

Social Media Guidance

This resource offers practical guidance on adapting civil justice messages for social platforms, engaging your audiences where they are, and amplifying the work of partners.

Social Media Platforms

Choose your platforms strategically because they each have differing goals, formats, and audiences. As a general guide, below are brief descriptions of each channel and their users:

- ▶ **LinkedIn** is effective for reaching stakeholder and professional audiences interested in data as well as policy and regulatory issues.
- ▶ **YouTube** is made for videos and visual content, allowing both long- and short-form video content with a growing number of independent journalists making this their platform of choice.
- ▶ **Instagram** and **TikTok** are better suited for visual storytelling and graphics while reaching broader public audiences, particularly younger people.
- ▶ **Bluesky** is ideal for short-form content and community discussions on a variety of topics.
- ▶ **Facebook** is a go-to for longer-form content, event promotion, and growing your community.
- ▶ **X/Twitter** is ideal for quick news, reactions, and monitoring messages from influencers and experts such as journalists, policymakers, and legal professionals.

Tips: Using Social Media Effectively

Focus your energy on one to two platforms rather than spreading thin across all of them. Below are some best practices to consider when developing your content:

- ▶ **Make it human.** The most shareable justice system reform content connects systemic problems to recognizable human experiences. A short story about someone navigating the system alone, with a clear takeaway, will outperform a thread of statistics.
- ▶ **Visuals matter.** Posts with images, short video, or designed graphics consistently outperform text-only posts. Simple stats turned into graphics, short testimonial clips, or even well-designed quote cards can significantly extend your reach. There are free online tools available to help develop these, including Canva.
- ▶ **Engage, don't just broadcast.** Social media works best as a conversational channel. Respond to comments, amplify allies, and participate in relevant conversations rather than simply posting and moving on.
- ▶ **Be consistent.** Irregular posting undermines credibility and can compromise reach if you don't keep the conversation warm. A realistic cadence of two or three posts per week is more effective than bursts of activity followed by silence. You can do that by creating a social media content calendar ahead of time and using third-party tools to schedule posts.

- ▶ **Prepare for criticism.** Your work could attract pushback, and social media criticism can escalate quickly. Decide in advance what you will and won't engage with. Correcting inaccuracies and responding to good-faith disagreement is worthwhile, but engaging with bad-faith attacks rarely is. The best way to be prepared for these situations is to create a social media guideline policy.
- ▶ **Track what works.** Most platforms offer basic analytics. Pay attention to what content gets shared and engaged with, not just liked, and let that inform your approach over time and set future goals for each platform.