it with fun and engaging content. It is often better to mock authoritarian leaders than to present them as powerful figures.



# WHO'S DONE IT WELL



## LULAVERSO AND BOLSOFLIX

### Organizing Fans and Haters

BRAZIL

*Lulaverso*—a Lula fandom—emerged in Brazil to mobilize voters who admired Lula but weren't yet politically active. His

campaign saw the need to go beyond traditional Workers' Party (PT) supporters and engage people on a deeper, emotional level. That meant creating a new brand and visual language to reach them.

**"Lulaverso allowed us to connect emotionally with those who saw Lula as more than just a politician. We humanized him, made him approachable, and made people feel like they were part of something bigger than just a political campaign."**

Lulaverso deliberately avoided traditional political content about Lula and Brazil's political scene. Instead, it tapped into more relatable

spaces like gossip and entertainment. The goal was to shift Lula's image from a "boring," serious politician to someone dynamic, approachable, and fun.

It spotlighted Lula's human side—the charismatic leader who had achieved real gains for Brazil—while projecting that positive image into the future.

The campaign also had to reach younger generations who hadn't lived through Lula's earlier presidency. The focus was on showing how much he had done for the country and its people. What stood out was how different the reactions to Lulaverso were from those in typical political campaigns—leading the team to prioritize engagement metrics and qualitative analysis to better understand its impact.

*Bolsoflix*—a hatredom built around Bolsonaro—took the opposite approach. Instead of inspiring support, the goal was to channel existing anger by spotlighting the most controversial parts of his presidency. While Lulaverso aimed to build love for Lula, *Bolsoflix* was designed to turn people away from Bolsonaro.

**“With Bolsoflix, we avoided using excessive or abstract fear. We focused on showing Bolsonaro’s tangible failures, but mixed them with humor and satire. Mockery was more effective than fear because people connected better with the criticism without feeling overwhelmed.”**

Building fandoms or hatredoms isn't easy, but hatredoms often come with more built-in cohesion. People tend to be more inclined towards expressing disdain for politicians rather than admiration. Both campaigns leaned on key opinion leaders and media outlets, while fueling engagement through WhatsApp groups and social media to spark viral momentum.



## MOVE FORWARD PARTY

### From Fans to Political Champions

#### THAILAND

Ahead of the 2023 Thai general election, the Move Forward Party (MFP) built one of the most engaged political fandoms in recent history, transforming supporters from passive admirers into active political agents. This fandom, known as *Dom Som* (a play on "fandom" and the party's orange color), emerged both online and offline, significantly shaping MFP's campaign and political trajectory.

At the heart of this fandom was party leader Pita Limjaroenrat, who built an emotional bond with the public by presenting himself as an "ordinary hero." He blended pop culture with politics, turning his fashion, music taste, and personal life into part of the campaign's story. Pita's personal brand laid the groundwork for a fandom that later grew around the broader MFP identity. He shared intimate moments with his daughter on platforms like Instagram, boosting a "celebrity status" that clicked with young voters. This approach turned casual followers into loyal fans, emotionally invested in his success.

While Pita was the initial face of *Dom Som*, the real spark came from the movement's fight against the political establishment. Government efforts to block MFP—banning its predecessor, Future Forward, and disqualifying Pita from becoming Prime Minister—turned the party into a symbol of resistance and hope.

MFP's inclusive strategy deepened engagement by inviting members to co-create content and shape policy through initiatives like the Think Forward Center. The party also ran protest leaders as candidates, blending activism with insti-

tutional politics. This approach echoed pop-culture narratives, casting MFP as the underdog taking on entrenched powers—like the heroes of *Harry Potter* or *The Hunger Games*.

Crucially, Dom Som actively shaped party decisions. When the party sought a coalition with Korn Chatikavanij, a politician linked to past military coups, public backlash erupted. The viral hashtag #มีกอร์ไม่มีกู (“If you have Korn, you don’t have me”) forced MFP to abandon the alliance. This moment underscored the power of MFP’s fandom not just as a support base but as a force holding the party accountable—a stark contrast to traditional political loyalty rooted in patronage systems.

The fandom also mastered digital strategies, particularly on TikTok, where organic canvassers voluntarily created and shared content, from memes to viral videos. Platforms like @Thailanddebate edited key debate moments, framing MFP representatives as victorious. This grassroots digital activism helped MFP dominate online narratives and connect with younger audiences who might otherwise be disengaged from politics.

**“A key factor in the fandom’s strength was MFP’s ability to listen to public concerns and integrate them into its campaign vision, master compromise to unite diverse groups, and use humor to cut through political noise, defuse tension, and ‘laugh their way to victory.’ These elements turned political engagement into a cultural movement.”**



# LEARN MORE

## D-HUB RESOURCES



D-Hub. 2024. "Big Challenge Ahead."  
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## OTHER RESOURCES



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**3**

# **SOCIAL LISTENING AND SENTIMENT ANALYSIS**

Capture the real-time pulse of society  
to connect with diverse audiences

# THE PLAY

**Social listening involves monitoring public activity on social media—like posts, comments, and shares—to comprehend what people are discussing. Sentiment analysis uses algorithms to categorize this content by tone, identifying whether the sentiment behind a comment is positive, negative, or neutral.**

**Together, these tools can enhance your digital strategy, as you can quickly grasp what different social segments are talking about and have clues for the best approach to take, keeping track of what's hot and what's not.**

**With these insights, you'll understand people's concerns and beliefs, allowing you to put yourself in their shoes and speak to them taking their fears, hopes, expectations, and values into your messages.**

**This information will show you the exact points where your ideas and values intersect with what people care about, helping you tailor more empathetic political messages that resonate more effectively with a broader range of audiences.**



# WHY IT WORKS

- **MESSAGES LAND HARDER WHEN THEY REFLECT WHAT PEOPLE ARE ALREADY FEELING.** Tuning into public sentiment helps craft content that feels timely and relevant.
- **REAL-TIME INSIGHTS MAKE YOUR STRATEGY FASTER AND SHARPER.** Spotting trends early means you can adjust before the conversation moves on.
- **NEW AUDIENCES BECOME MORE REACHABLE.** Instead of speaking into an echo chamber, you can tailor messages for people who don't yet follow you—but might be ready to listen.
- **NEGATIVE TRENDS LOSE POWER WHEN SEEN IN ADVANCE.** Early warnings give you time to respond with calm, credible messages—before a backlash spirals out of control.



# HOW IT WORKS

## 1 SET YOUR SCOPE

Use social listening tools (see the “Learn More” section) to track conversations across social media and messaging apps. Since you can’t monitor everything online, you’ll need to set a clear scope: Who are you focusing on? Are you tracking specific politicians? Which issues matter most to your strategy?

Defining these parameters helps cut through the noise and surface useful insights.

## 2 UNDERSTAND THE UNDERLYING SENTIMENTS

Integrate social listening with sentiment analysis to gauge how a specific audience feels about a topic, event, or public figure. Sentiment analysis examines your selected universe of conversations to answer questions like, “How are young voters reacting to this piece of news?” or “Which moment of that live debate generated the most positive comments?” These insights will help you engage more effectively with different audience segments in dynamic online conversations.

### 3 DEPLOY A PROBLEM-CENTRIC AND SOLUTION-ORIENTED APPROACH

Adjust your social media messaging using insights from social listening and sentiment analysis as key references to create content. Pay close attention to how these insights align with each audience's current context, needs, and concerns. By leveraging the information from your research, you can fine-tune your approach and craft highly tailored messages, making them more impactful and fostering deeper connections with different audiences.

### 4 ANALYZE. ADAPT. REPEAT

The online conversation never stops—and neither should your analysis. Keep monitoring reactions to spot shifts in trends and public opinion. Pay attention to your own interactions, too. If certain messages fall flat, adjust quickly. This cycle of analysis and adaptation keeps your strategy agile, responsive, and more impactful.



# TIPS

## **A** DESIGNATE A SPECIALIST ON YOUR TEAM

Social listening and sentiment analysis are not side tasks that a community manager can handle while juggling other responsibilities. Since research is the cornerstone of your communication strategy, it's best to have a dedicated person for this role. You can train someone within your team to take on this responsibility, using the many tools available for social listening and sentiment analysis. Having someone focused solely on understanding audiences ensures that your efforts remain consistent and effective in responding to different segments.

## **B** TARGET FLEXIBLE AUDIENCES

Rather than attempting to engage with all relevant demographics in every conversation, use social listening and sentiment analysis to help you target different audiences that you can potentially affect and convince on various platforms. This targeted approach increases the likelihood of meaningful engagement and conversion, especially in response to events that deeply influence public opinion or during significant political campaign milestones. By focusing your efforts on specific, adaptable audiences, you can maximize the impact of your messaging and improve effectiveness.



# WHO'S DONE IT WELL



## ANIES BASWEDAN'S PRESIDENTIAL CAMPAIGN

### Riding public discourse with social listening

#### INDONESIA

At the start of the Anies Baswedan campaign, social listening wasn't part of the strategy. That changed quickly. Once campaign managers recognized its value, they brought in a new team to integrate social listening and sentiment analysis into their communications operation—with just two months left before election day.

The team moved fast. First, they used scraping technology to gather and analyze social media posts, videos, comments, and images related to the candidates and key political topics. They filtered the data by engagement, then compared audience reactions across different candidates. A language model was used to interpret sentiment—labeling mentions as positive, neutral, or negative with 70–80% accuracy.

The result was a network map of engaged users, showing whether conversations were local or national, how many people were involved, and which influencers were participating.

This shift transformed the campaign's approach. Instead of relying solely on traditional messaging, the team began adapting content based on real-time sentiment. If a narrative was gaining traction, they reinforced it. If controversy arose, they adjusted messaging to align with public concerns.

The new approach was especially impactful during the first presidential debate. Real-time social listening revealed which topics sparked the most discussion, allowing the team to quickly produce memes and videos that amplified positive narratives and pushed back against criticism.

By integrating these tools, the campaign moved from a traditional approach to dynamic, data-informed communication. With more resources, the strategy could have scaled further—by activating influencer networks or using automation to boost strategic content at key moments.

**“By using social listening and sentiment analysis, we pinpointed groups that could be influenced in specific moments, such as during the presidential debate. This allowed us to engage meaningfully with the right people at the right time, amplifying our message without spreading ourselves too thin.”**



# LEARN MORE

## D-HUB RESOURCES



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**TOOLBOX****→ POWERFUL, PAID, DIGITAL LISTENING METRICS SOFTWARE**

**MELTWATER:** Very strong on Twitter/X, allows tracking of some influencer profiles on Instagram and Facebook.

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**BRANDWATCH:** Very strong on Twitter/X, allows tracking of some influencer profiles on Instagram and Facebook.

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**KLEAR:** Only for “influencer analysis”. It is strong in tracking accounts on TikTok and provides analysis on other platforms as well.

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**NEWSWHIP:** For journalistic media analysis, it has a database of articles and their social media interactions to determine which ones achieved the most engagement.

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**ANSWER THE PUBLIC:** Tool that visually displays the most searched questions on Google about any keyword or topic.

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**PULSAR:** Audience intelligence platform combining social listening with conversation and trend analysis. Known for its contextual analysis and advanced audience segmentation capabilities.

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**BRAND24:** Similar to Meltwater and Brandwatch but with greater strength in TikTok analysis.

## TOOLBOX

### → FREE OR LOW-COST DIGITAL LISTENING SOFTWARE

**COMMUNALYTIC:** A tool designed to study online communities and public discourse. It allows data analysis from Bluesky, Mastodon, Reddit, Telegram, X (Twitter with an extra plan), and YouTube.

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**META AD LIBRARY:** Meta's free public library enables users to search all ads running on Facebook and Instagram. This is useful for competitive analysis and tracking advertising trends on social media.

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**GOOGLE TRENDS:** Google's free tool for exploring the search volume of specific terms over time. Useful for understanding public interest and emerging trends.

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**TWEETDECK:** A low-cost platform for managing Twitter/X and monitoring hashtags, mentions, lists, and specific searches in real-time, it is ideal for basic monitoring and community management.

---

**WHO POSTED WHAT?** Free tool to search historical Facebook posts using keywords and advanced filters.

---

**EXPORTCOMMENTS:** An affordable tool that enables the extraction of comments from social media posts (Facebook, Instagram, YouTube, Twitter) and exports them in CSV or Excel format.

**4**

# **WHATSAPP GROUPS**

Build deeper connection  
and engagement through  
personal messaging

# THE PLAY

Thanks to its broad reach and everyday use, WhatsApp can be your most powerful mobilization engine. This play is about building a structured and dynamic network of WhatsApp groups that turn supporters into messengers, activate communities, and help coordinate real-world actions.

In high-trust, personal spaces like WhatsApp, people are more likely to pay attention, respond, and share. That makes it the perfect platform to distribute persuasive content and keep your base energized—especially in countries where traditional media is compromised or where misinformation spreads fast.

With a smart plan and well-managed groups, WhatsApp can become your most intimate, agile, and impactful digital organizing tool.



# WHY IT WORKS

- **CREATE PERSONAL, HIGH-TRUST SPACES.** Messages usually come from familiar contacts and are more likely to be read, believed, and shared.
- **SUPPORTERS BECOME TRUSTED MESSENGERS.** With the right materials, each group member helps spread your message through their own networks.
- **A BRIDGE CONNECTING ONLINE AND OFFLINE ACTION.** WhatsApp groups help coordinate real-world mobilization and amplify its impact.
- **BUILDS LASTING COMMUNITIES.** Well-managed groups foster loyalty, belonging, and sustained participation long after a campaign ends.



# HOW IT WORKS

## 1

**DEFINE YOUR AUDIENCE.**

**SHARPEN YOUR GOALS**

WhatsApp groups can be used to organize your core base of volunteers and supporters, as well as those who show a certain affinity with your cause. Prioritize audiences that are close to you and have the ability to influence undecided voters through their personal networks. Personalize your approach for different groups, such as organizing grassroots volunteers by neighborhood for door-to-door work, and grouping digital influencers, designers, business leaders, and other experts by their competencies. This strategy ensures each group can effectively contribute to the proliferation of your messages based on their unique strengths and connections.

## 2

**BUILD YOUR TEAM.**

**EQUIP THEM TO WIN**

Managing a WhatsApp operation can be more challenging and time-consuming than managing social media channels. It is highly recommended to have at least one person taking on this task full-time if you aim for mass mobilization. Be flexible and ready to expand the team, potentially with the help of volunteers, as your base grows. Additionally, have a specific phone number and device for this operation to avoid mixing it with personal phones.

## 3

## PLAN YOUR CONTENT

Build an editorial plan, content calendar, and clear rules for moderation. Tailor content to different audiences using insights from opinion research and social listening. Craft emotional messages and vary your formats to keep people engaged—texts, images, short videos, audio, stickers, even casual polls. Content doesn't need to look polished; home-made and authentic often performs better. Humor and personal stories work especially well. Participation builds community—ask for ideas, testimonials, and stories.

## 4

ATTRACT NEW PEOPLE  
TO YOUR GROUPS

Keep growing your groups—momentum depends on it. Tapping into established networks is often the easiest way to start. Begin with contact databases from your team and close partners. Then explore other ways to grow your WhatsApp groups, such as:

- **FROM PHYSICAL TO DIGITAL:** Transition people from offline spaces into organized digital groups.
- **TAP INTO EXISTING COMMUNITIES:** Engage active digital communities and invite them into your groups.
- **USE ORGANIC AND PAID POSTS:** Share invite links on your channels, and through partners or influencers.
- **LEVERAGE CURRENT MEMBERS:** Ask group participants to invite others, both in other groups and personal contacts.

These entry points can be adapted to the goals and audience of each group.



# TIPS

## A CARE FOR THE SPACE

Depending on your resources, you can choose WhatsApp groups where only admins send messages or allow all members to write anytime or during specific hours. The latter fosters deeper engagement and stronger community-building but requires more management.

If allowing all members to send messages, create a safe, functional space. Limit groups to 200 participants, establish clear moderation rules, and appoint moderators to maintain alignment with the group's mission while being kind and receptive.

Culture matters—respect and clarity build lasting engagement.

## B PRIORITIZE HUMAN INTERACTION OVER AUTOMATION

Building a strong, engaged community around a political cause requires dynamic, platform-independent communication. While many tools claim to automate WhatsApp management, the only safe way is through Meta's official partners authorized to use the app's API—an expensive option and unavailable for political purposes. As a result, you'll likely need a people-driven plan, which will become increasingly challenging as 1-on-1 conversations grow. However, the effort is worth it; your WhatsApp strategy will reward you with strong connections and loyal supporters. This people-driven approach may be demanding—but it's also your greatest strength.



# WHO'S DONE IT WELL



## INDIAN NATIONAL CONGRESS' 2024 CAMPAIGN

### A WhatsApp Counteroffensive

INDIA

For years, the ruling Bharatiya Janata Party (BJP) dominated WhatsApp in India, using it as a core tool for mobilization and narrative control. But ahead of the 2024 elections, the Indian National Congress (INC) pushed back with a re-vamped digital strategy.

The INC established a digital war room to coordinate its social media and WhatsApp operations. The strategy focused on both content distribution and grassroots mobilization, leveraging WhatsApp as a direct engagement tool while ensuring synergy with other digital platforms.

A network of 2,800 WhatsApp groups was created, integrating 150,000 party workers who distributed three to four key audiovisual pieces daily, prioritizing virality and accessibility in multiple regional languages. The messaging strategy on WhatsApp was designed to be both broad and localized, aligning with voter concerns across different regions.

To expand its reach, the party collaborated with civil society networks and regional influencers, ensuring that content circulated beyond party circles and into wider communities. In sync with its WhatsApp efforts, the INC built a multimedia coordination strategy to maximize narrative impact. X (formerly Twitter) was used to shape the national discourse, Instagram and YouTube focused on outreach, while WhatsApp remained the primary channel for direct communication and mobilization.

This digital push was further reinforced by offline mobilization efforts, particularly Rahul Gandhi's Bharat Jodo Yatra—a mass-movement march across India that not only energized party workers but also served as a platform to test and refine content strategies before the elections.

These efforts showed that digital mobilization—when paired with trusted messengers and real-world energy—can shift the electoral landscape.

**"Building a strong digital network takes time, but even the best networks are meaningless without fresh, engaging content that resonates beyond the party's base. Our success came from combining strategic coordination, credible collaborations, and real-world mobilization, ensuring that digital messaging was not just widespread, but impactful."**



## LULA'S 2022 CAMPAIGN

### **Powered by WhatsApp to Defeat Bolsonaro**

BRAZIL

WhatsApp is the most widely used communication platform in Brazil, with users spending nearly an hour a day on the app. In Lula's 2022 presidential campaign, it became a critical battleground—central to mobilization and outreach.

The campaign used open WhatsApp groups to organize supporters, share content, and reach undecided voters through the personal networks of those already backing Lula. The strategy activated a highly engaged base to influence the disengaged and undecided.

To make this work, the team built a massive network of open WhatsApp groups—structured but organic spaces where members could share materials, swap information, and coordinate actions. To keep engagement high, groups were capped at 200 members.

The content strategy had two main goals: to keep the base energized and to equip them with guidance and materials to persuade undecided voters. Content was clear, didactic, and purpose-driven—prioritizing authenticity over polish, with unbranded, relatable formats that fit naturally into everyday conversations. Group members were encouraged to share relevant Lula- or election-related content they found elsewhere. Admins paced posts carefully—two to four per day—to keep engagement high without overwhelming members, while active moderation helped maintain a friendly, constructive atmosphere.

To grow these groups, the campaign promoted onboarding through four main entry points.

- Organic posts on official websites and social media invited people to join.
- Campaign ads across multiple platforms directed users to the groups.
- A network of volunteer influencers called on their audiences to join, helping expand beyond traditional campaign circles.
- Group admins regularly shared invite links and encouraged members to forward them to friends and family.

Across all these channels, the WhatsApp groups were framed as a space where ordinary people could take an active role in the campaign.

As the election neared, interest in joining Lula's WhatsApp groups grew so rapidly that the campaign team couldn't keep up. So they shifted strategies—encouraging supporters to build a decentralized network of groups. Anyone could create their own campaign group, add friends and family who supported Lula, and register it through a form on the main campaign website. These grassroots groups were entirely run by their creators, but a campaign representative joined each one to share daily content, guidance, and actions aimed at reaching new voters.

This WhatsApp-driven strategy proved essential in strengthening Lula's base, countering disinformation, and creating an effective mobilization tool, demonstrating the platform's power in grassroots political organizing.

**“Unlike traditional top-down messaging, our moderators were seen as caretakers rather than enforcers, ensuring group rules were respected while maintaining a human and approachable presence. Their role was crucial in sustaining participation and preventing toxic interactions that could derail the campaign's objectives.”**



# LEARN MORE

## D-HUB RESOURCES



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**5**

# **AI FOR CONTENT PRODUCTION**

Leveraging AI to enhance  
political communication

# THE PLAY

AI has become a powerful ally in today's fast-moving digital landscape. Think of it as your rapid-response content unit able to generate videos, posts, graphics, scripts, and even voiceovers in record time.

This makes it easier to produce high-quality, tailored materials that truly resonate with your audience. By automating content creation, AI helps maintain a steady, engaging and vast flow of communication, key to keeping political momentum alive.

When properly guided, AI is not just faster, but also cost-effective, allowing teams to stretch their resources further. For smaller organizations, this means being able to compete with larger, better-funded players.



# WHY IT WORKS

- **SMALL TEAMS GET BIG-TEAM POWER.** AI increases the speed, volume, and variety of content production, helping under-resourced campaigns punch above their weight.
- **RESOURCES GO FURTHER.** AI tools reduce the cost of creating high-quality materials, freeing up capacity for things like fieldwork and direct voter engagement.
- **MESSAGES HIT THE MARK.** AI enables tailored communication, making it much faster to adapt content to specific audiences, platforms, and moments.
- **RESPONSE TIME SHRINKS.** With rapid content generation, even small campaigns can react in real time to unfolding events, matching the pace of the public conversation.
- **STRATEGY STAYS HUMAN.** AI doesn't replace political judgment, it accelerates execution, allowing teams to move faster without losing control.



# HOW IT WORKS

## 1 UNDERSTAND AI TOOLS AND CAPABILITIES

AI becomes most useful not in deciding what to say, but in helping you produce and adapt messages faster across formats and contexts. Start by familiarizing yourself with the different AI tools available and what each one does best.

Each tool has its own strengths and serves different purposes. Some will help you generate large volumes of content, while others are better suited for refining tone, creating multiple versions of the same message tailored to different audiences, or adapting messages into audio and video formats.

## 2 OPTIMIZE YOUR PROMPTING TECHNIQUES

AI works better when you give it clear, specific instructions. Here are some prompt engineering principles that can help you maximize your effectiveness in content production. As a general guideline, effective instructions often involve breaking down complex content creation tasks into smaller, manageable prompts that include examples and audience-specific language.

Additionally, consider the following principles:

- **AFFIRMATIVE DIRECTIVES.** Use positive language in prompts to guide AI effectively.
- **EXAMPLE-BASED PROMPTING.** Guide outputs by providing clear, concrete examples.

- **CHAIN-OF-THOUGHT.** For complex content, ask the AI to think step by step or provide a “chain of reasoning.” This can help generate more structured and logical outputs.
- **ROLE ASSIGNMENT.** For specific tasks, ask the AI to act as a “strategist” or “designer” to improve tone and structure.
- **SCENARIO-BASED PROMPTS.** Frame prompts around real-world cases to improve relevance. For example, “Explain this concept as if to a high school student.”
- **HUMANNESS AND AUTHENTICITY.** After iterating, apply your own judgment to ensure the content retains a human tone. Then feed it back into the AI to refine and improve it further.

All of this helps refine the quality of the final output.

### 3 HUMAN CHECKING IS INDISPENSABLE

AI is a powerful tool, but all final checks, reviews, and decisions must remain human. AI can make mistakes, misinterpret context, or generate misleading information, especially in areas that require precision, judgment, or political sensitivity. Human oversight is essential to ensure both accuracy and strategic coherence.

Always carefully review AI-generated content. This includes not only factual correctness, but also tone, framing, and potential political impact.

Pay special attention to the following:

- **MATHEMATICAL OPERATIONS.** Verify calculations and numerical data, as AI may occasionally yield incorrect results.
- **RECENT FACTUAL INFORMATION.** Ensure that the information provided is up to date, as AI may rely on outdated sources or lack access to the latest developments.

- **REPRODUCTIONS OF EXCERPTS.** Be cautious with excerpts from books, films, series, and music; make sure they are accurate and contextually appropriate.
- **ATTRIBUTION OF AUTHORSHIP.** Confirm that AI correctly attributes authorship for books, studies, and cultural works to avoid misrepresentation.
- **QUOTES.** Verify the accuracy and context of any quotes used, as AI might generate or misattribute them.
- **BIOGRAPHICAL FACTS.** Double-check biographical details to ensure that they are correct and appropriately sourced.
- **TONE AND FRAMING.** Check that the message does not create unintended interpretations or backlash.

## 4 **COMBINE AI TOOLS FOR MULTIMODAL CONTENT CREATION**

To adapt your message across formats and platforms, combine different AI tools, each suited to a specific task. Mixing and using multiple tools allows you to remix your content into infographics, videos, podcasts, and other multimedia formats, enabling your campaign to translate the same idea into different formats for different people, making it more accessible to specific audiences and native to each channel.

## 5 **MONITOR AND ADAPT**

Track how AI-generated content performs—through engagement, feedback, reach, and how it circulates across your network. Use these signals to quickly adjust prompts, formats, and messaging.

Continuous iteration helps your campaign stay aligned with the conversation, adapt to changing contexts, and improve both speed and relevance over time.



# TIPS

## **A** COLLABORATE WITH AI FOR CREATIVE BRAINSTORMING

Leverage AI as a creative partner during the content creation phase. By inputting general ideas or themes, AI can suggest different angles, formats, or unexpected approaches that might not have been considered. This can help overcome creative blocks and generate more varied, engaging content that stands out in a crowded digital environment.

## **B** KEEP STRATEGY AND JUDGMENT HUMAN

AI-generated content is a collaborative effort between humans and machines. AI can assist in generating and refining content, but it should not define your strategy. Human judgment is essential to ensure that outputs align with your campaign's values, tone, and political objectives. This oversight helps maintain credibility, prevent bias, misalignment, or unintended consequences, and ensures that the final message is both effective and responsible.



# WHO'S DONE IT WELL?



## ARTIFICIAL INTELLIGENCE SECRETARIAT

### Turning a Complex Scandal into a Vivid Corruption Story

#### ARGENTINA

In February 2025, Argentine president Javier Milei promoted a cryptocurrency called \$LIBRA on social media, presenting it as a private initiative to support the country's productive ventures. The token's value surged after his post, but just a few hours later, the creators rug-pulled, causing the cryptocurrency to collapse. Thousands of people lost money, while the project's promoters made huge profits.

The case triggered judicial investigations in both Argentina and the United States under suspicions of fraud. By March 2026, investigators had recovered from the phone of one of \$LIBRA's promoters, Mauricio Novelli, a draft agreement for \$5 million linked to Milei's promotion of the project, along with records of intense communication between him, Milei, and the president's inner circle around the time of the token's launch and crash.

The scandal was explosive, but also technical, confusing, and easy to dismiss as a niche crypto story. The evidence was there, but buried in blockchain transactions, leaked chats, and legal documents that were difficult for most people to follow.

The parody X account SIA (Artificial Intelligence Secretariat) changed that. It used AI to recreate the exchanges between those involved as short, hyperrealistic videos, staged like scenes from a film, making the story legible. The same actors, the same situations — now turned into something people could see and understand.

The videos did not replace the reporting; they translated it. What was previously abstract and technical became raw, concrete and visual. Instead of asking audiences to interpret complex data, the case was reframed as a simple, emotionally clear story of corruption.

As the clips went viral, media coverage began to incorporate not only the scandal, but also the videos themselves. In this way, AI helped transform a complex financial investigation into a widely understood public narrative, portraying Milei not as an outsider, but as a familiar corrupt politician driven by personal gain.

**“An AI-generated video went viral for its striking realism, portraying Milei and his inner circle as driven by corruption.”**



## BATTLEGROUND AI

### Making Paid Media Possible for Cash-Strapped Candidates

#### UNITED STATES

In three rural Virginia races, BattlegroundAI helped underfunded candidates build paid media programs they likely could not have afforded otherwise. The project generated 30 fifteen-second video ads and more than 200 display ads, showing how AI can dramatically expand the volume of campaign content small teams are able to produce. But the process was not automated from start to finish. Scripts and storyboards were first drafted for review and approval, and human input remained central throughout: selecting the strongest ads, improving the scripts, and refining the final output before anything went live.

That is what makes the case strategically valuable. For low-budget candidates, AI did not replace campaign judgment; it made professional-quality ad production possible at all. The system reduced around 99% both production time and 95% of cost compared with traditional methods.

The AI videos, that were used to introduce candidates but also their main policies, were tested in a randomized controlled trial and produced a positive lift in vote choice of between 4% and 10.3%.

**“This case shows how AI, with a combination of human oversight, can help smaller campaigns move from having no paid media to running a credible ad program.”**



# LEARN MORE

## D-HUB RESOURCES



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## AI TOOLBOX

Tools evolve quickly and new ones appear all the time. The ones listed below are simply those we currently use, in addition to ChatGPT, Gemini, and Claude:

### → CONTENT PRODUCTION

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**AI CAROUSELS:** Creates visual carousels for LinkedIn, Instagram, and TikTok.

([WWW.AICAROUSELS.COM/EDITOR](http://WWW.AICAROUSELS.COM/EDITOR))

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**REIMAGINE:** Generates high-quality content and marketing copy, including blog posts, ads, and presentations.

([WWW.REMAGINEAI.COM](http://WWW.REMAGINEAI.COM))

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**COPY.AI:** Creates high-quality marketing content, including product descriptions, social media posts, and email campaigns, streamlining the copywriting process.

([HTTPS://APP.COPY.AI](https://app.copy.ai))

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**RYTR:** Writing assistant for various formats, including blogs, emails, and advertisements, with strong creativity

([HTTPS://RYTR.ME](https://rytr.me))

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**ELITEAIWRITER:** Creates SEO-optimized content for blogs, ads, emails, and websites.

([HTTPS://ELITEAIWRITER.COM](https://eliteaiwriter.com))

## → VIDEOS AND IMAGES

**KAIBER:** Creative platform to transform text, images, and music into dynamic videos and animations.

([HTTPS://KAIBER.AI/](https://kaiber.ai/))

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**NANOBANANA:** Image generation tool designed for fast, accessible creation of visual assets and graphics.

([HTTPS://WWW.BANANAPRO.STUDIO/](https://www.bananapro.studio/))

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**LEONARDOAI:** Generates high-quality images, art, and videos with style consistency.

([HTTPS://APP.LEONARDO.AI/](https://app.leonardo.ai/))

---

**VIDEOEDITORAI:** Assists users in editing or creating videos by providing simple instructions.

([HTTPS://VIDEOEDITORAI.COM/](https://videoeditorai.com/))

---

**KLING:** Advanced video generation tool that creates realistic, cinematic clips from text or image inputs.

([HTTP://APP.KLINGAI.COM](http://app.klingai.com))

---

**HEYGEN.** Creates AI-generated avatars and talking-head videos, widely used for social media and TikTok-style content.

([HTTPS://WWW.HEYGEN.COM/](https://www.heygen.com/))

## → OTHER TOOLS

**CREATIVE FAST AID:** Generates creative campaign ideas.

([HTTPS://CREATIVEFASTAID.COM/](https://creativefastaid.com/))

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**GAMMA:** Creates professional presentations, documents, and websites without requiring design or coding skills.

([HTTPS://GAMMA.APP/](https://gamma.app/))

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**PERPLEXITY:** Helps verify information, cross-check sources, and quickly fact-check content.

([HTTPS://WWW.PERPLEXITY.AI/](https://www.perplexity.ai/))

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**SUNO:** Produce realistic songs combining vocals and instrumentation, based on text prompts.

([HTTPS://WWW.SUNO.AI/](https://www.suno.ai/))

---

**GRAPHA:** Uncovers hidden trends and patterns within complex datasets and transforms intricate data into clear insights.

([HTTPS://GRAPHA.AI/](https://grapha.ai/))

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**WRITE HUMAN:** Humanizes text written by AI making it undetectable by AI detection algorithms.

([HTTPS://WRITEHUMAN.AI/](https://writehuman.ai/))

# WE CAN HELP YOU.

At the Democracy Hub, we understand the emotional and strategic challenges of confronting modern authoritarianism—uncertainty, confusion, pressure, and relentless attacks on democratic values.

But you are not alone.

D-Hub is a vibrant community dedicated to defending and renewing democracy. We have the knowledge, tools, and experience to help you fight back effectively.

Our mission is to increase the effectiveness of those fighting authoritarianism. We emphasize collaborative peer-to-peer learning, comprehensive training, coaching, strategic support, and fostering networks of solidarity and exchange. We aim to ensure that democracy advocates worldwide are equipped with the vital relationships, deep knowledge, and essential skills they need to fulfill their mission.

→ IF YOU NEED SPECIFIC ASSISTANCE, PLEASE CONTACT US AT  
[CONTACT@DHUB.ORG](mailto:CONTACT@DHUB.ORG)



SIGN UP FOR OUR [NEWSLETTER](#) AND RECEIVE UPDATES ABOUT OUR WORK WORLDWIDE. 



[JOIN THE COMMUNITY](#) AND HAVE ACCESS TO INSIGHT BRIEFS, WORKING PAPERS, VIDEOS, PODCASTS, AUDIOBOOKS, AND MORE RESOURCES DESIGNED TO EQUIP DEMOCRACY DEFENDERS WITH THE LATEST SKILLS AND STRATEGIES.

Reach out to us. Together, we can defend democracy.

# **D-HUB IS A VIBRANT COMMUNITY COMMITTED TO DEFENDING AND RENEWING DEMOCRACY.**

Our mission is to improve the effectiveness of those who fight against authoritarianism. We emphasize collaborative learning among peers, comprehensive training, coaching, strategic support and the promotion of networks of solidarity and exchange.

Our goal is to ensure that democracy advocates around the world are equipped with the vital relationships, deep knowledge, and essential skills they need to fulfil their mission.