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## Hillary faces backlash over 'Hispandering' thanks to campaign post claiming she is 'just like your abuela'

- Hillary Clinton's campaign put a post online that listed seven ways the candidate is 'just like your abuela'
- The post was branded as 'Hispandering,' for its use of Spanglish and for showing off a photo of Clinton with singer Marc Anthony
- Twitter users created the hashtag #NotMyAbuela mocking the post, forcing the Clinton campaign to soften the headline

By [Nikki Schwab](#), U.S. Political Reporter For Dailymail.com

Published: 11:56 EST, 24 December 2015 | Updated: 14:52 EST, 24 December 2015

The internet said not-so-fast this week to Hillary Clinton, when her campaign posted [a list of seven ways](#) she's 'just like your abuela' – the Spanish word for grandmother.

The post said Clinton was like a Hispanic grandma because she worried about children, read to you before bed and 'isn't afraid to talk about the importance of el respeto,' which means respect in Spanish, a word Clinton's team repeated several times on the list.

Clinton also poses for pictures with Latino singer Marc Anthony, just like abuela, the list suggested.

Critics quickly called this 'Hispandering,' the portmanteau of the words Hispanic and pandering, and the hashtag #NotMyAbuela was born.

Scroll down for video



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**Online users pushed back this week on a posting made by the Hillary Clinton that compared the former secretary of state to an 'abuela' - the Spanish word for grandmother**

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## 7 things Hillary Clinton has in common with your abuela

Dec 21, 2015 by Paola Luisi

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The list said Clinton was like a Hispanic grandma because she worried about children, read to you before bed and 'isn't afraid to talk about the importance of el respeto'

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## Everybody loves *abuela*—even this guy.



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At the conclusion of the online list, Hillary Clinton's campaign tacked on a picture of the candidate posing with popular Latino singer Marc Anthony

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**jasdye**  
@jasdye



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HRC is like my abuela? lol no  
[#notmyabuela](#)



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Twitter user Jasdye contributed one of the most popular offerings using the hashtag #NotMyAbuela

The complaints about the post ranged from silly to serious, with some Twitter users suggesting Clinton was #NotMyAbuela because she didn't live in poverty and wasn't separated from her loved ones by a border.

Others chided Clinton for not knowing what adobo seasoning is, which is great in guacamole.

While another suggested the Clinton campaign had figured out an algorithm to attract the Latino vote.

'Spanglish + talk about "respeto" + Hillary gif + Mark Anthony = Latino vote,' wrote Twitter user Gabe Gonzalez.

Eventually the headline of the list was softened to say, '7 things Hillary Clinton has in common with your abuela.'

This wasn't the first time the Clinton campaign was mocked for being a little too cutesy on the web.

For instance, the campaign made a modified version of Clinton's logo to celebrate Rosa Parks – which was all well and good until Twitter users started noticing that it looked like the civil rights icon was seated at the back of the bus.



Elie Cruz @eliecruz · Dec 22  
.@HillaryClinton do you even know what this is? #NotMyAbuela

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While some critics aired serious grievances about the posting, others were sillier - like this contribution by Eiel Cruz asking Hillary Clinton if she knows what adobo seasoning is

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Twitter user Gabe Gonzalez noted the the list read like an algorithm to capture the Latino vote - with the campaign's multiple uses of Spanglish and its posting of a picture of Hillary Clinton and Marc Anthony

**Aura Bogado** @aurabogado

Before and after #NotMiAbuela. Nice try, @HillaryClinton, but screenshots don't disappear the way your emails do.

7 ways Hillary Clinton is just like your abuela

7 things Hillary Clinton has in common with your abuela

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4:24 PM - 22 Dec 2015

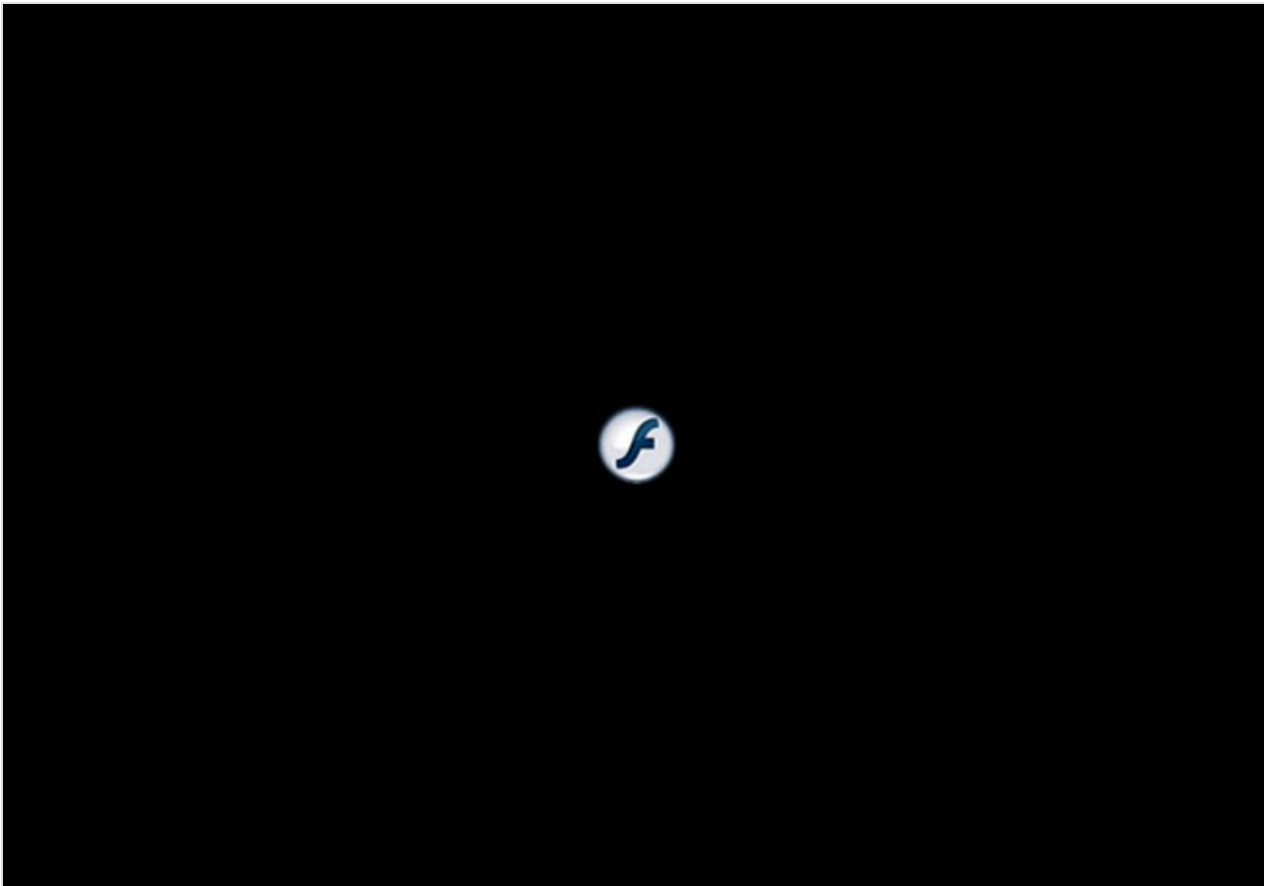
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One Twitter user noticed that the Clinton campaign had softened the language of the



headline after the post was roundly mocked online



In August, the campaign used Twitter to ask young people, 'How does your student loan debt make you feel? Tell us in 3 emojis or less.'

This tweet was criticized for both making light of crippling student loan debt and promoting bad grammar – as it should say fewer, not less, after all.

Clinton's director of Latino outreach, Lorella Praeli, was the one who responded to this most recent dust-up, [according to the New York Times](#).

She emailed a response yesterday.

'As a Latina who recently became a citizen, I know firsthand the challenges that many in this country face,' Praeli said, 'including the fear of deportation, and Hillary is committed to fighting against Republican attacks to tear families like mine apart.'

Read more:

- [Log In - The New York Times](#)
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 [Moore](#), Huntington Beach, United States, 24 minutes ago  
ke El Diablo.


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 [erez](#), lurkin, United States, 43 minutes ago  
he thinks Latins are stupid enough to vote for her.. I think not! she doesn't have my vote.


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 :ALIFORNIA, United States, about an hour ago  
is too ruthless to be an abuela, my hispanic friends say they would never vote for her!


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 [n](#), Midwest, United States, about an hour ago  
make up 15% of the voting citizenry. It's completely understandable and even commendable if Hillary is trying to identify with them. It's much better that ignoring them altogether as if they didn't exist, or else grossly insulting them on an ongoing basis as Trump does. And how is it any different than when Trump panders to the bigotry of his hilljack supporters by calling that whole segment of society rappers and thieves? Can we have a brand new term for that too??? We'll call that "hilljacking".

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 [da](#), Boston, United States, 28 minutes ago  
Sorry du , hilljack & hilljacking not catchy enough to be buzz words....try again..

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 [as a fiddle](#), Wyoming, United States, 11 minutes ago  
The percentage is still no excuse to pander, shamelessly

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 Midwestern Transplant, United States, about an hour ago  
on her debate bathroom breaks, Mexican food might prove to be disagreeable to her.


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 [lais](#), LaRochelle, about an hour ago  
ie vom bucket.

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 [\\_grl](#), williston, United States, about 2 hours ago  
means grandmother, and she is. What a non controversy. Moving on...

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[24](#), New York, United States, about 2 hours ago

llary what you want - abuela, grandmother, whatever - it all comes down to being a no good liar and dangerous if sne becomes President !!!!!!!!!!!!!!!!!!!!!!!

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San Francisco, United States, about 2 hours ago

s White House would have "cash room".

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[heRaven](#), USA, United States, about 2 hours ago

of Benghazi... Duh

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[Baines](#), Hill Valley CA, United States, about 2 hours ago

indmothers should have the blood of 4 US Citizens on their hands; and multiple scandals linked to their name! THAT is something to be proud of... said no one ever!

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