Promoting Crime Victims’ Rights with Social Media

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Objectives

- Acquaint you with digital tools relevant to your work
- Introduce you to basic digital strategy
- Provide you with information about digital tactics that will complement your planned activities for National Crime Victims’ Rights Week
Agenda

Why Digital?
Who can digital help you reach?

What platforms should you be using?

Facebook:
Demographics,
Basic Best Practices w/examples

Twitter:
Demographics,
Basic Best Practices w/examples

Digital Tactics for
National Crime Victims’ Rights Week
Case Study: One Billion Rising
One Billion Rising V-Day Flash Mob
Flash mob at Oregon State Capitol Mall, part of One Billion Rising V-Day world-wide event Feb. 14, 2014. Includes speaker Jane Downing, Mid-Valley Women's Cr...
One Billion Rising Flash Mob in Egypt

We took Baghdad street in Korba, Heliopolis by surprise on Friday, February 2014 to rise for justice as part of the One Billion Rising 2014. This video was t...

15 Feb

www.youtube.com

Russell Simmons @UncleRUSH

1 in 3 women on the planet will be raped or beaten in her life. Today I join #1billionrising to demand an end to violence. RT!

11:45 AM - 14 Feb 13

2,621 RETWEETS 177 FAVORITES

30 years: restoring the balance of justice

NATIONAL CRIME VICTIMS’ RIGHTS WEEK APRIL 6-12, 2014
30 years: restoring the balance of justice
Who can social media reach?

- Their Followers
- Their Followers
- Their Followers
- Their Followers
- Your Followers
- You

30 years: restoring the balance of justice
Who can social media reach?

Lena C. Taylor's Profile - Lena C. Taylor's Profile

brb
4 hours ago via BlackBerry

128 people like this.

Go, Lena, go!
Pat Kreitlow · 4 hours ago · 5 people

Lol!
Renee Rochelle Shavers · 4 hours ago · 1 person

DON'T! Get out of the state!
M. Bubba Blume · 4 hours ago

Keep fighting, Senator!
Max Taylor · 4 hours ago · 2 people

Go Lena! And thank you! I didn't know who you were 3 days ago. Today, you're my hero.
Aaron Wolfe · 4 hours ago · 12 people

Senator Taylor, could you call us?
WITI-TV FOX 6 News · 4 hours ago

RUN LENA RUN!!!!!
Chadsey Brennan Ewerdt · 4 hours ago

Come to Waupun and you've got shelter here!!!! LOL!!!!!
Who can social media reach?

Like-Minded Organizations

Washington Coalition of Crime Victim Advocates

Maryland Crime Victims' Resource Center, Inc.

The Rape Crisis Center

Someplace Safe
How can Social help reach YOUR people

Recruit Volunteers

Stop Military Rape @MilitaryRape · Jan 18
Do we have any followers that been assaulted while stationed in Japan? If you willing to speak media email panayiota@stopmilitaryrape.org

Stop Military Rape @MilitaryRape · Jan 16

30 years: restoring the balance of justice
Educate the Public

CAPAC @CAPAC_AZ · Nov 18
70 children died in AZ from abuse/neglect in 2012. Report all suspected abuse
azc.cc/A2hui #stopchildabuse

*It's also important to not treat the subject like its taboo or dirty (which is how we often treat anything related to sex). Even when parents try to hide their feelings, children are often very perceptive and pick up on small cues telling... See More

10 Ways To Talk To Your Kids About Sexual Abuse
everydayfeminism.com

(Trigger Warning) Talking to your kids about sexual abuse probably seems worse than even talking about sex. But given the statistics, your child is much more likely to be molested than to be hit by a car when crossing the street. Here's how you can...
Engage Powerful Surrogates

Barack Obama @BarackObama · Jan 27
"I want every young man in America to know that real men don't hurt women."
—President Obama
Invite Offline Engagement

SCSU Women's Center @scsuwomenscentr - Sep 25
Come to the Atwood Mall to take the PACT to end sexual violence! 10am -2pm @stcloudstate @SCSVCampaign pic.twitter.com/xO0EAsNyQi

1. I am aware that sexual assault can happen to anyone at any time.
2. I believe we can end sexual assault through education.
3. I will always be sure of genuine consent before any sexual activity.
4. I will take action if I see a situation that could lead to sexual assault.
5. I commit to learning more and promoting the PACT.

Women's Center
St. Cloud State University.
The Platforms: Facebook

1.6 Billion people worldwide

128 Million Americans

20 minutes per day minimum

8.3 hours per week
Types of Facebook Accounts

Profile

max of 5000 friends
an individual person
Page

one-way relationship of Fans

some profile characteristics

managed by admins

for non-human entities--
orgs, celebrities, things
Groups

community of individuals

public, private, secret
Engagement

Happy Friday to all of our wonderful supporters who are helping us to brighten the lives of child victims of crime!

Thank you! :o)

Content

"It's also important to not treat the subject like its taboo or dirty (which is how we often treat anything related to sex). Even when parents try to hide their feelings, children are often very perceptive and pick up on small cues telling ...
See More

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Like · Comment · Share
Engagement

Like comments made on your posts

Respond to comments in your posts

Comment on the pages of others

show personality

60/40 content rule

30 years: restoring the balance of justice
80/20 Rule

Recycle
Post content again that is working well on your own page

Borrow
Adapt other pages high performing content to fit your unique message

Flatter
Re-post content that is performing well on similar pages
Basic Facebook Best Practices

No need to double link

Survival Incorporated shared this fantastic news spot from their local TV station. They're leveraging media coverage to bring about awareness of their many National Crime Victims' Rights Week events. Thank you for sharing!


Organization brings awareness to Crime Victims' Rights Week

Survival Inc. launches several community awareness projects.
National Crime Victims' Rights Week
April 29, 2013

National Crime Victims' Rights Week is over, but our efforts continue. Please send us pictures and updates from your community events. An event is important no matter the size.

Here is a picture from an event held at the site of the crime... See More

Like · Comment · Share

Keep posts 150-200 characters
The Platforms: Twitter

16% of all internet users use Twitter

Majority of Twitter users are Emerging
Majority: Hispanic and African American

Majority of Twitter users live in urban environments

Grasstops: Twitter users are more likely to convert to offline action

The Media and Bloggers compose a large percentage of the political community on Twitter
No need to shout

SWEEPING ENERGY REFORM APPROVED: Posted in News, House Democrats News Rep. Vickie O. Nardello led a bipartisan group...
dlv.r.it/VZmwy
Don’t be an egg
Beth Becker @spedwybabs
@asherhury i'm using you as an example again ;)

Beth Becker @spedwybabs
hey @asherhury don't you love when i use you as an example? <eg>
#NCVRW2014
Results for #NCVRW2014

- Followed by VictimsOfCrime
- TNVoices4Victims @TennesseeVoices · Feb 21
  Crime Victims Rights Week Ceremony & Resource Fair, Nashville, April 6
  #NCVRW2014 pic.twitter.com/iIBPESye23

- OJPC OVC @OJPOVC · Jan 29
  Help promote #NCVRW2014 with posters and campaign materials. Now available in both English & Spanish. ovc.gov/ncvrw2014/artw...

- OVC
  #NCVRW2014 will be April 6-12. Make sure you get a free copy of the Resource Guide! ovc.gov/news/featur...

- Susan Paul, BSW @SusanConsults · Sep 3
  The nomination period for the #NCVRW2014 Awards ends #September 4! go.usa.gov/bWZk | #Support Crime #VictimsRights | #PublicSafety

- OJPC OVC @OJPOVC · Jun 28
  Honor a crime victim or survivor today by nominating them for a Special Courage Award at go.usa.gov/bWZk #NCVRW2014

- Followed by VictimsOfCrime
- OJPC OVC @OJPOVC · Jun 24
  You have until Sept 4 to submit nominations for the #NCVRW2014 Awards! Find out more at go.usa.gov/bWZk
National Crime Victims’ Rights Week

Candlelight Vigils
Thunderclap

Stand up for women and girls!

“In honor of #IWD2014, I call on Congress to #PassVAWA and help end violence against women and girls globally!”

Goal: 100 supporters by Mar 8th

Futures w/o Violence

3% supported 8,142 social reach 12 days left

30 years: restoring the balance of justice
Art Competition/Display

Create Facebook Photo Album

30 years: restoring the balance of justice
Use Quotes from Resource Guide to Create Share Graphics

“How wonderful it is that nobody need wait a single moment before starting to improve the world.”

- Anne Frank-
Labor Trafficking has many faces

Construction worker, Housekeeper, Farm worker, Dishwasher.

Across America, men, women, and children are trafficked for their labor. Their employers threaten their lives or loved ones; confiscate their IDs or documents; deny them pay, food, or safe working conditions; or force them to work off illegal debts.

To find out more about labor trafficking and what you can do about it, contact the National Human Trafficking Hotline at 888-373-7888.

Use Posters from Resource Guide to Create Share Graphics
National Crime Victims’ Rights Week

Wearable Tribute

30 years: restoring the balance of justice

During this National Crime Victims’ Rights Week, wear this ribbon to help your community learn about ways everyone can work together to help restore the balance of justice.

Online Tribute

30 years: restoring the balance of justice

30 years: restoring the balance of justice
Educational Forums
UNITY TOWNHALL RIGHT NOW!!

I am so excited to answer your questions! Better start typing!

Like · Comment · Share

Ellen Morgan for Congress  Beth asked on the event page: Ellen, what are your plans to foster small business development in the district?

Thanks Beth for a great question. Small business owners haven't had the tools they need to build and grow. I'm going to partner with developers, lenders, and entrepreneurs to talk about how to finance, develop and provide structures for new businesses. To get this started, I will create a small biz incubator at Verona Beach Community College. Thanks Beth!

May 2 at 10:10pm - Like: 4

Ellen Morgan for Congress  Kevin Berry asked: Ellen, do you have a jobs plan for Bootcamp participants who are looking to work in new media on a campaign this cycle?

Great attitude there, Kevin! NO Bootcampers are some of the most talented minds in new media and I definitely have positions available on my campaign. In fact as of 30 minutes ago I'm looking for a new data manager... preferably someone with experience in optometrist lists! Feel free to contact my campaign with your resume at ellenforcongress@gmail.com.

May 2 at 10:45pm - Like: 2

Kevin Travis Bailey asked: Ellen, because of the worldwide embargo of happy feet land to stop them from developing nuclear weapons, the world has faced skyrocketing prices for dance shoes. As America's most respected dancer in chief, how would you resolve this situation? Real Americans every day are losing their groove due to lack of dancing shoes.

May 2 at 10:25pm via mobile - Like: 1

Ellen Morgan for Congress  Kevin Berry's next question: Also, what's your position on student loan relief?

I believe that investing in our students is one of the most important things we can do for our economic recovery. By relieving students of their heavy loan burden we free them up for an easier transition to becoming small business owners—the power engines of our economy.

May 2 at 10:29pm - Like: 1

Ed Reinthaus asked: Hard working people are still losing their homes to foreclosures in this town – and the banks are not doing what they should to keep people in their homes. What will you do about this if you are elected?

May 2 at 10:25pm - Like: 1

Ellen Morgan for Congress  Patriots asked on the event page: What is your position on immigration reform? Specifically, what will you do about the 4m current position to separate undocumented parents from their American children?

Thank you for bringing up immigration reform, Patricio. America is a nation of immigrants, and the diversity immigrants bring to our country strengthens us all—I see that every day in Columbia.

Our current immigration system is overly complicated. I believe that simplifying legal immigration will help with...
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