WHO are you trying to reach & WHAT do you need them to do?
Effective Online Engagement…

- is a conversation, not just a “push out”
The Right Language

- Use relevant, compelling language
  
  - Lists (“3 Things You Can Do Right Now”)
  
  - Provocative questions  (“Why Should You Care if She’s in Pre-K?”)

  - [Hard to Watch, Impossible to Ignore](https://aclu.org) (ACLU)
Not Sure? Segment

Segment to test subject lines & messages
Clear Calls to Action

- Include clear calls to action, tailored to specific audience(s)
  - Read, sign, RT: Show your support for critical #youthjustice law to help youth in detention get on the right path--> bit.ly/17UxDYa

- Choose hashtags wisely
  - #JJDPAmatters
  - #youthvoices v. #pyc
Best Practices

Provide sample social media posts for all of your releases, events, publications
A Word on Reaching the Media

- Direct tweet partners, allies & reporters
- Say thanks

SparkAction @sparkaction
@ajam thanks for your great coverage on #youthjustice & #fostercare lately. Important issues that need to be heard on nationwide networks!
Make it Easy to Connect

- Signature Line

  Alison Beth Waldman
  Editorial Associate, SparkAction
  alison@sparkaction.org | 202.250.3149

  Sign up to get the must-know news & action on children & youth issues straight to your inbox

- Newsletter & Website

  connect
  get weekly updates
  your email
  Sign Up
Ideas for Engagement

- **Twitter chats**  
  #betterpath
Ideas for Engagement

- Blog carnivals

MomsRising.org
Where moms and people who love them go to change our world

Contributing Writers:

- Andrew Bentley, National Relief Charities
  Native American, American Indian or Indian?

- Deborah A. Miranda, Writer/Poet
  Ask For Directions

- Gary Stroutsos, Musician
  Making Knowledge Out Of Sound: The Enduring Legacy Of The American Indian Flute

- Helen Oliff, National Relief Charities
  "Indians are Persons" Under the Law

- Jacqueline Pata, National Congress of American Indians
  Balancing the Raven and Eagle

- Jessica Ordon, Native Voices @ the Autry
  Spotlight on First Look Series: Measure for Measure
Ideas for Engagement

- Google+ Hangouts on Air
Infographics

THERE'S NO EXCUSE for Keeping Children in Adult Jails & Prisons

It isn't SAFE
Youth are 36x more likely to commit suicide

It isn't FAIR
Youth of color are disproportionately impacted

It isn't RIGHT
The federal law requires that children be protected while in custody

CONTACT YOUR GOVERNOR TODAY
ENSURE THE PRISON RAPE ELIMINATION ACT (PREA) IS IMPLEMENTED IN YOUR STATE
www.campaignforyouthjustice.org #ImplementPREA
Measuring & Managing Engagement

- Google Analytics
- Facebook Insights
- Link shorteners: Bit.ly
- TweetDeck/
  HootSuite
- Twitter Counter
- SurveyMonkey
- SocialMention
SparkAction.org
Action Center

Advocacy Tools

- Find and reach local, state and federal officials
- Track specific bills

Action Alerts

- Create zip code-activated alerts with your branding
SparkAction’s Action Alerts

- Zip code alerts with your branding
SparkAction.org’s Communications Central

- Research on messaging, framing and storytelling
- Public opinion research
- Social media tips & tutorials
- Case studies & examples

SparkAction.org/act/communicate
Q & A
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http://sparkaction.org
Tell us …

Who are your priority audiences?

- Young people
- Reporters/media
- Policymakers
- Other orgs to grow your coalition
- Community members
- Other____(tell us)
Tell us …

How well do you reach them?

- Very well
- Somewhat well
- Not very well
- Badly