



**SOCIAL MEDIA SKILLS  
FOR THE  
SAVVY ADVOCATE**



# BUILDING AN ONLINE ADVOCACY COALITION

Who am I trying to reach?



How do I reach them?



How do I leverage analytics to maximize results?





## CREATE A FOLLOWING

- Engaging as many followers through informative, captivating and consistent messaging is crucial to increasing the overall reach and influence of your message as well as facilitating partnerships with other organizations.
- Working with other like-minded organization is a fast and efficient way to assure others follow you back and, in turn, increase your following.
- Exposure to a diverse coalition of ideas helps generate social media strategies that can be tailored to fit your advocacy goals.

# CASE STUDY



- NACDL’s most popular posts can be attributed to “tagging”.
- Success in social media advocacy relies on generating likes/retweets from **other followers** and creating an exponentially larger audience.
- Example: NACDL tweets a story to 14.7k followers. The author retweets NACDL to their 12k followers. The author’s followers then retweets NACDL, expanding the reach to their followers, and so on.
- A post with an initial reach of 14k can easily turn into a reach of 100k – 1m users depending on who shares it.
- Social media engagement helps expand the overall reach of your message, attracts potential new followers, and encourages quid pro quo exposure and outreach.

# CHOOSING A PLATFORM TO BEST SUIT YOUR NEEDS

**Advocacy orgs use a variety of social media, but Facebook and Twitter dominate:**

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- **Keep it short:** Facebook posts of up to just 40 characters — a few words, or a short sentence at most — generate the highest engagement.
- **Make it visual:** Photos/images are overwhelmingly the most engaging type of content on Facebook, generating 87 percent interaction rate from page followers. Avoid text-only posts.
- **Create a Following.** Every time an individual shares, likes, or comments on your Facebook posts, your page is made visible to that individual's own Facebook friends, creating exponential reach.
- **Promote events and push traffic to your website:** Encourage users to learn more about your organization's work and to how to get involved. This includes linking to an up-to-date website.

# CHOOSING A PLATFORM TO BEST SUIT YOUR NEEDS

**Advocacy orgs use a variety of social media, but Facebook and Twitter dominate:**



- **Tweet regularly.** Don't be inactive! When trying to build followers, aim to tweet at least once a day. No more than once per hour.
- **Make it visual:** Try to attach an image to a tweet whenever possible.
- **Use hashtags.** Avoid creating your own hashtags, do research to identify popular hashtags related to your mission.
- **Perform direct outreach:** When you follow an account, that user will receive a notification and potentially follow you back (e.g. elected officials, journalists, and local community groups). Tag whenever possible, and re-share when you are tagged.
- **Spread the word:** Just like Facebook, you always want to direct users to visit content on your own website or content that promotes your advocacy.

# CREATE ORIGINAL CONTENT

- Posts on social media that use captivating graphics and images will more likely catch the eye of a potential follower than a post without a graphic.
- Utilizing graphics is a great way to share lots of information on social platforms without going over character limits.
- Websites like **Canva** are free to use and provide awesome templates and design ideas.

**Under Funding Public Defense...**

**Increases Pretrial Detention**

- Despite the presumption of innocence, the United States detains more than 450,000 people pretrial every day, costing local governments nationwide \$13.6 Billion per year.

Which leads to...

**Increased Incarceration**

- Studies have shown that defendants held pretrial are not only more likely to receive a sentence at trial, but also are more likely to receive a longer sentence than if they were not detained pretrial.

**Increased COVID-19 Spread**

- Mass incarceration led to over 566,800 new COVID-19 cases in correctional facilities and surrounding communities in the summer of 2020 alone.
- That is 1 in 8 of all new cases this past summer.

**Increased Family Separation & Trauma**

- Over 5.7 million children under 18 have had a parent incarcerated in their lifetime.
- According to a 2015 study, almost 2 in 3 families with an incarcerated family member could not meet their basic needs.

**Devastating Collateral Consequences & Long-term Effects**

- Detained and incarcerated people may lose their jobs, housing, family stability, and more.

But with counsel, defendants are more likely to:

- Be released after their first appearance,
- Receive lower bail amounts, &
- Have better overall case outcomes.

**Adequately Funded Public Defense Systems**

Less pretrial detention.  
Less COVID-19 spread.  
More cost savings to use on other state budget priorities.

Less Incarceration.  
Fewer collateral consequences for individuals and their families.

**Protect Public Defense.**

Source: <https://www.pennsylvania.gov/leg/2021/02/02/press-releases/20210202-01>  
<https://www.pennsylvania.gov/leg/2021/02/02/press-releases/20210202-02>  
<https://www.pennsylvania.gov/leg/2021/02/02/press-releases/20210202-03>  
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<https://www.pennsylvania.gov/leg/2021/02/02/press-releases/20210202-80>



# GENERAL TIPS FOR USING SOCIAL MEDIA

- **Stay focused:** The people and organizations that follow you on social media have certain expectations about the type of content you post and the way you engage with them.
- **Be reliable:** Share quality content from trusted sources. Frequently sharing reliable content helps establish you as an important source of information.
- **Be consistent:** Social media is about connecting with people. The more you engage and share your content, the more your followers will notice and reciprocate by sharing.
  - Websites like **Buffer** and **TweetDeck** are great for scheduling posts so you can stay in regular communication with your followers.



The First Step Implementation Act will retroactively apply certain provisions of the First Step Act, allow judges to depart from certain mandatory mins, and create juvenile second look opportunities. Ask your Senators to pass S. 1014: [buff.ly/3xZjRnm](https://buff.ly/3xZjRnm)



What police reforms have been enacted in the past year? How will these reforms transform the future of policing? Join experts [@paigejfernandez](https://twitter.com/paigejfernandez) [@deray](https://twitter.com/deray) [@w\\_katz1](https://twitter.com/w_katz1) & [@ProfKamiChavis](https://twitter.com/ProfKamiChavis) at the SCJN Conference in August to discuss these questions & more! [#NACDLscjn](https://twitter.com/NACDLscjn) [buff.ly/3e2fzVk](https://buff.ly/3e2fzVk)

**20th Annual State Criminal Justice Network Conference**

Sharing Strategies and Strengthening the Movement

A FREE Live Virtual Conference  
August 18th - 20th

Featuring a Panel Discussion on:  
**A Year in Police Reform: Past Successes & Looking Ahead**

Date: August 18th  
Time: 2:30pm - 3:30pm ET

Register Today at [NACDL.org](https://NACDL.org)

**DeRay Mckesson**  
Co-Founder, Campaign Zero

**Walter Katz**  
Vice President of Criminal Justice  
Arnold Ventures

**Kami Chavis**  
Professor of Law and Director of the Criminal Justice Program  
Wake Forest University School of Law

**Paige Fernandez**  
Policing Policy Advisor, National Political Advocacy Department,  
ACLU (moderator)

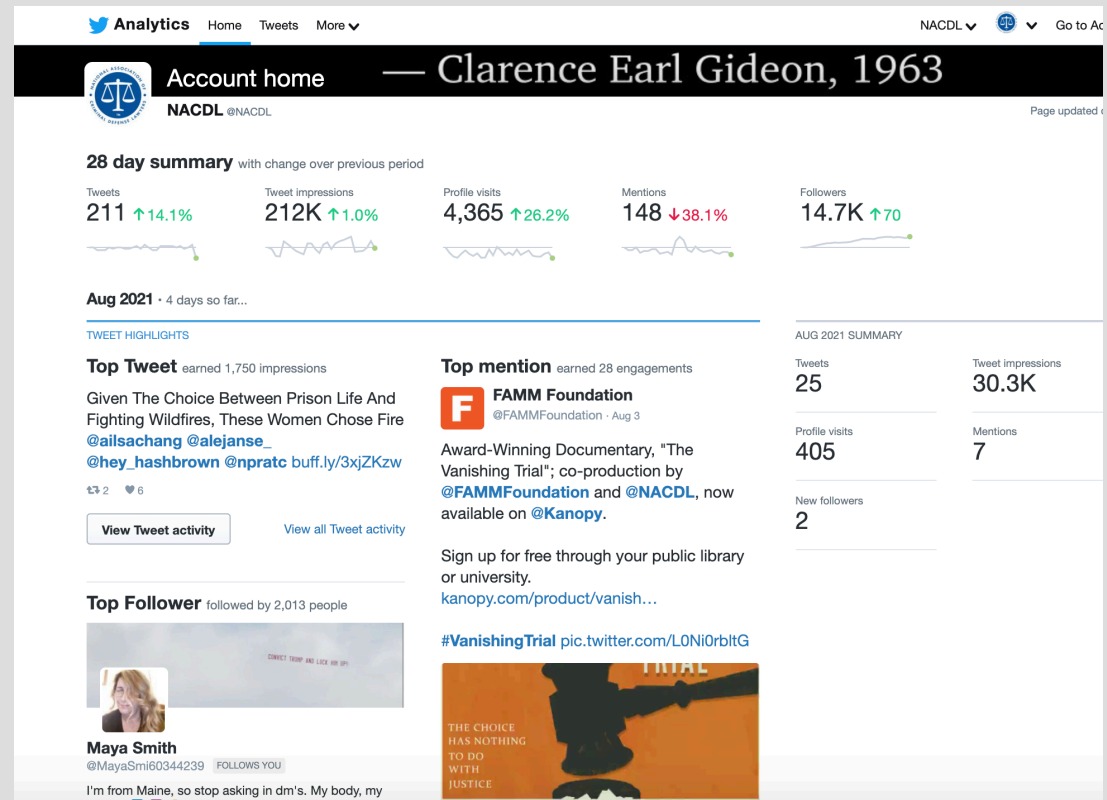
20th ANNUAL STATE CRIMINAL JUSTICE NETWORK CONFERENCE

**Keep it simple, informative, and captivating!**

# UTILIZING SOCIAL MEDIA ANALYTICS

- Be a detective!
- What posts are getting the most likes/retweets/comments?
- What types of followers are engaging with your content?
- What time slots works best?
- Be aware of different time zones when targeting audience across the country.

Pay attention to what works and what doesn't.



QUESTIONS?