



AMERICAN
IMMIGRATION
LAWYERS
ASSOCIATION

AILA CITIZENSHIP DAY 2026 MEDIA AND SOCIAL MEDIA

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Agenda

- Purpose
- Figuring Out the Right Tactics for Your Chapter/Event
- Using the Toolkit
 - In Advance
 - Day Of
 - After the Fact
- Questions

Purpose

- Citizenship Day's primary purpose is to help immigrants take the final steps towards Citizenship
- Given today's realities, many people are scared and vulnerable, even those with a clear path forward.
- Therefore, publicizing the event in a targeted way so as to attract those who need/want services without drawing negative attention is key.

Figuring Out the Right Tactics for Your Chapter/Event

- Discuss this with your partner organizations
 - Do you want press attention?
 - Do you want specific press outlets to cover it?
 - Targeted pitches to outlets
 - How AILA can help
 - Do you not want public attention beforehand?

Using the Toolkit

- In Advance
 - Press Advisory
 - Talking Points
 - Letter to the Editor
 - Social Media Posts
- Day Of
 - Social Media Posts
- After the Fact
 - Letter to the Editor
 - Social Posts

REMEMBER TO GET PERMISSION FROM ANYONE WHOSE PICTURE YOU TAKE FACE ON/IDENTIFIABLE, INCLUDING PARTNERS/AILA MEMBERS!