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Somos Un Pueblo Unido Launches Know Your Rights Campaign Amid Anticipated Threats to Civil Liberties Under Trump Administration

SANTA FE, NM— In anticipation of growing threats to civil rights under Donald Trump's second term as U.S. President, Somos Un Pueblo Unido is launching a [*Know Your Rights*](#) campaign. This initiative aims to empower all individuals—regardless of immigration status—with the knowledge and tools they need to protect their constitutional rights in a climate that threatens to undermine them.

The *Know Your Rights* campaign is a proactive response to the potential dangers posed by the Trump administration, which has previously pursued policies aimed at rounding up and deporting millions of immigrants, curtailing protections for marginalized communities, and threatening community-based and immigrant-serving organizations. With Trump's second term expected to bring even more extreme policies, it is more important for immigrant communities to understand and assert their rights.

"Every American, regardless of immigration status, deserves to know their rights and how to exercise them," said **Marcela Díaz, Executive Director of Somos Un Pueblo Unido**. "We are committed to ensuring that immigrant workers and families in New Mexico understand their constitutional rights at home, at work, and in public places, so they can better protect themselves from detention, deportation, and separation from their loved ones. This campaign is about ensuring that all individuals—whether citizens or not—can defend themselves against injustice and overreach by the incoming administration."

The *Know Your Rights* campaign will feature [social media](#) content, radio advertisements, and civil rights workshops focused on resources related to workers' rights, civil rights, and more. This initiative will also include partnerships with local schools, churches, adult education centers, community colleges, and local governments to offer materials and know-your-rights presentations to thousands of families in both English and Spanish to ensure inclusivity and reach as many individuals as possible. By equipping our communities with the knowledge they need, we are taking a proactive approach to empower low-wage workers and immigrant families.

That's why, alongside this campaign, our [legislative priorities](#) for the upcoming year are focused on addressing the most pressing issues facing our communities. As we enter this new era under the Trump administration, we are prepared to advocate for our communities and fight for the justice and opportunities they deserve. Together, these efforts will help build stronger, more resilient communities ready to stand up for their rights.

For more information on the *Know Your Rights* campaign, including upcoming workshops and resources, please visit [Know your rights - Somos un pueblo unido](#)

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About Somos Un Pueblo Unido

Somos Un Pueblo Unido is a statewide immigrant-based civil and workers' rights organization with membership teams in eight counties and worker centers in Santa Fe, Hobbs, Roswell, and Farmington.