

Engaging for Change

Using Social Media and Online Communications to Mobilize for Youth Justice Reform

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SparkAction





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

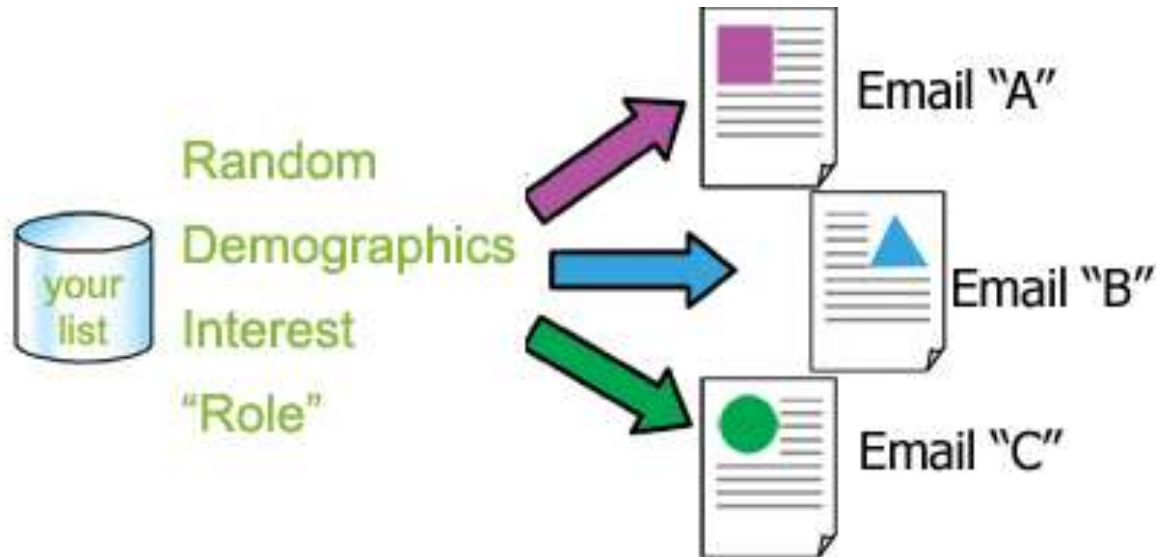
- o Use relevant, compelling language

- ❖ 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 (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/17UxDYα*
- 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!

1 Nov

Make it Easy to Connect

- Signature Line

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

- Newsletter & Website

connect

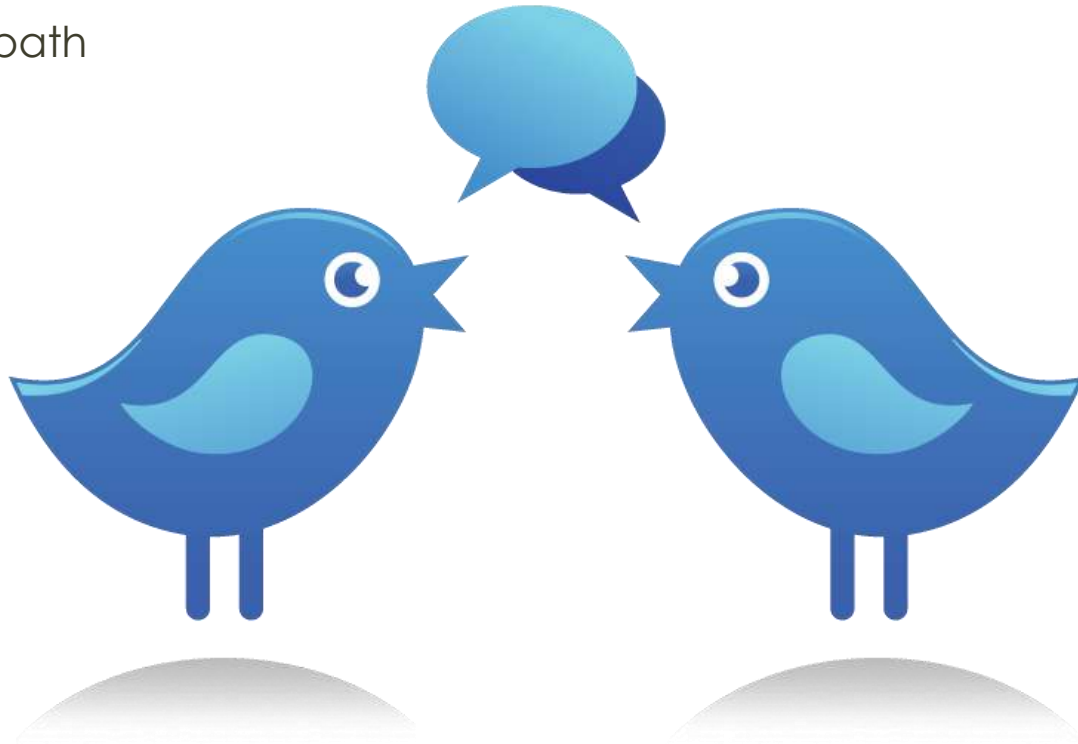
A row of six social media icons: Facebook, Twitter, YouTube, Google+, Email, and a red plus sign.

get weekly updates

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

Free tools!

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

The screenshot displays the SparkAction.org website interface. At the top, there is a navigation bar with the SparkAction logo, a search bar, and links for 'our issues', 'challenges', 'features & blogs', and 'action center'. Below the navigation bar is a red banner with the text 'act now!'. The main content area is divided into several sections:

- connect:** A yellow box with social media icons and a 'Sign Up' button.
- Act Locally:** A red box with text about local campaigns and a 'Sign Up' button.
- tweets:** A section showing recent tweets from SparkAction.
- latest action alerts:** A section with three alerts, each with a date and a brief description of the campaign.
- who speaks for you?:** A section with a search form for finding elected officials and a map of the United States.
- Most Popular Alerts:** A section with two alerts, each with a red icon and a brief description.
- daily spark:** A green box with text about Congressional staff using Facebook.

Free tools!

SparkAction's Action Alerts

- Zip code alerts with your branding

[Read about this bill](#)

ACTION ALERT Enter Your Zip Code:

PUSH BACK AGAINST SCHOOL PUSHOUT

Tell Your Senator to Support School Discipline Reform
Ask them to support reforms in Strengthening America's Schools Act



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





For children. For youth. For change.™

<http://sparkaction.org>

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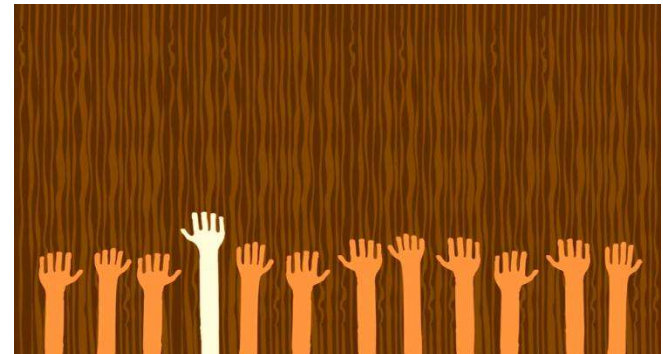
Tell us ...

Who are your priority audiences?

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



For children. For youth. For change.™



Tell us ...

How well do you reach them?

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

