

Contact searac@searac.org with any questions about this toolkit.



#HmongVoicesCount

Social Media Toolkit for Advocates

****Scroll down for an additional section specifically for Hmong community leaders and advocates****

WHY are we mobilizing:

The Hmong community is woven into the tapestry of our Southeast Asian America refugee legacy. Despite this history, the US Census Bureau misclassified Hmong Americans as 'East Asian' rather than 'Southeast Asian' in a recent public dataset.

This error must be corrected because improperly categorizing Hmong Americans as East Asian conceals the inequities our communities experience as refugees from Southeast Asia and renders the Hmong community invisible in data. Hmong voices and stories matter and the US Census Bureau must honor the Hmong community's self-identification as Southeast Asian Americans.

HOW are we mobilizing:

We're mobilizing our communities to tell the US Census Bureau that our experiences must not be erased. Call on the Census Bureau to fix this error by signing our [petition](#) today and sharing with your networks. We also encourage you to participate in our social media week of action (scroll for more instructions on how to participate below).

MORE info:

The Hmong have deep roots in Southeast Asia and the latest American Community Survey estimates show that 95.6% of Hmong Americans reported Southeast Asia as their region of origin, while only 1.6% reported East Asia.

In their op-ed, "**The US Census Bureau Misclassified the Hmong. Our Community Suffers as a Result**," May Gnia, Dia Cha, Peng Her, and Lee Pao Xiong share the following: *"This misclassification not only ensures that resources will not be allocated to the educational, health, and mental health services we need, it **erases our cultural history and identity**. The Census Bureau must classify us as who we are...The Census Bureau has offered to include us as a footnote on the census form. We say not only that lawmakers and those in charge of funding allocation likely won't read a footnote, but that **we are more than a footnote: We are Southeast Asians who fought for this country.**"*

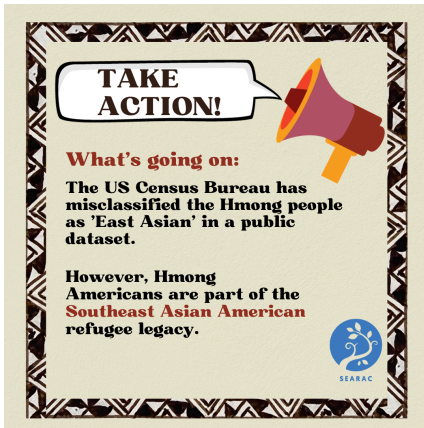
The Hmong community is more than a footnote and we urge the US Census Bureau not to overlook the Hmong community's history, experiences, and legacy as refugees from Southeast Asia. The Hmong community are Southeast Asian Americans.

Social Media Week of Action

From **Monday, Nov. 13, through Friday, Nov. 17**, SEARAC and partners will host a social media week of action to share information about and generate support for the Hmong census reclassification. Using the **#HMONGVOICESCOUNT** hashtag, please join us in sharing links to our [petition](#) and other opportunities to support Hmong census reclassification. Images can be used for Facebook, Instagram, and Twitter.

For Hmong community leaders and advocates participating in this week of action, additional graphics, language, and guidance are provided. Please scroll past the overview of the week of action.

You can download the files from [Google Drive](#) or make a copy of the Canva graphic and add your org's logo. See tutorial on adding your organization's logo [here](#). Note that graphics should be shared as carousels (multiple images) and please tag @SEARAC in your post.



[Download full series of graphics from Google Drive](#)

[Download full series of graphics from Canva](#)

MONDAY 11/13

Instagram/Facebook

This week **[org name]** is taking action to ensure that **#HmongVoicesCount** and affirm that Hmong Americans are part of the Southeast Asian legacy. If the Census Bureau does not correct its recent misclassification of the Hmong people as East Asians, Hmong communities' needs will be erased. Join us in urging the US Census to correct its error and honor the experiences, stories, and histories of the Hmong community as refugees from Southeast Asia. You can support Hmong communities by sharing this petition with your network:

bit.ly/HmongVoicesCount.

@SEARAC

X/Twitter

The **@uscensusbureau** misclassification of Hmong Americans as 'East Asian' is a serious error. **#HmongVoicesCount** and will not be erased. 🗣️ Share this petition widely:

bit.ly/HmongVoicesCount @SEARAC

TUESDAY 11/14

Instagram/Facebook

**Why does the
Census Bureau's
misclassification
of the Hmong
community
matter?**

bit.ly/HmongVoicesCount



[Download full series of infographics from Google Drive](#)

[Download full series of infographics Canva](#)

Data has the power to reveal and conceal. The Census Bureau's misclassification of the Hmong community masks the unique challenges that Southeast Asian refugees must overcome. Correcting this error matters because we must preserve our cultural identity and history. Join us in ensuring **#HmongVoicesCount** by signing our petition:

bit.ly/HmongVoicesCount

@SEARAC

Photo used in graphic courtesy of KaYing Yang

X/Twitter

Data has the power to reveal and conceal. Join us in telling **@uscensusbureau** that **#HmongVoicesCount** 🙌 Sign the petition → bit.ly/HmongVoicesCount **@SEARAC**



[Download full services of graphics from Google Drive](#)

[Download full series of graphics from Canva](#)

WEDNESDAY 11/15

Facebook/Instagram

📣 TAKE ACTION 📣 The US Census Bureau has misclassified Hmong Americans communities as 'East Asian' in a public data set. Hmong Americans are part of the Southeast Asian American refugee legacy. If this mistake is not corrected, our communities' needs will be made invisible. We will not let bad data tell a story that is not ours. 🙌 Sign the petition today to demand that Hmong voices are heard and that **#HmongVoicesCount**: bit.ly/HmongVoicesCount **@SEARAC**

Photo used in graphic courtesy of KaYing Yang

X/Twitter

Don't let **@uscensusbureau**'s mistake hide the experiences of Hmong Americans. 🙌 Sign the petition to correct this misclassification and give the Hmong community the visibility we deserve → bit.ly/HmongVoicesCount **#HmongVoicesCount @SEARAC**

THURSDAY 11/16

Instagram/Facebook

“The US Census Bureau Misclassified the Hmong. Our Community Suffers as a Result”

By May Gnia, Dia Cha, Peng Her, and Lee Pao Xiong

bit.ly/HmongVoicesCount



[Download full series of quotes from Google Drive](#)

[Download full series of quotes from Canva](#)

Join us in centering Hmong voices and needs! The US Census' error will impact whether our communities receive the resources they deserve. In their op-ed, May Gnia, Dia Cha, Peng Her, and Lee Pao Xiong share how this error will impact the Hmong community. They write, “This misclassification not only ensures that resources will not be allocated to the educational, health, and mental health services we need, it erases our cultural history and identity. The Census Bureau must classify us as who we are.” Support Hmong communities and ensure that **#HmongVoicesCount** by sharing this petition widely:

bit.ly/HmongVoicesCount

@SEARAC

X/Twitter

We will not let **@uscensusbureau**'s bad data tell a story that is not ours. **#HmongVoicesCount**. 🗳️ Sign the petition ➡️

bit.ly/HmongVoicesCount **@SEARAC**

TAKE ACTION

Sign the petition at bit.ly/HmongVoicesCount to urge the US Census to correct its misclassification of the Hmong community.



[Download from Google Drive](#)

[Download from Canva and share this graphic](#)

FRIDAY 11/17

Facebook/Instagram

Join us and take action today to urge the US Census Bureau to correct their misclassification. Hmong Americans are part of our Southeast Asian refugee history. If this error is not corrected, our community's essential needs may go unnoticed. We refuse to let incorrect data shape our stories. 🗳️ Take action now by signing the petition to ensure that **#HmongVoicesCount**.

bit.ly/HmongVoicesCount **@SEARAC**

Photo used in graphic courtesy of KaYing Yang

X/Twitter

🗳️ Raise Awareness 🗳️ **@uscensusbureau** has mistakenly classified Hmong Americans as 'East Asian' in new data. We can't let this error hide our needs. Sign the petition to make **#HmongVoicesCount**. bit.ly/HmongVoicesCount **@SEARAC**

SOCIAL MEDIA GRAPHICS OVERVIEW



This table shows the graphics that will be posted each day and the order that they should be posted in. You can click on each graphic to go to download them from Google Drive.

NOV. 13

TAKE ACTION!

What's going on:
The US Census Bureau has misclassified the Hmong people as 'East Asian' in a public dataset.

However, Hmong Americans are part of the Southeast Asian American refugee legacy.

bit.ly/HmongVoicesCount

TAKE ACTION!

What's at stake:
If this mistake is not corrected, Hmong communities' needs will be made invisible.

Sign the petition at bit.ly/HmongVoicesCount to urge the Census Bureau to correct its mistake!




TAKE ACTION!

We will not let bad data tell a story that is not ours.

Sign our petition at bit.ly/HmongVoicesCount and share with your networks!




Hmong Americans are Southeast Asians, not East Asians.

We will not let the US Census Bureau erase our experiences.


#HmongVoicesCount



NOV. 14

Why does the Census Bureau's misclassification of the Hmong community matter?

bit.ly/HmongVoicesCount



According to the American Community Survey, nearly all foreign born Hmong Americans migrated from Southeast Asia.

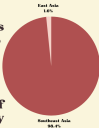
The Bureau defines Southeast Asia as including the following countries: Myanmar, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, and Vietnam.




bit.ly/HmongVoicesCount



The most recent American Community Survey estimates show that 95.6% of Hmong Americans reported Southeast Asia as their region of origin, while only 1.6% reported East Asia.




bit.ly/HmongVoicesCount




2021 Madison Metropolitan School District data shows that 78.9% of Asian American students in Madison, WI schools were proficient in reading and 78.7% were proficient in math.

Yet the disaggregated data shows that 93% of Hmong students can't read at grade level, and over 72% can't do grade-level math.




bit.ly/HmongVoicesCount



The misclassification of Hmong Americans as East Asians conceals the inequities they experience as refugees from Southeast Asia and renders the Hmong community invisible. The US Census Bureau must correct this error.

Sign our petition today: bit.ly/HmongVoicesCount



bit.ly/HmongVoicesCount



NOV. 15

TAKE ACTION!

Sign the petition at bit.ly/HmongVoicesCount to urge the US Census to correct its misclassification of the Hmong community.

Hmong Americans are Southeast Asians, not East Asians.

We will not let bad data tell a story that is not ours.

Sign the petition at bit.ly/HmongVoicesCount




NOV. 16

"The US Census Bureau Misclassified the Hmong. Our Community Suffers as a Result"


By May Gnua, Dia Cha, Peng Her, and Lee Pao Xiong

bit.ly/HmongVoicesCount




"This misclassification not only ensures that resources will not be allocated to the educational, health, and mental health services we need, it erases our cultural history and identity. The Census Bureau must classify us as who we are."

bit.ly/HmongVoicesCount




"Children who are grounded in their home language and culture know who they are and have positive self-esteem and self-confidence, which then results in success in school, better careers, higher paying jobs, and contributions to society and our tax base."

bit.ly/HmongVoicesCount



"The Census Bureau has offered to include us as a footnote on the Census form. We say not only that lawmakers and those in charge of funding allocation likely won't read a footnote, but that we are more than a footnote: We are Southeast Asians who fought for this country."

bit.ly/HmongVoicesCount



NOV. 17

TAKE ACTION

Sign the petition at bit.ly/HmongVoicesCount to urge the US Census to correct its misclassification of the Hmong community.



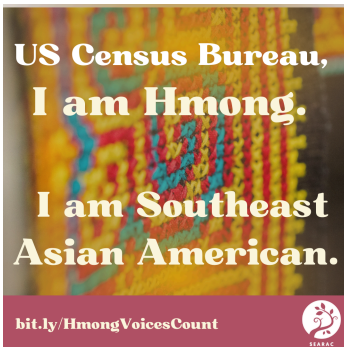
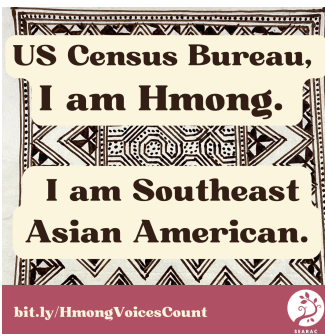
#MyHmongHeritage Toolkit for for Hmong Community Leaders and Advocates

Messaging Guidance, Sample Social Media Language, and Graphics

Hmong voices and experiences must be centered in this moment of urging the US Census Bureau to correct their error. To Hmong community leaders and advocates: we encourage you to share your own unique reflections and stories about your right to be seen and self-identify as Southeast Asian American. You know your community best and the impact of this error. Here are some prompts to ask yourself in crafting language for social media:

- Why is it important for the Hmong community to be seen as Southeast Asian American?
- What impact does being classified as East Asian have for you and your community?
- In what ways does the US Census Bureau's misclassification impact you?
- What parts of your family heritage and history feel important to share during this moment of advocating for the US Census Bureau to correct its error?
- Can you share personal stories that illustrate the significance of the Hmong community's place in the tapestry of Southeast Asian American refugee legacy?

Join us in our week of action and uplift your story by using the **#MyHmongHeritage** in addition to the **#HmongVoicesCount** hashtag. Here are additional graphics for you to use and sample captions. You can download these files from [Google Drive](#) or click on the image you'd like to post.



#MyHmongHeritage is not up for debate— I am Hmong and I am Southeast Asian American.

The US Census Bureau misclassified my Hmong community as 'East Asian,' and it must correct this error. Misclassifying my community erases our cultural heritage and identity and impacts funding and resources that we deserve, such as health screenings, educational opportunities, and mental health care.

Join me in signing this petition demanding for the Census Bureau to honor my right to be seen as Southeast Asian American:

bit.ly/HmongVoicesCount
@SEARAC

#HmongVoicesCount

Photo used in graphic courtesy of
KaYing Yang