

# NEW YORK STATE YOUTH COURT CONFERENCE

**APRIL 8, 2010 - ALBANY, NY**

## Facebook, Twitter and Blogs

How to use online tools to promote and strengthen youth courts

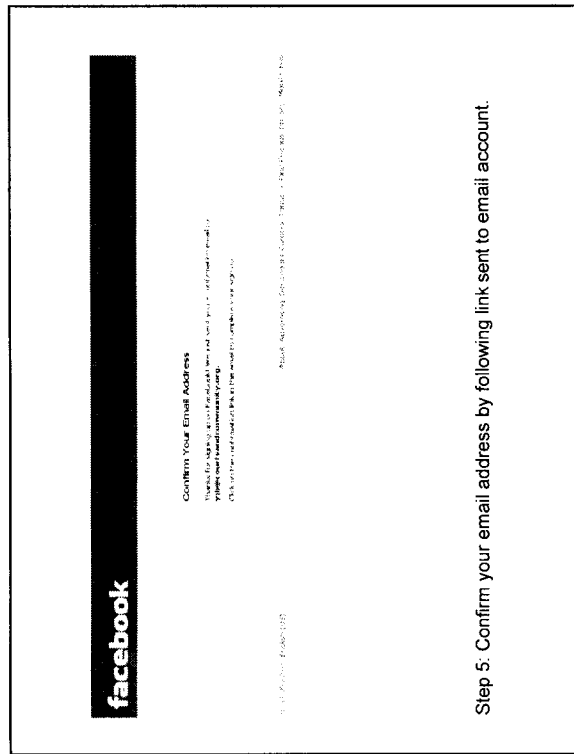
Handouts (by presenter):<sup>1</sup>

- *Linda Baird, Youth Justice Board*
  - Facebook PowerPoint
- *Debbie Boar, Upper Manhattan Reentry Task Force*
  - Outreach Strategies: How to Create a Blog for Your Program

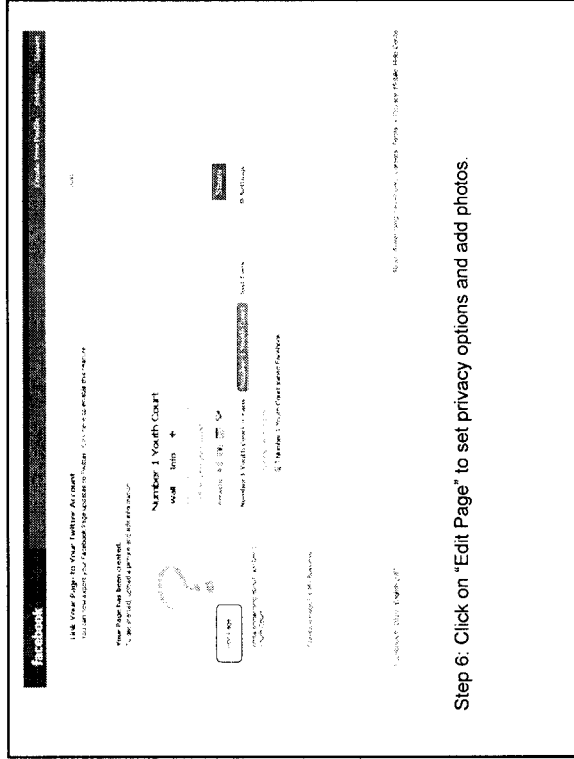
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<sup>1</sup> If a presenter is not listed below but is listed on the agenda, this indicates that his or her presentation did not include handouts.

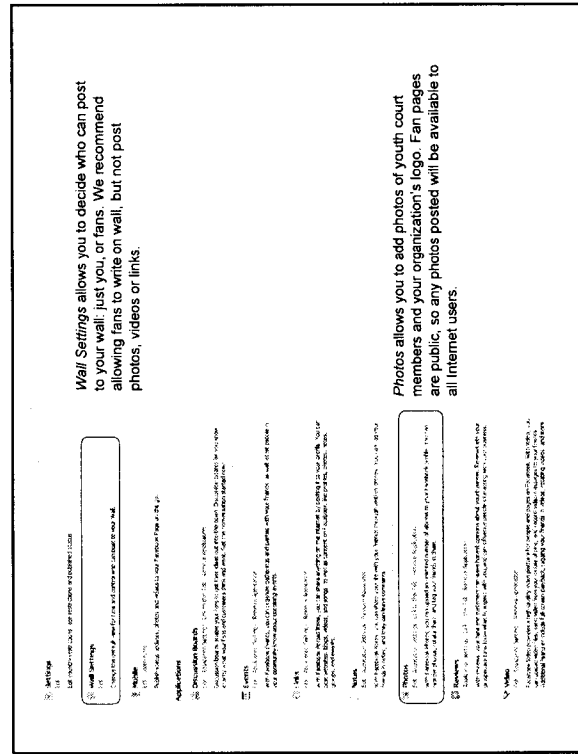




Step 5: Confirm your email address by following link sent to email account.

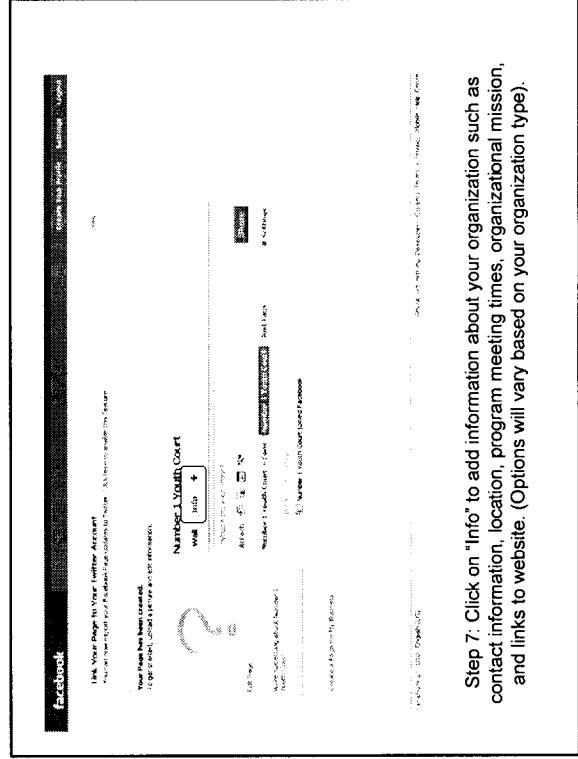


Step 6: Click on 'Edit Page' to set privacy options and add photos.



Wall Settings allows you to decide who can post to your wall, just you, or fans. We recommend allowing fans to write on wall, but not post photos, videos or links.

Photos allows you to add photos of youth court members and your organization's logo. Fan pages are public, so any photos posted will be available to all Internet users.



Step 7: Click on 'Info' to add information about your organization such as contact information, location, program meeting times, organizational mission, and links to website. (Options will vary based on your organization type).



### What is a blog?

A **blog** is a type of website. It has:

- regular entries of commentary on topics related to its theme,
- descriptions of events, and
- may include video, pictures and links to other resources.

Check out the following criminal justice blogs:

Rethinking Reentry

<http://rethinkingreentry.blogspot.com>

Changing the Court

<http://changingthecourt.blogspot.com>

Center for Court Innovation

<http://courttinnovation.blogspot.com>

### Why is a blog useful for outreach?

- Blogs can help your program to **broadcast activities to a broad group of stakeholders**. For example, if your program is planning a forum, it can be publicized beforehand on the blog and then featured as a commentary article once it is successfully completed, with a photos of the event.
- Blogs can help your program to **shape and transmit your message and educate the public about your program's mission**.
- Blogs also **draw media attention** and are a helpful tool for spreading the work of your program to radio, television, and print media.
- Most importantly, **it's free!**

### How to get started on your blog

#### Step 1

**Define your message** and generate ideas for your blog. What are some key questions that you would like to answer? What issues do you want to address? Ask yourself: Who am I trying to reach?

#### Step 2

**Figure out who is going to update the blog** regularly and how your program **will keep tabs on the content**. It is helpful to post a couple of articles per week (daily, if possible) so that people will look at your blog regularly. There should be some internally-defined set of guidelines for what is appropriate to post.

#### Step 3

**Choose a blogging program** from any number of free services online (try [www.blogger.com](http://www.blogger.com), [www.livejournal.com](http://www.livejournal.com), or [www.wordpress.com](http://www.wordpress.com) ). Once you start an account (again, with Blogger, it's free), you are guided through a foolproof set of instructions for how to name your blog, choose a pre-made template or style, and post articles. You will be shown how to regulate the comments to your posts, how to upload pictures and video, and add sidebar features. There are also many blog help features on the internet for more complicated questions.

#### Step 4 (optional)

**To track who is visiting your blog**, you can install Google Analytics (<http://www.google.com/analytics/> ), which is a free program that provides rich and easy-to-read information about who is visiting your blog, what they are reading, how long they spend there, and whether they come back. This feature is helpful as you try to quantify your community outreach.

*In October of 2007, the Center for Court Innovation, in partnership with the New York City Mayor's Office of the Criminal Justice Coordinator, convened the Upper Manhattan Reentry Task Force, based at the Harlem Community Justice Center. This collaboration of state and city government agencies, community-based organizations, and academic partners seeks to reduce recidivism and enhance public safety. The Task Force is funded by the New York State Division of Criminal Justice Services.*