

Creator Program Update, August 2024

At Community Change Action, we know the power and purpose of investing in trusted messengers. Our award-winning creator program continues this tradition by recruiting, training, and compensating creators who can authentically speak to our base.

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Toplines

Our 2024 program has earned **3,777,949** views and **226,526** engagements via **68** creator videos across TikTok, Instagram, and Youtube as of mid-August. We have produced videos connecting creators to the child care movement and highlighting [Day Without Child Care](#), we have educated audiences about the [Child Tax Credit](#), we have helped creators raise the voice against [conservative threats](#), and we have educated audiences about Kamala Harris' record and vision for the United States.



[View Post](#)



[Watch Video](#)

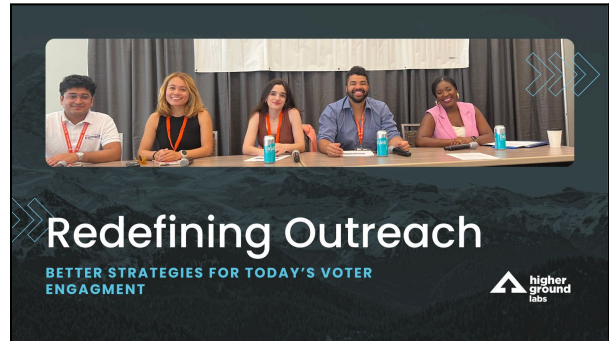


[Watch Video](#)

This year, our programming has also resulted in partnerships with [the White House](#), participation in the groundbreaking Trending Up Conference, and speaking roles at conferences like Netroots.



Dorian Warren speaks at the Trending Up Conference in Washington, DC.



Speaking with Higher Ground Labs at Netroots.

Throughout our programming, we continue working with the **Gen-Z-led [Social Curreant](#)**. Since we first worked together (when Social Curreant staffers were still in college), the award-winning firm now runs creator programming for organizations across the progressive network. Social Curreant and Community Change Action's unique partnership has received news coverage from [Business Insider](#) to the [NYT \(multiple times\)](#) and has continued to be a powerhouse for our work.

2024 Program & Analyses

Two Programs, One Goal

This year, we are running two programs simultaneously: a stipend-based creator cohort and a traditional pay-per-video program.

The creator cohort operates similarly to our [Community Change Fellows program](#), where creators are paid a stipend and meet regularly with Social Curreant and Community Change Action staff over a set period of time. In this model, we are able to offer eight creators longer-term contracts and job stability as they build their pages and test new messaging with their audiences.

All eight members of the cohort:



Zuri Ali
@artsymuva

TT: [54K Followers](#)



Barrie Rose
@barrierose

IG: [14.8K Followers](#)
TT: [607K Followers](#)
YT: [22K Followers](#)



Joshua Doss
@doss.discourse

TT: [283K Followers](#)



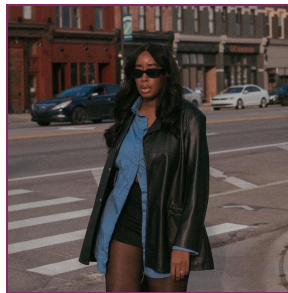
Tega Orhorhoro
@tegareacts

TT: [3.7M Followers](#)
IG: [207K Followers](#)



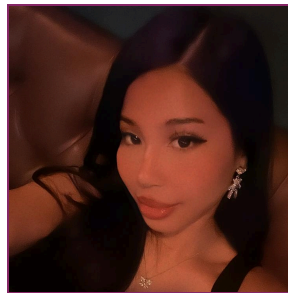
Willy Hidalgo
@radicalhidalgo

IG: [207K Followers](#)
TT: [1.8M Followers](#)



Brittany Simmons
@signedbritt

IG: [53.7K Followers](#)
TT: [63K Followers](#)



Alexa Flores
@jay.alexaa

IG: [49.4K Followers](#)
TT: [167K Followers](#)



Sylvia Salazar
@tono.latino

IG: [24K Followers](#)
TT: [22.4K Followers](#)

In contrast, the traditional program recruits and pays creators per video. As of mid-August, our program has recruited and worked with over 20 individual creators on these videos, and we intend to grow that number by at least 15 in the next month.

Below are some examples of these creators.



Angel Jimenez
@jimenezzz._

TT: [6.3M Followers](#)



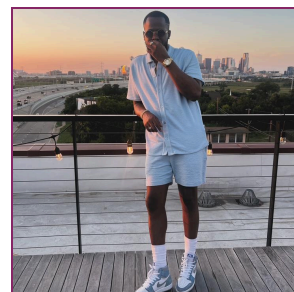
Benjamin Zamora
@benjaminzamoratv

TT: [5.7M Followers](#)



Chris Wise
@thechrissiewise

TT: [66.4K Followers](#)



Richie Fontane
@fontvne

TT: [731K Followers](#)

Both tactics support grassroots organizing efforts via Community Change Action's Voter Engagement and Economic Justice work, and our national partners via the broader progressive ecosystem. They each also have different strengths that we leverage to meet different moments.

- **A cohort, or fellows, model** allows us to build deeper and longer-term relationships; it creates a consistent work flow for creators, and generally results in a lower cost-per-video.
- **On the other hand, the traditional program** allows us to be more flexible, especially in rapid-response moments, giving us the opportunity to cast a wider net. It also requires less commitment from the creator and can quickly bring new ideas into the program.

Latino Creator Focus

While the progressive creator landscape is growing, we are still not seeing the levels of Latino, Spanish-language, or bilingual content that we know is needed to expand the electorate. Community Change Action's history and role in organizing Latino and immigrant communities underlines the importance of our investment in recruiting these creators.

Creators are a bridge between cultures, speaking directly to their communities. When messages are conveyed in familiar languages and contexts, they resonate deeper and build trust. Using creators as trusted messengers in their native language enhances credibility and relatability. Language is not just a tool for communication but a vehicle for building trust and fostering genuine connections within communities. Our goal is to champion authenticity and connection!

We are proud of the current diversity of our program and plan to continue reaching out to untapped talent and bringing them into the progressive movement.

Here are some examples of the content we're creating:



Benjamin Zamora
ON DEMOCRACY
[@benjaminzamoratv](#)



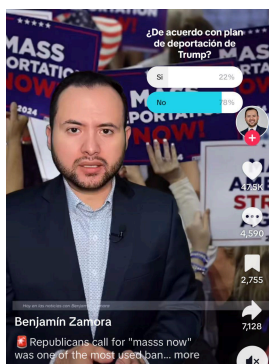
Laura
On IRA
[@lauraissela](#)

Experiments & Incentives

As we build relationships with creators, we are also adding a layer of engagement and incentive experimentation to make sure that we are continuing to innovate on the strategies we rely on.

Earlier in 2024, we produced an audit of the most popular ways for our audiences to engage with creators (beyond liking and sharing). These included posting Instagram Stories that asked audiences to anonymously answer questions, publishing polls, or folding in intentional question-and-answer engagement in creators' comment sections. We then took those actions and asked different creators to utilize them in their videos.

We have seen the highest success in interactive polls, where a creator builds on a video by asking their audience one-click questions.



One of our top-performing “Add-Ons” was a poll posted in a video by Benjamin Zamora. Benjamin, who creates Spanish language content in a newscaster format, covered how the Republican National Convention called for mass deportations. In the video, Benjamin [asked his followers if they agreed with](#)

[President Trump's plans](#) to enact mass deportations. He earned over 90,000 responses, with 78% disagreeing with President Trump's plan and 22% agreeing.

Additional Examples:

- [Domo Wilson](#) asked her audience about the Child Tax Credit, receiving over 640 responses with 24% having not heard anything about the CTC.
- [Amanda Tietz](#) asked her audience if they trusted the Supreme Court and received over 350 responses saying no.
- [Maria Ferrer](#) asked her audience about the CTC and received over 600 responses, with 32% not having heard about it.
- [April](#) asked if childcare costs were influencing her audience's thoughts on starting a family and received over 261 responses, with 94% saying yes.
- [Tabria Majors](#) asked her audience if they knew Republicans blocked the Right to contraception Act – approximately 4000 people responded, with over 2,500 saying they hadn't known.
- [Benjamin Zamora](#) also asked his audience if they were registered to vote, with 48% saying yes.

We also hope to create incentive-structures in our videos, where a creator might offer their audience a “prize” (i.e., gift card) for their engagement. We've encountered hesitancy from creators who want to make sure their followers are engaging because of the content, not the incentives.

Ad Crossover

We have also experimented with using creators' videos as ads for our relational organizing programming. For example, the digital team turned [Awa's video into an ad](#) for CCA. At halfway through our spend, we received **28,289 impressions** from **16,798 people** who clicked through **549 times** for a **CPA of \$4.39**.

Voter Registration



While historically it's been challenging to get users to leave the app (i.e., sign a petition, write a letter to Congress), we are rolling out unique voter registration links with Impactiv as a new test.

Our theory is that while “traditionally non-political” audiences might be hesitant to sign a petition, they may be more primed to

check their voter registration to ensure they can participate in the election.

With our Impactiv partnership, we're also able to track which creators are receiving the most engagement and how their audiences are sharing the resources. We plan to publish the results in September.

Next Steps

Over the next few months, we will continue running our dual programming—a cohort and traditional model—that supports our grassroots organizers and wider progressive network.

We know that MAGA conservatives will continue to spread disinformation online, and we plan to counter these attacks with heavier investment and recruitment in our communities. It's critical that we focus on Latino and Spanish-language recruitment and content, as it's a gap our partners have identified. We know that trusted messengers power social movements, and we need to ensure that talent is recruited, trained, and compensated for long-term power.

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