



Using Social Media for Juvenile Justice

Presented by Mac Prichard and Benjamin Chambers

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Suggestions

1. Take it slow: there's no rush.
2. Check out your agency's policy on using social media. For example, some agencies don't allow external blogs, but internal blogs are fine.
3. Practice by using the Reclaiming Futures blog. For example, use the sharing button to share posts of interests with colleagues; leave comments; work with the editor to do a post on a local success story.
4. Find someone who *wants* to do social media. Ideally, this person will also be able to write clearly. Consider an intern, who believes in your message.
5. Listen. Don't start posting right away; see what other people are talking about. Look for ways to contribute to what they're doing.
6. Connect. Make sure you connect to your colleagues via Facebook, LinkedIn, and so on; let them know when you launch your new blog or Twitter feed. Cross-post your blog or Twitter posts to Facebook and LinkedIn. Use your network to share learning and inspiration.
7. Be human. Don't get stuck in "corporate-speak," or no one will listen. People trust *people*, not agencies.
8. Host a party. Share useful resources and stories; invite interesting people to your network/blog. Promote your allies' activities and events; they'll return the favor.
9. Start with Twitter. It's free, quick, trackable – much easier than taking on a full-blown blog for things like press releases, event announcements, or sharing links.

Additional Resources

The Reclaiming Futures Blog + How to Leave Comments

- Blog: <http://blog.reclaimingfutures.org>; Twitter: @RFutures
- How to comment on Reclaiming Futures blog posts: <http://tinyurl.com/ossqwk>

Free Blogging/Publishing Platforms

- WordPress - <http://wordpress.org/>
- Blogger – <http://www.blogger.com>

Social Media/Blogging Policies

- Social Media in the Nonprofit Workplace – Does Your Organization Need a Social Media Policy? : <http://tinyurl.com/c76up5>
- Web 2 0 Governance Policies and Best Practices: <http://tinyurl.com/o58r4g> - collection of social media and blogging policies from many government agencies
- Intel’s Social Media Guidelines – <http://tinyurl.com/6dxley>
- When NOT to use Social Media - <http://tinyurl.com/cc2ru6>

Nonprofits and Social Media

- Nonprofit Technology Network (NTEN) - <http://www.nten.org/>
- Beth’s Blog – How Nonprofits Can Use Social Media - http://beth.typepad.com/beths_blog/ - packed with information, tips, examples

Youth and Family Advocates Using Social Media

- Connecticut Youth & Families - <http://www.ctyouthandfamilies.org/ctyf/app/>

Social Media and Fundraising

- “Five Events that Have Used Social Media for a Good Cause” - <http://tinyurl.com/d99ouc>

Twitter

- “Putting Twitter’s World to Use” – *The New York Times*, April 13, 2009 - <http://tinyurl.com/o2q72n>
- “True Beginner’s Guide to Twitter: Basic Twitter Functions” Part I – <http://tinyurl.com/dhxhzw>

Tracking Your Success

- Google Analytics (for blogs) - <http://www.google.com/analytics/>
- Hootsuite (for Twitter) – www.hootsuite.com

Tracking What’s Going on in Your Area or Field

- Google Alerts – email updates on news stories and blog posts on topics you’re interested in: <http://www.google.com/alerts>

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