

Social Media

Leveraging Social Media



How to Utilize Social Media	Getting Started
<ul style="list-style-type: none"> • Communicate directly with community • Share office messages, policies, platforms • Educate and engage the public • Counter inaccurate information • Share what is in our heart • Build confidence in the CJS 	<ul style="list-style-type: none"> • Review current social media usage of colleagues • Be clear about risks and opportunities • Discuss with senior staff • Start slowly and methodically • Be planful

Social Media Ideas

<ul style="list-style-type: none"> • Create a plan for each social media channel • Post regularly • Be selective about what you share • Consider using social media management tools • Post more images and video • Watch what others like you do • Give people a reason to follow you • Build strategic alliances and partnerships 	<ul style="list-style-type: none"> • Measure and analyze • Don't be afraid to pay-to-play • Join in on communities • Build a community • Interact like a human • Capitalize on hashtags • Get your team involved
---	---

<i>Facebook</i>	<i>Twitter</i>
<ul style="list-style-type: none"> • Great for conviction announcements, video, policy info, education, witness involvement • Needs to be monitored • Great media content source • Can engage people in surveys, feedback, community engagement • Facebook video is an excellent tool for press conferences and short videos • Share good things happening in the community • Warn people of scams, crime trends, etc. • Link to your website for more interaction 	<ul style="list-style-type: none"> • Use Twitter as “newsfeed” and for “breaking news” • Excellent opportunity to interface with community • Share and support the work of other organizations • Important educational tool • Respond to respectful questions. This is your opportunity to dialogue with constituents • Link to website for more information • Allow people to know who you are and what you stand for

Primary Points of Media Interfaces for Prosecutors

- Hearings/Legal decisions
- Charging decisions and dismissals
- Verdicts and sentencing
- Policies, procedures, mistakes
- Crime trends, criminal justice matters, police conduct
- High-profile people involved in the CJS
- Attacks against prosecutors by defense attorneys

Social Media

Leveraging Social Media



Growing Social Media Followers and Influence

- Know your audience and understand their needs
- Be a good social media citizen, be kind, thoughtful, accurate
- Be a source of breaking news
- Use and produce well written, visual content and hashtags
- Be responsive to questions, comments and
- be professional, even when others are not
- Tag other organizations and/or people in your posts
- Link social media posts to the website
- Retweet others or share other posts on Facebook. They will be more likely to follow you or share your materials
- Streamline your efforts. Utilize a few social media outlets well, rather than managing many sporadically.
- Focus on quality not quantity
- Link social media accounts to your website
- Promote your posts through paid advertising
- Use humor, create imagery, share good news
- Be relatable – let your audience see who you really are
- Cross promote your social media accounts
- Use call-for-action techniques to engage followers like surveys, asking for thoughts and opinions, etc.
- Make sure social media user names are simple and consistent so you are easier to find

Guidelines for Social Media

<i>Do</i>	<i>Don't</i>
<ul style="list-style-type: none">• Think carefully about what you post• Use a professional tone, speak simply• Think about how you would answer if you were in a crowded room• Say you're sorry when you're wrong• See questions as an opportunity to educate, clarify, dispel myths• Have someone else in your office review posts• Stay within legal and ethical guidelines• Take the high road, even if others don't• Show compassion and understanding• Post social media rules/disclaimers on your pages	<ul style="list-style-type: none">• Be arrogant or talk down to people• Lie or exaggerate• Talk like a lawyer, use legalese• Try to influence potential jurors• Re-post anything you wouldn't want as an original post• Post a story and then be unavailable to interview• Criticize a jury or judge• Sensationalize. You should never be the story• Argue• If you're not sure if something is over the line, don't post it

When to Delete Comments

- When a poster is using vulgarity or is insulting entire groups (sexism, racism, homophobia, etc.)
- When someone is threatening or implying violence or is launching specific and clearly slanderous attacks
- When a person is directing vicious personal insults at other commenters
- Be careful not to delete comments just because a poster has a difference opinion or is speaking against a decision you made. As a public official on social media, you are held to standards that allow people the ability to exercise free speech on social media whether you like what they say or not.