



## Using Social Media for Juvenile Justice: Suggestions

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1. Take it slow: there's no rush.
2. Check your agency's social media policy. For example, some agencies don't allow external blogs, but internal blogs are fine.
3. 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.
4. Listen & Connect. Don't start posting right away; see what other people are talking about. Look for ways to contribute to what they're doing. Let your colleagues on Facebook, LinkedIn 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.
5. Know What You're Aiming For. Make sure to integrate your social media work into your overall communications plan.
6. 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.
7. Use Free tools to Save Time. Consider using Blogger.com or Wordpress.com to set up your blog, rather than designing or hosting your own; use tools like TweetDeck and Hootsuite to manage Twitter.
8. Use Twitter Search. Searching keyword terms like "juvenile justice" will alert you to tweets related to your interests and put you in touch with new allies.
9. Share the Love. Be sure to repost and retweet links and tweets of interest from others; they'll be more likely to return the favor.

## Additional Resources

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### Twitter

- Guidebook to Twitter from Mashable <http://bit.ly/3F9mVd>
- Twitter Best Practices -- <http://bit.ly/MYGll>

### The Reclaiming Futures blog + How to Leave Comments

- Reclaiming Futures Every Day – <http://blog.reclaimingfutures.org>
- How to comment on Reclaiming Futures blog posts: <http://tinyurl.com/ossqwk>

### Nonprofits/Government and Social Media

- Facebook and Government: <http://www.facebook.com/government>
- Nonprofit Technology Network (NTEN) - <http://www.nten.org/>
- Beth's Blog – How Nonprofits Can Use Social Media - [http://beth.typepad.com/beths\\_blog/](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/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>

### Using Social Media for Adolescent Treatment

- “Exploring the Potential of the Web-based Virtual World of Second Life to Improve Substance Abuse Treatment Outcomes” – <http://tinyurl.com/crxstd>

### Free Blogging/Publishing Platforms

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

### Social Media and Fundraising

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

### Tracking Your Success

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