Webinar: Using Social Media for Juvenile Justice
Cora Crary
Reclaiming Futures
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.)

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

“This is Sarah Bryer of the National Juvenile Justice Network, and I was wondering ...”
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.
Mac Prichard, M.P.A.
Prichard Communications
Benjamin Chambers, M.F.A.
Darn Write! Professional Writing & Editing
Using Social Media for Juvenile Justice

October 1, 2009

Mac Prichard, M.P.A.
Benjamin Chambers, M.F.A.
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?

Crisis Counseling
There is hope. Make the call.

The consequences of jumping from this bridge are fatal and tragic.
Positive Youth Development: Changing Lives Through Literature

by Benjamin Chambers

May 20, 2009

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

reclaimingfutures.org
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?

1. Spread messages across cultures
2. Increase support and sustainability
3. Create community
They’re Already Talking About You

Coalition To Address Reform Of Juvenile Justice System: A coalition of advocates, community organizations, par...
ncgazette, [+] Tue 15 Sep 15:37 via twitterfeed

Wow, this is a great resource. NC$'s Juvenile Justice Bill Tracking Database.
georgettedeemer, [+] Tue 15 Sep 14:26 via TweetDeck

"Spend time with your kids...so we won't have to." -Florida Department of Juvenile Justice
Stylenp, [+] Tue 15 Sep 10:01 via UberTwitter

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They’re Already Talking About You

Realtime results for "write around portland"

elsewisemedia: I’m very impressed with Write Around Portland http://is.gd/pr3H (expand) Short video: http://is.gd/prSN (expand) (Eesy yesterday, missed followfriday)
1 day ago from twirl · Reply · View Tweet

writearoundpod: Write Around Portland is on twitter!
2 days ago from web · Reply · View Tweet

16 days ago from web · Reply · View Tweet
Communicate
Collaborate
Fundraise
Recruit

Fifteen. A great age or not. Remember what it was like for you? Who was the adult who made a difference in your life?

Fifteen is a time when kids can go down the wrong road - into drug use, crime, and other risky behaviors. Positive adults can help them stay on track. Sometimes, all it takes is an adult being there to care.

You can be the difference. Be there.

Three Ways to Help Teens | Your Stories | Listen To Stories | Get The Book

"In order for a person to change they have to rebuild their entire life. This takes a lot of work, support, and time; also, it takes a community effort."
Planning
Elements of A Plan

- Purpose
- Audiences
- Schedule
- Evaluation
- Promotion
Positive Youth Development: Changing Lives Through Literature

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How does the program work? I interviewed Professor Waider 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
Schedule

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

• Visitor statistics  >> Google Analytics
• Comments
• Informal feedback
Twitter: Not Just for Breakfast Anymore
Why Twitter?

What can you accomplish in one week of Web 2.0?

- Twitter
- Follow Yelp, TripAdvisor, Technorati
- Post images on Flickr
- Comment on blogs
- Facebook page
- Blog
- Podcast
- Run a community
- Run a site
- Go nuts

No time: 1 hour: 5 hours: 10 hours: Lots of time
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
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10:01 AM Sep 4th from HootSuite
Shorten Hyperlinks

- Bit.ly.com
- Hootsuite.com


http://bit.ly/G5E8c
Can I send this tweet whenever the heck I please? You bet!

Send

- Now
- Later 2009-09-07 4:15 pm

Alert me by email when tweet is sent

Submit Tweet

RFuture

Mentions

Phoenixhouse
11:05am, Aug 26 from CoTweet
@RFutures Thanks for the RT! It really helps make change happen.

marieboyer
3:25am, Jul 24 from Tweetie
@RFutures Thanks!
Stats for Last Month (437 Total Clicks)

Daily Clicks

Mar 27, 2009  Apr 02, 2009  Apr 08, 2009  Apr 14, 2009  Apr 20, 2009  Apr 26, 2009

Most Popular Tweets


Evaluation on Twitter

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

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
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

- WordPress
- TweetDeck
- Blogger
- Hootsuite
8. Use Twitter Search
9. Share the Love

Mentions

RT @RWJF: Free webinar from @rfutures on using social media to advance for juvenile justice. Register today: http://bit.ly/apQX3

DevelopmentTeam, [+] Fri 11 Sep 16:07 via UberTwitter

Free webinar from @rfutures on using social media to advance for juvenile justice. Register today: http://bit.ly/apQX3

RWJF, [+] Fri 11 Sep 13:57 via bit.ly

RT @RFutures: Change the lives of youth in the juvenile justice system with literature? Learn how in free webinar on 9/17: http://ow.ly/oJDPh RWJF, [+] Fri 11 Sep 13:56 via bit.ly

RT @RFutures: RT @policy4results: Report calls for juvenile justice reform http://ow.ly/oxjr
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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Twitter: @RFutures
Facebook & LinkedIn
Photo Credits

Photos taken from Flickr under Creative Commons License:

Credits:

13. Slide 54 – From “How Much Time Does Web 2.0 Take?,” by Nina Simon
Common Concerns
How Much Time?
Transparency