Using Social Media for Juvenile Justice

June 2, 2009

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agenda

• What is social media?
• Why should you use it?
• How we started a blog using a plan
• How you can make a plan
takeaways

• Ideas for you to get started
• How to measure your success
• Active participant in the RF blog
• A powerful tool
what brings you here?

THE CONSEQUENCES OF JUMPING FROM THIS BRIDGE ARE FATAL AND TRAGIC.
Positive Youth Development: Changing Lives Through Literature, Part I

by BENJAMIN CHAMBERS

Looking for an alternative sentencing program that doesn’t cost a lot of money and which seems to have significant impact on reducing recidivism and violent offenses? I’ve got one for you.

It’s been around since 1991, has been implemented in as many as 12 states and the U.K. and involves reading and discussing books: Changing Lives Through Literature (CLTL). It was created by Professor Robert Wexler of the University of Massachusetts, and Judge Robert Kane of New Bedford, MA, and begun with the help of probation officer Wayne St. Pierre.

The program has been most frequently used with adult offenders (click on the man pictured above for a brief video about the program), but it’s also been implemented in many places with juveniles as well. In fact, it was Judge Bettina Borders of the Reclaiming Futures site in Bristol County, Massachusetts who brought it to my attention. (Kelly DeSouza recently wrote about her experiences facilitating CLTL classes for youth in Bristol County’s juvenile drug court.)
Social media

Social media is information content created by people using highly accessible tools to discover, read and share news, information and content. It's a fusion of sociological, economic and technological factors that has contributed to the democratization of information, transforming people from content readers into producers of content. Businesses also refer to social media for personal and business purposes.

Contents

1. Distinction from industrial media
2. Information outputs and human interaction
3. Examples
4. Social media software applications
   4.1. Communication
Substance Use Disorder is no respecter of Age, Gender, or Ethnicity. Variations of occurrence within groups may or may not be related to these factors, but no group is completely exempt.
social media?
one-to-many
many-to-many
so what?
Why Use Social Media?

• Spread messages across cultures
• Increase support and sustainability
• Create community
They’re already talking about you
They're already talking about you.
communicate
engage
collaborate
fundraise
recruit

Now Available!

In When You Were 15, adults from our community share their stories about how an adult made a difference to them when they were fifteen. Several stories from today's young people prove that they, too, need caring adults. These real life stories show how even a small act of encouragement can make a big difference in a teen's life.

By illustrating the profound positive impact that caring adults can have - and giving youth in the justice system the opportunity to voice the small but important ways adults can help them - we hope to inspire hundreds of people in our community to be a caring force in a young person's life.

Three Places to Get the Book:

1. Copies may be checked out from Multnomah County Library.
2. E-mail us and ask us to mail you a copy.
3. Download it here.
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We made a plan
our plan - elements

• Purpose
• Audiences
• Schedule
• Evaluation
• Promotion
purpose

1. Spread the Reclaiming Futures mission and model

2. Promote information-sharing
purpose

3. Reinforce Reclaiming Futures’ image as a thriving nationwide initiative

4. Share news of interest & expert opinion with professionals in the field
schedule

• 3-5 posts/week
• Try to get 5 contributors/month
• Send out the email digest 1x/week
evaluation

• Visitor statistics
• Comments
• Informal feedback
evaluation

-- Unique Visitors/Month

• **Goal**: 1,800 by May 2009
• **Actual**: 1,634 as for April 2009 – on target
evaluation

-- Average Time on Site

• **Goal**: 2 minutes
• **Actual**:
  2:23 minutes cumulative avg.
  3:18 for returning visitors Nov-May
evaluation

• Comments
• Informal feedback
@RFutures just found u guys on twitter: starting a youth drug court in X County in State of Y! LOVE your whole program! twitter=extra cool

about 3 hours ago from web in reply to RFutures
evaluation

- Click-throughs on Twitter posts
Stats for Last Month (437 Total Clicks)

**Most Popular Tweets**

1. http://ow.ly/2Lc1
   24 Clicks

   X-post: 4 lessons in juvenile justice system reform from expert Bart Lubow, of the Annie E. Casey Foundation: http://ow.ly/2LbF
   22 Clicks
how to start
1. take it slow
2. check policy
3. use our blog

http://blog.reclaimingfutures.org
4. get gung-ho
5. listen
6. connect
7. start with Twitter
takeaways

• A powerful tool
• Ideas for you to get started
• How to measure your success
• Active participant in the RF blog
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