



## Webinar: Using Social Media for Juvenile Justice



**RECLAIMING FUTURES**

Communities helping teens  
overcome drugs, alcohol and crime



**Cora Crary**  
**Reclaiming Futures**



**RECLAIMING FUTURES**

Communities helping teens  
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# How to Listen in to the Webinar



1. You can listen in via your **computer speakers.**



# How to Listen in to the Webinar

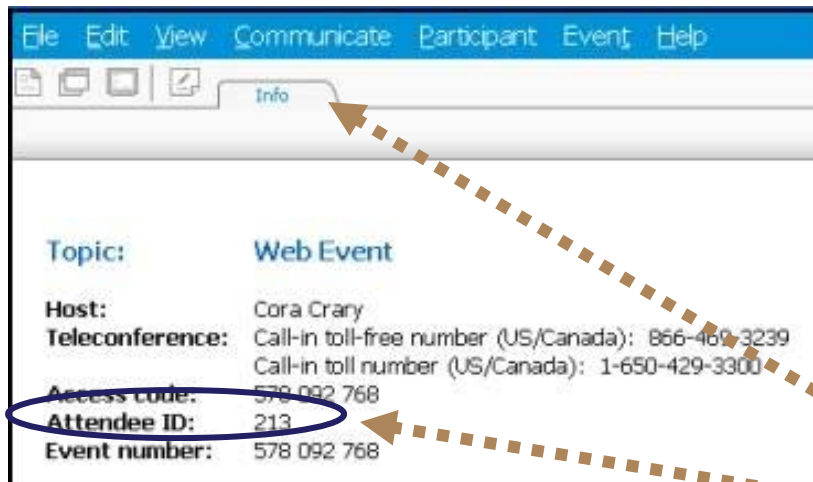


2. You can listen in **by phone**.

**All participants' phones are muted** to assure a quality audio experience for everyone.



# Connecting by Phone



If you are connecting by phone **the system will call you** once you log in online.

If you do not receive a call-back, or your phone line has an extension, dial **1-866-469-3239** and enter meeting ID **579 983 679**.

Then use the **Info tab** to locate your **Attendee ID**

and enter it when prompted, so that your phone line and name appear in the **Participants'** panel.



# Have No Fear ...



**This webinar is being recorded.** If you arrive late or must leave early, you can access the recording on the Reclaiming Futures website at: <http://bit.ly/fEp8b>.

We'll **email you the link** afterwards.



# Using the Interface to Ask Questions



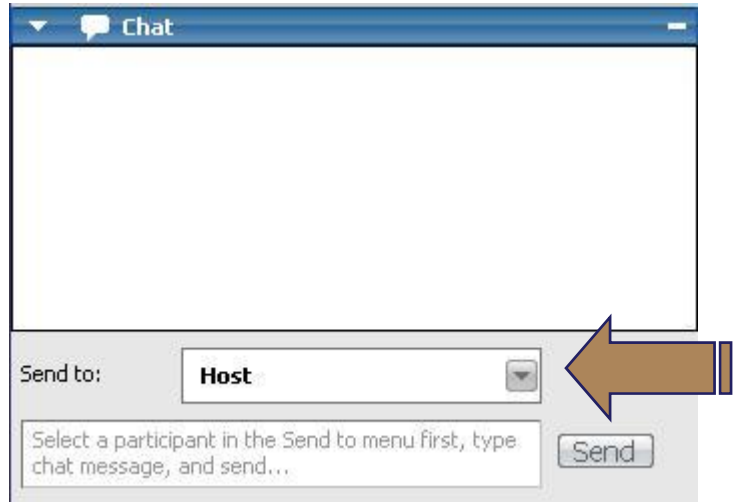
If you're listening in by phone (vs. your computer speakers), click the **"Raise Hand" button** in the lower left-hand corner beneath the "Participant" list on your screen to let us know you have a question, and we'll unmute your phone. (Click the button again to lower your hand.)

"This is Sarah Bryer of the  
National Juvenile Justice  
Network, and I was wondering  
..."

If you have a question or a comment, please **say your full name** so we know who's speaking.



# Using the Interface to Ask Questions



You can also type a question in the **Chat** box.

Before sending your message, click here to select **"All Panelists"** or **"All Participants"** from the drop-down menu. Test it out by choosing **"All Participants"** and typing in **your name and location**.

**Type** your message here.







Sarah Bryer  
**National Juvenile Justice Network**  
[www.njjn.org](http://www.njjn.org)



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**Mac Prichard, M.P.A.**  
**Prichard Communications**



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Benjamin Chambers, M.F.A.  
**Darn Write! Professional Writing & Editing**



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# Using Social Media for Juvenile Justice

October 1, 2009

Mac Prichard, M.P.A.

Benjamin Chambers, M.F.A.



**RECLAIMING FUTURES**

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# Agenda

1. What is social media?
2. Why should you use it?
3. How we launched a blog and Twitter stream with a plan
4. How you can make a plan



# Takeaways

- A powerful tool
- Ideas for you to get started
- How to measure your success
- Active participant in the Reclaiming Futures blog/Twitter stream



# What brings you here?



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background, with a registered trademark symbol (®) at the end. The logo is centered within a white rectangular area.

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.com







## reclaiming futures every day

May 20, 2009

### Positive Youth Development: Changing Lives Through Literature

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 Waxler 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](#).)

How does the program work? I interviewed Professor Waxler to find out.

**Structure and Activities:** 8-10 youth meet with a judge, probation officer, and group facilitator on a regular basis -- often, every other week for 12 weeks. Everyone in the group reads the same

#### ABOUT US

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#### CONTRIBUTORS

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Connecticut Turning to Youth and Families

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# twitter





**flickr**<sup>TM</sup>



Wikipedia, the free encyclopedia - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://en.wikipedia.org/wiki/Main\_Page

Wikipedia, the free encyclopedia

Wikipedia is sustained by people like you. Please *donate* today.

main page discussion view source history

Software updates are being applied to Wikimedia sites, we're shaking out some problems where some articles don't display correctly.

Welcome to Wikipedia,  
the free encyclopedia that anyone can edit.  
3,035,655 articles in English

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languages

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- العربية
- Bahasa Indonesia
- Bahasa Melayu
- Español
- Čeština
- Česky
- Dansk
- Deutsch
- Ελληνικά

Today's featured article

**Harbhajan Singh** (born 1980) is an Indian cricketer. A specialist bowler, he has the second-highest number of Test wickets by an off spinner behind Sri Lanka's Muttiah Muralitharan. Harbhajan made his Test and One Day International debuts in early 1998. His career was initially beset by investigations into the legality of his bowling action and disciplinary incidents that raised the ire of cricket authorities. However in 2001, with leading leg spinner Anil Kumble injured, Harbhajan's career was resuscitated after Indian captain Sourav Ganguly called for his inclusion in the Border-Gavaskar Trophy team. In that series victory over Australia, Harbhajan established himself as the team's leading spinner by taking 32 wickets, becoming the first Indian bowler to take a hat-trick in Test cricket. Throughout 2006 and into early 2007, Harbhajan's accumulation of wickets fell and his bowling average increased, and he was increasingly criticised for bowling defensively with less loop. In early 2008, he was given a ban by the International Cricket Council for racially vilifying Andrew Symonds. Harbhajan was acquitted upon appeal, but in April, he was banned from the 2008 Indian Premier League and suspended from the ODI team by the Board of Control for Cricket in India for slapping Sreesanth after a match. *(more...)*

Recently featured: Stanford Memorial Church - Quark - Lnezzid

Archive - By email - More featured articles...

Did you know...

From Wikipedia's newest articles:

- ... that **Rashid al-Haj Ibrahim** (pictured), an influential figure in Haifa and a leader of the Istiqlal, was exiled to the Seychelles for his role in the 1936 Arab revolt in Palestine?
- ... that the **Oregon Chorale** based in Hillsboro, Oregon, USA has performed five tours in Europe?
- ... that **Chick Lathers** quit Major League Baseball in 1913 to become a car salesman for Ford Motor Company?
- ... that *St. Anna's Church in Trani, Italy* was built as a medieval *cammarone*?

In the news

- In tennis, Kim Clijsters (pictured) and Juan Martín del Potro win the singles titles at the **2009 US Open**.
- In rugby union, South Africa win the **2009 Tri Nations Series**, defeating New Zealand 32–29.
- Agronomist **Norman Borlaug**, the "father of the Green Revolution", dies at the age of 95.
- The Israeli war film *Lebanon*, directed by Samuel Maoz, wins the Golden Lion at the 66th Venice International Film Festival.
- At least 38 people are killed during a **fire at a drug abuse clinic** in Taldykorgan, Almaty Province, Kazakhstan.
- President of Moldova **Vladimir Voronin** resigns.

Wikinews - Recent deaths - More current events...

On this day...

**September 17** - **Constitution Day** in the United States.

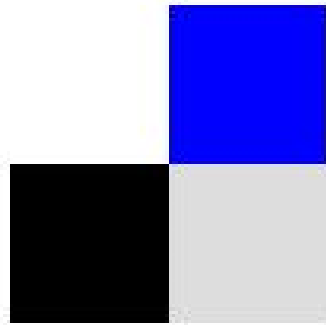
- 1176 - Byzantine-Seljuk wars: The Seljuk Turks prevented the Byzantines from taking the isthmus of Anatolia at the **Battle of Myriokephalon** in Phrygia.
- 1787 - The text of the **United States Constitution** was finalized at the Constitutional Convention in Philadelphia.
- 1858 - Disgruntled with the legal and political structures of the United States, Joshua Norton distributed letters to various newspapers in San Francisco, proclaiming himself **Emperor Norton**.
- 1939 - World War II: The Soviet Union **invaded** Poland from the east, sixteen days after Nazi Germany's attack on that country from the west.
- 1978 - President Anwar Al Sadat of Egypt and Prime Minister Menachem Begin of Israel (pictured with U.S. President Jimmy Carter) signed the **Camp David Accords** after twelve days of secret negotiations at Camp David.

Scripts Partially Allowed, 1/3 (wikipedia.org) | <SCRIPT>: 11 | <OBJECT>: 0

Start

Google - Info - Wikipedia, L... - Home - Images - News - Twitter - Microsoft - iTunes - Microsoft - 5:29 PM





**del.icio.us**











# Social Media?



# One-to-Many



# Many-to-Many















**Be the change**





*The power to make it better.®*



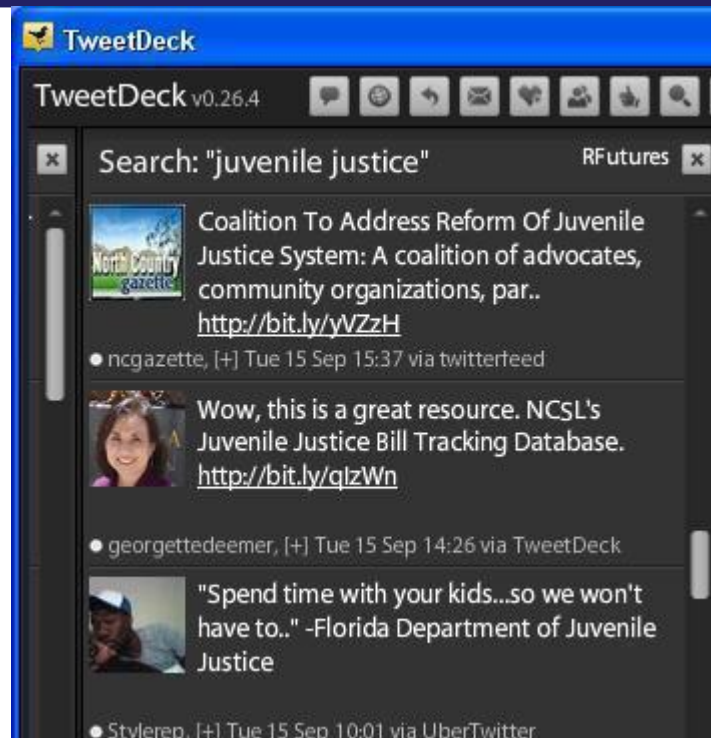


# Why Use Social Media?

1. Spread messages across cultures
2. Increase support and sustainability
3. Create community



# They're Already Talking About You



# They're Already Talking About You



---

Realtime results for "write around portland" 1.29 seconds

---

 [elsewisemedia](#): I'm very impressed with **Write Around Portland** <http://is.gd/prSH> (expand) Short video: <http://is.gd/prSN> (expand) (Busy yesterday, missed [#followfriday](#))  
1 day ago from *twirl* · [Reply](#) · [View Tweet](#)

---

 [writearoundpdx](#): **Write Around Portland** is on twitter!  
2 days ago from *web* · [Reply](#) · [View Tweet](#)

---

 [HOTLIPsoda](#): **Write Around Portland** ones tommorrow. <http://tinyurl.com/dlz8zs> (expand)  
16 days ago from *web* · [Reply](#) · [View Tweet](#)



# Communicate





# Engage



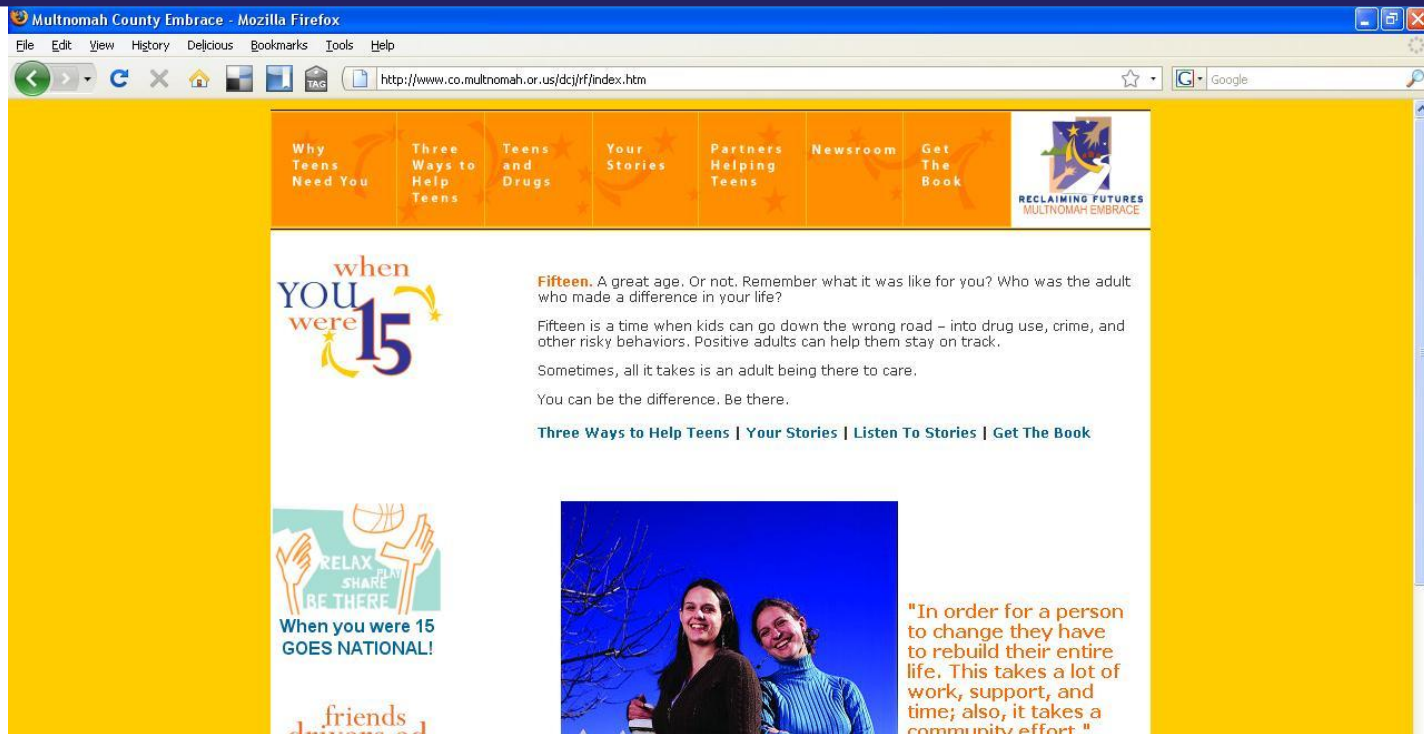
# Collaborate



# Fundraise



# Recruit





# Planning



# Elements of A Plan

- Purpose
- Audiences
- Schedule
- Evaluation
- Promotion





## reclaiming futures every day

May 20, 2009

### Positive Youth Development: Changing Lives Through Literature

by BENJAMIN CHAMBERS



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**Structure and Activities:** 8-10 youth meet with a judge, probation officer, and group facilitator on a regular basis -- often, every other week for 12 weeks. Everyone in the group reads the same

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<http://blog.reclaimingfutures.org>





# Schedule

- 3-5 posts/week
- 5 contributors/month
- Send out an email digest 1x/week



# Evaluation

- Visitor statistics >> Google Analytics
- Comments
- Informal feedback



twitter

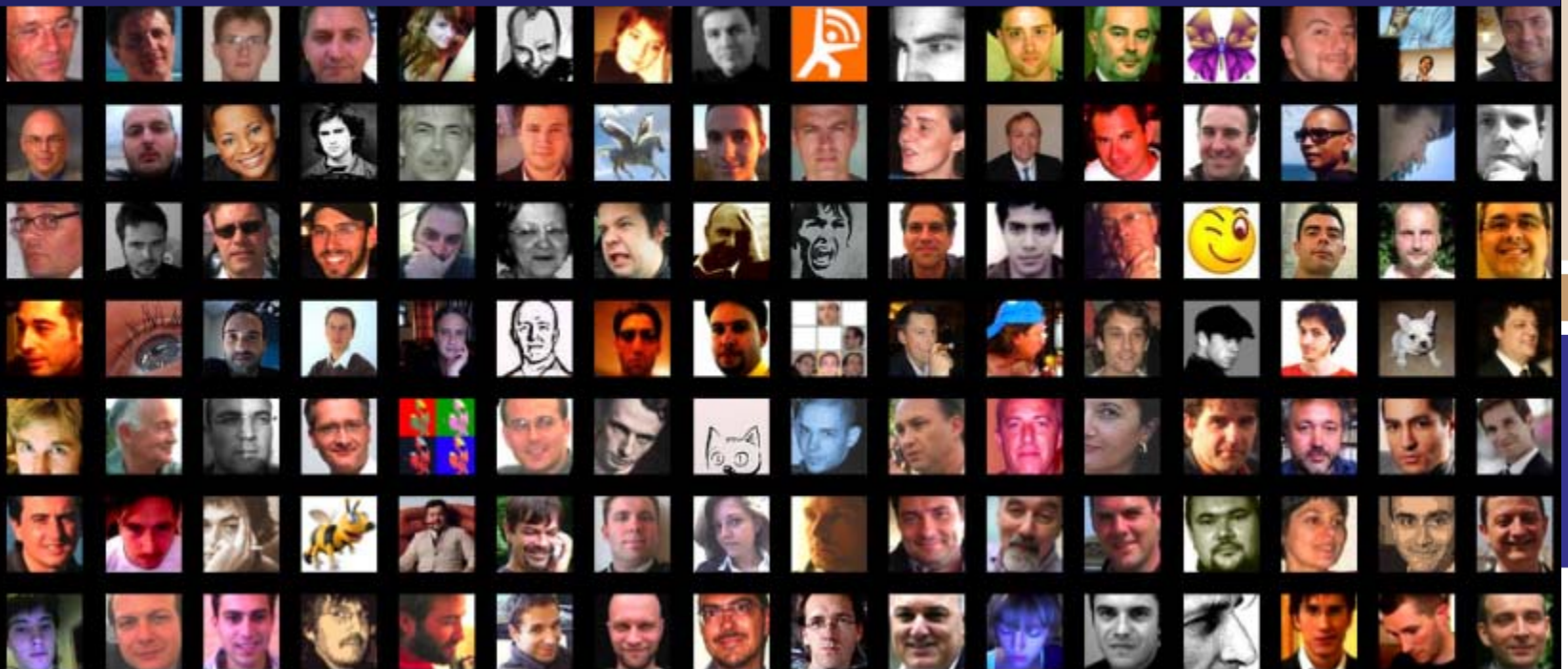


# Twitter: Not Just for Breakfast Anymore





# @RFutures

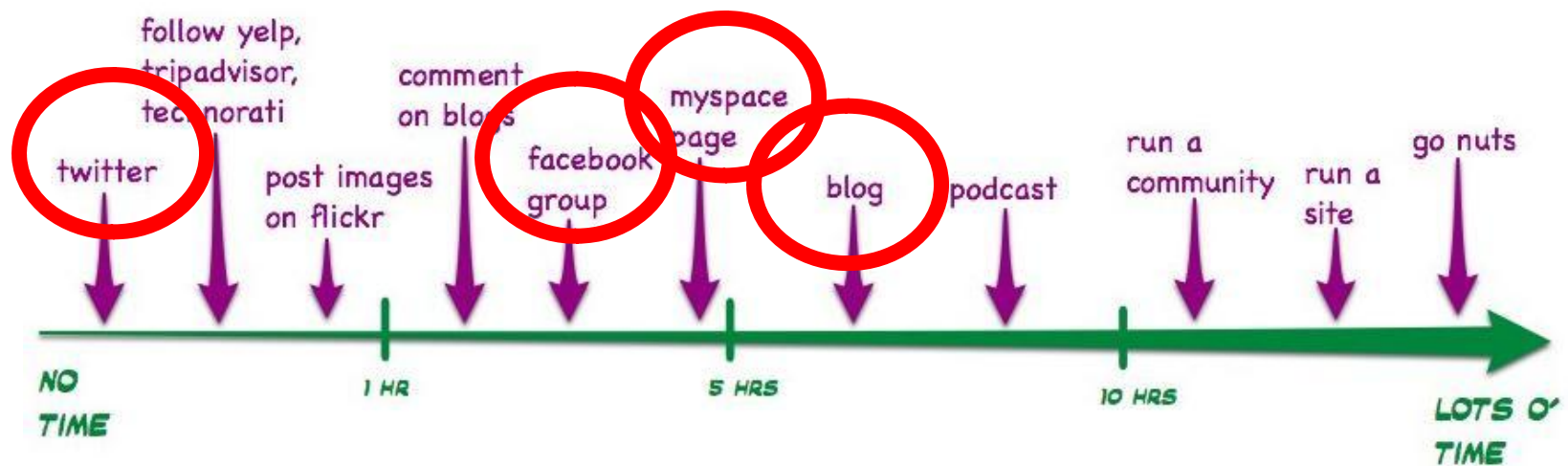


By: Luc Legay. « My Social network 1st nov 2007 » Work under Licence Creative Commons - Attribution-Share Alike 2.0 Generic



# Why Twitter?

**WHAT CAN YOU ACCOMPLISH IN ONE WEEK OF WEB 2.0?**





http://twitter.com/RFutures

Home Profile Find People Settings Help Sign out

**twitter**

 **RFutures**

RECLAIMING FUTURES  
Empowering young people  
to overcome drug, alcohol and crime

RT @FutureChildren: Juvenile justice and mental health need to work together to help youth w/mental disorders: <http://tinyurl.com/nvym77>

3:07 PM Sep 4th from HootSuite

Roundup: meth easier to make; 1 in 5 teens share Rx drugs; plan to privatize MI juvenile justice facilities under fire: <http://ow.ly/o8qc>

3:06 PM Sep 4th from HootSuite

RT @C4CLP: Juvenile Justice Bill Tracking Database, created by National Conference of State Legislatures, great tool - <http://ow.ly/nXRU>

10:01 AM Sep 4th from HootSuite

**Name** Benjamin Chambers  
**Location** Portland, Oregon  
**Web** <http://blog.reclaimingfutures.org>  
**Bio** Reclaiming Futures helps teens with alcohol and drug problems who are in the juvenile justice system. Learn more on our blog.

262 following 314 followers

Tweets 602

Favorites

Following



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# Shorten Hyperlinks

- Bit.ly.com
- Hootsuite.com

<http://www.latimes.com/news/local/la-me-prisons28-2009aug28,0,3563078.story>



<http://bit.ly/G5E8c>



**TweetDeck**


TweetDeck v0.26.4

From: OctavianNothing RFutures thekingsenglish facebook


What are you doing?

Shorten URL


**Group: RFutures Main** RFutures

 Interview with DeKalb County Superior Court Judge Gregory A. Adams <http://bit.ly/eGULW>


● newroutes, [+] Mon 07 Sep 15:46 via twitterfeed

 A Tribute to Immigrants on Labor Day <http://bit.ly/9ithy>


● newroutes, [+] Mon 07 Sep 15:46 via twitterfeed

 Health Care Debate Revives Immigration Battle <http://bit.ly/WLDrq>


● newroutes, [+] Mon 07 Sep 15:46 via twitterfeed

 Tutor/Mentor Homeless Youth <http://bit.ly/2uVFr0>


**All Friends** RFutures

 RT @OCLC: British Library Archival Sound Recordings. 44,500 recordings of music, spoken word, and more <http://j.mp/hsKpy>


● REFORMAnet, [+] Mon 07 Sep 15:56 via TweetDeck

 RT @CopyrightLaw: "UK Lawyers Promise First Court Action Against File-Sharers" <http://tinyurl.com/lkzzfb>


● REFORMAnet, [+] Mon 07 Sep 15:55 via TweetDeck

 RT @CopyrightLaw: "The 'Copyright Black Hole' Swallowing Our Culture" <http://tinyurl.com/lmfkxp>


● REFORMAnet, [+] Mon 07 Sep 15:55 via TweetDeck

 Nothing like a milk drunk baby with little smiles playing across their face


**Mentions**

 @RFutures Thanks for make change happen


Phoenixhouse, [+] Wed 26 Aug 11:0

 @RFutures Thank you

marieboyer, [+] Fri 24 Jul 03:25 via T

 @RFutures Every day, prescription drug for high. <http://ow.ly/gH>

vmjja, [+] Tue 07 Jul 15:31 via web i

 @RFutures Not comin quite a delegation of



Browser tabs: Gmail - Inbox (69) - wapshot1@gmail.c... | HootSuite

URL: http://hootsuite.com/dashboard#

Can I send this tweet whenever the heck I please? You bet!

82 left

Select Profile(s) All | None

**Send**

☐ Now ☒ Later 2009-09-07 4 : 15 pm

☐ Alert me by email when tweet is sent

Shrink It Send Later **Submit Tweet**

RFutures x thekingsenglish x OctavianNothing x Featured x +

Last update: 4:04PM | Edit Tab

### Home Feed

3:38pm, Sep 07 from TweetDeck

gotta admit, I really wish I'd caught this reference to twitter in Obama's talk to kids that Mashable caught <http://bit.ly/qatlw>

**womenadvocates**  
3:36pm, Sep 07 from Web

Human Rights REPORT: Official Laws Against Women - Iran > <http://bit.ly/DNgnM> #neda #iranelect

### Mentions

**Phoenixhouse**  
11:05am, Aug 26 from CoTweet

@RFutures Thanks for the RT! It really helps make change happen.

*in reply to RFutures*

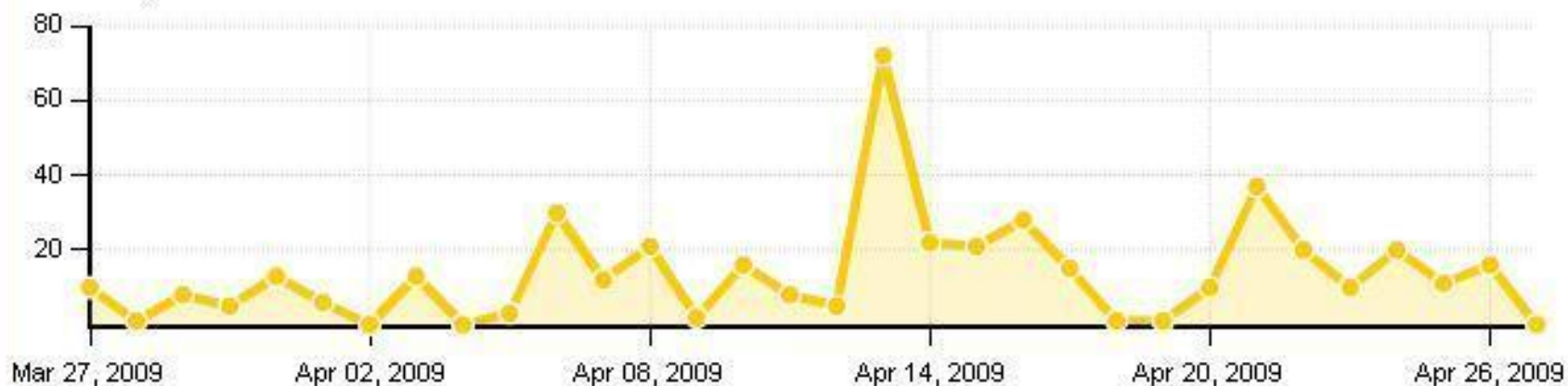
**marieboyer**  
3:25am, Jul 24 from Tweetie

@RFutures Thank you!



## Stats for Last Month (437 Total Clicks)

### Daily Clicks



## Most Popular Tweets

1. <http://ow.ly/2Lc1>

Interesting piece in Washington Post Magazine on school in D.C. juvenile detention: <http://ow.ly/2Lc1>

24 Clicks

2. <http://ow.ly/2LbF>

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



# Evaluation on Twitter

- Clicks
- # of Followers
- “Retweets” or Mentions



# “Retweets” or “Mentions”



## RFutures

RT @FutureChildren: Juvenile justice and mental health need to work together to help youth w/mental disorders: <http://tinyurl.com/nvym77>

3:07 PM Sep 4th from HootSuite

Name

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262

followi

Tweet

Favori

Follow





# How to Start



# 1. Take It Slow





## 2. Check Your Social Media Policy



### 3. Get Gung-Ho



## 4. Listen & Connect



## 5. Know What You're Aiming For



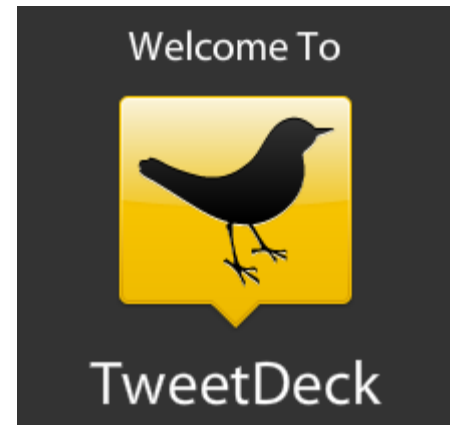


## 6. Use Our Blog

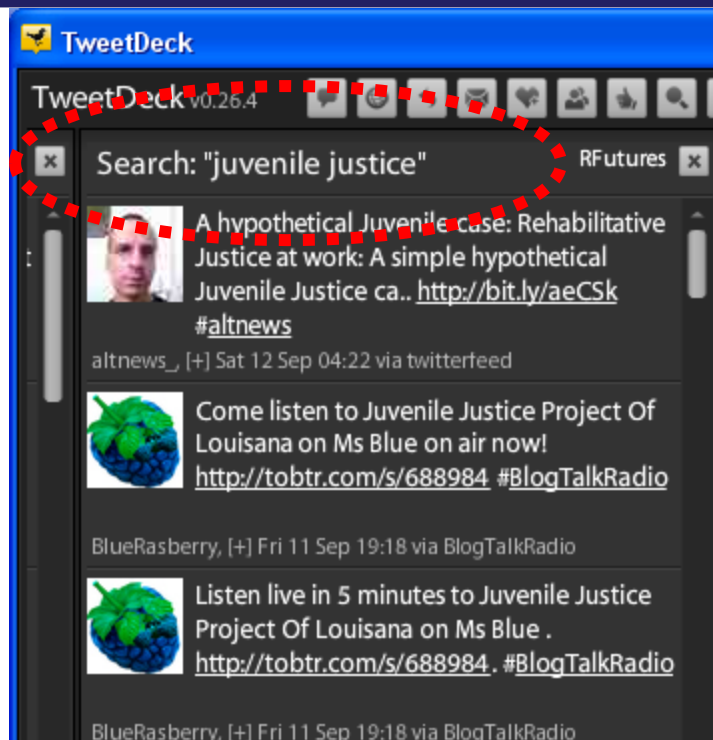
>> <http://blog.reclaimingfutures.org>



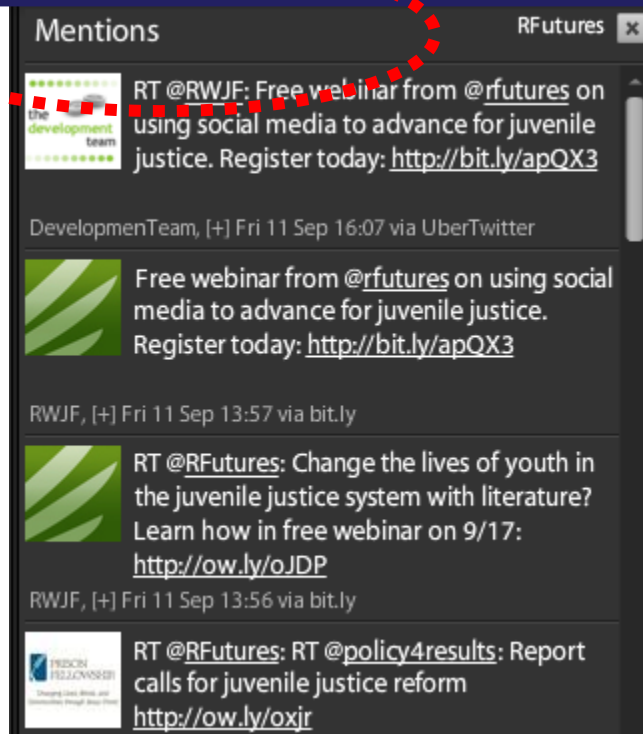
## 7. Use Free Tools to Save Time



## 8. Use Twitter Search



## 9. Share the Love





# Takeaways

- A powerful tool
- Ideas for you to get started
- How to measure your success
- Active participant in the Reclaiming Futures blog/Twitter stream



# Got a Question?



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3. Slide 6 – “Like a record baby,” by itchy73 - <http://bit.ly/12P7Q1>
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14. Slide 53 – “My social network ...” by luc leguy - <http://bit.ly/tf7Ft>
15. Slide 54 – From “[How Much Time Does Web 2.0 Take?](#),” by Nina Simon
16. Slide 63 – “Instructor and Students Studying a Map Meacham Field, Fort Worth, Texas,” by Arthur Rothstein – Library of Congress - <http://bit.ly/DT0rQ>
17. Slide 64 – “In the park on hot day – ‘Played Out,’” Bain News Service – Library of Congress - <http://bit.ly/4pZYYF>
18. Slide 65 – “Carefully Trained Women Inspectors ...,” by Alfred T. Palmer, 1942 – Library of Congress - <http://bit.ly/17U9K5>
19. Slide 66 – “Exercising on the Beach” – National Media Museum - <http://bit.ly/XEQ6i>
20. Slide 67 – “Sharing Music, Roman Style,” by Ed Yourdon - <http://bit.ly/wFqKI>
21. Slide 68 – “Mrs. Adolph Topperwein [with gun]”, Bain News Service – Library of Congress -- <http://bit.ly/ohQ3H>
22. Slide 69 – “Blind Stenographer Using DictaPhone,” Bain News Service – Library of Congress - <http://bit.ly/RCORV>
23. Slide 74 – “Questions,” by Oberazzi - <http://bit.ly/MjaBq>
24. Slide 77 – “Why Worry?” by phxpma - <http://bit.ly/JkSKX>
25. Slide 78 – “Town Clock,” by joesflickr - <http://bit.ly/UI9RU>
26. Slide 79 – “kodachrome transparency,” by Fayster - <http://bit.ly/DYocU>



# Common Concerns



# How Much Time?



# Transparency

