

2017 National Week of Action Against Incarcerating Youth

Social Media Toolkit

Dear Allies –

Youth First is a sponsoring organization of the **National Week of Action Against Incarcerating Youth (May 15-21)**.

You can find more information about the week, including how to join the ThunderClap to promote the week and a full calendar of events here:

<http://savethekidsgroup.org/noyouthinprison2017/>

To help promote this week and related actions, we'd love for you to promote several of the events we are involved with, which you can find

here: <http://www.youthfirstinitiative.org/category/news/>

We have also developed a **social media toolkit**. There is a theme for each day Monday-Sunday and pulled together related content, including links to videos & reports, and sample graphics, hashtags, tweets, and posts for each day.

National Week of Action Against Incarcerating Youth – Social Media Daily Themes

- **Monday, May 15:** Identifying the Problem: Youth Prisons Don't Work
- **Tuesday, May 16:** Developing Solutions: Moving Beyond Bars and Investing in Community-Based Alternatives
- **Wednesday, May 17:** Public Support is Strong: Poll Shows Vast Majority of Americans Favor Keeping Youth Out of Prisons, Strong Support for Community-Based Alternatives to Incarceration to Rehabilitate Youth
- **Thursday, May 18:** Breaking Down the Walls: Strategies from State Decarceration Campaigns
- **Friday, May 19:** A New Vision for Youth Justice: Learning from the Past to Build a Better Future for Our Youth
- **Saturday, May 20:** Lessons Learned from State Campaigns to Close Youth Prisons
- **Sunday, May 21:** Putting Youth First Means Closing Youth Prisons: Highlights from Current State Decarceration Campaigns

We encourage you to use the hashtags #NoYouthInPrison #NoKidsInPrison #BeyondBars

We will also send a reminder email each morning with the social media tools for that day.

We encourage you to participate!

In Solidarity,

The Youth First team

Monday, May 15th

Identifying the problem: Youth Prisons Don't Work

For today's posts, you can share the items below to highlight the why youth prisons don't work for kids or communities. Use the tools below to post and tweet these resources throughout the day.

Share items from Youth First's LOCKED UP Series

Go to <http://www.youthfirstinitiative.org/locked-youth-prison-series/> and share or tweet articles from the series.

Sample text for posts:

It's the ntl week of action agst incarcerating youth. Learn more about why youth prisons don't work
#NoYouthInPrison #NoKidsInPrison

Share Video of Department of Justice's panel discussion on about the release of the October 2016 report - The Future of Youth Justice: A Community-Based Alternative to the Youth Prison Model

Use the following posts to promote the video of October 2016 panel event.

Sample Tweets

@Kennedy_School and @OJPNIJ make the case for alternatives to incarceration. Watch here
<http://bit.ly/2r3sMCw> #NoYouthInPrison #NoKidsInPrison

Prison is no place for kids. @Kennedy_School and @OJPNIJ explain why: <http://bit.ly/2r3sMCw>
#NoYouthInPrison #NoKidsInPrison

We need to stop locking up our future. Learn about alternatives to youth prisons: <http://bit.ly/2r3sMCw>
#NoYouthInPrison #NoKidsInPrison

Sample Facebook Posts

At last Fall's Department of Justice event, we heard about *The Future of Youth Justice: A Community-Based Alternative to the Youth Prison Model*. As part of the Ntl Week of Action Against Incarceration you, check out the entire panel discussion here and pass it along! <http://bit.ly/2r3sMCw>

Youth prisons are spending roughly \$5 billion a year on a broken system that hurts kids. We know there's a better a way. Watch the panel discussion hosted by the National Institute of Justice last fall and spread the word as part of this Ntl Week of Action Against Incarcerating Youth. <http://bit.ly/2r3sMCw>

Sample graphics and additional posts re: the report can be found here:

<https://fenton.egnyte.com/fl/PsAwu2eDv4>

Tuesday, May 16th

Developing solutions: Moving Beyond Bars and Investing in Community-Based Alternatives

For today's posts, promote the #Beyond Bars video, webinar and report to highlight alternatives to incarceration throughout the day.

Sample Tweets

Incarceration doesn't work. Let's create what does. Learn more at: bit.ly/2hrx7up
#BeyondBars #NoKidsInPrison #NoYouthInPrison

Locking up kids is not the answer. Learn what works bit.ly/2hrx7up #BeyondBars #NoKidsInPrison
#NoYouthInPrison

Listen to youth about what works for them and keeps communities safe. bit.ly/2hrx7up #BeyondBars
#NoKidsInPrison #NoYouthInPrison

Let's invest in alternatives that work bit.ly/2hrx7up #BeyondBars #NoKidsInPrison #NoYouthInPrison

Sample Facebook Posts

[#BeyondBars](#) report author and [Youth Advocate Programs, Inc.](#) national policy director, [Shaena Fazal](#), talks about the report and vision for justice-involved youth. Watch here and read the report at: bit.ly/2hrx7up #NoKidsInPrison #NoYouthInPrison

#BeyondBars provides roadmap for reform that advocates for systems and communities to shift from a facility-based juvenile justice system to a community-based system by developing a vast array of services and supports that can meet the needs of young people in their communities while also building on their strengths. #NoKidsInPrison #NoYouthInPrison <http://www.collab4youth.org/news?id=737>

Principle #6: Listen to our kids. Check out the other principles for creating a continuum of alternatives to incarceration in the National Collaboration for Youth's #BeyondBars report. #NoKidsInPrison #NoYouthInPrison <http://www.collab4youth.org/news?id=737>

Community safety should be defined by more than law enforcement and carrots and sticks; it's about all the things that characterize safe neighborhoods, like access to good schools and jobs, opportunities to learn, grow, develop and play in safe environments. Learn more in the latest roadmap for reform from National Collaboration for Youth and Youth Advocate Programs. #BeyondBars #NoKidsInPrison <http://www.collab4youth.org/news?id=737>

Sample graphics (to go with each tweet or post)

Here is the link to a folder where you can download graphics to accompany each of the above listed tweets & posts: <https://youthadvocateprograms.app.box.com/s/celt4pz2z1kmbp7ngmg6njfiis5ki8h0>

Click on the link, click on a graphic, click on the 'download' button on the right hand side, save in your files, and then post with the sample language.

Wednesday, May 17

Public Support is Strong: Poll Shows Vast Majority of Americans Favor Keeping Youth Out of Prisons, Strong Support for Community-Based Alternatives to Incarceration to Rehabilitate Youth

For today, the focus on public support for rehabilitation and prevention over incarceration.

Go to the link below to match up the graphic with the corresponding tweet or post below:
https://www.dropbox.com/sh/qdnbklsknqfc7kn/AACaKU2I3xDE_RiBBZ61qjypa?dl=0

Sample Tweets:

Vast majority of Americans want less lock up for youth <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

70% of Americans want states to reduce racial and ethnic disparities in youth prisons <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

Most Americans believe that youth have the power to change <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

Americans favor opportunity, not punishment for youth <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

78% of Americans favor prevention & rehabilitation, not punishment & incarceration for youth <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

83% of Americans support incentives to invest in alternatives to incarceration <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

Americans support involving youths' families in treatment & rehabilitation planning <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

Across the US, Americans say yes to youth rehabilitation over incarceration <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

Sample Facebook Posts

Released in February, poll commissioned by Youth First shows that 78 percent of Americans favor keeping young people out of prisons and instead prefer community-based alternatives that are proven to lead to better outcomes. <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

At a time when partisan polarization is dominating the political landscape, polling finds that Americans from a wide range of backgrounds and all political stripes support shifting the youth justice system's focus from incarceration and punishment to prevention and rehabilitation. <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

“Youth prisons are notoriously dangerous, ineffective, and outdated – and there is a clear consensus that it’s time to change the system,” said Liz Ryan, President of Youth First. “We know that kids can be rehabilitated without being locked up, if given the opportunity. States across the nation should unify behind this growing movement to close youth prison facilities and focus on solutions that actually work.” <http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

Respondents cut across partisan affiliations, with 81% of Democrats, 83% of Independents, and 68% of Republicans supporting reform efforts that emphasize rehabilitation over incarceration.
<http://buff.ly/2kjOanz> #NoKidsInPrison #NoYouthInPrison

Thursday, May 18

Breaking Down the Walls: Strategies from State Decarceration Campaigns

Youth First report, *Breaking Down the Walls: Lessons Learned from Successful State Campaigns to Close Youth Prisons*, highlights the achievements of youth, families, and advocates in six states to help advance a new vision of youth justice. The report serves as a playbook for activists working to end the juvenile justice systems' reliance on incarceration throughout the nation.

Promote the report throughout the day today with the following posts and graphics:

Sample Graphics

Here is the link to a dropbox folder where you can download graphics to accompany each of the tweets & posts listed below:

https://www.dropbox.com/sh/kn0y5c3t5elj8kq/AABLEYp_YNWpHgv8QYRLRuwva?dl=0

Click on the link, click on a graphic, click on the 'download' button on the right hand side, save in your files, and then post with the sample language.

NOTE: For Facebook please upload graphic/photo FIRST then post the related text – doing it in this order ensures more will see the post.

General Posts about the Report [Graphic to use: Report Cover]

We are #BreakingDownTheWalls to youth incarceration to ensure #NoKidsInPrison Read more at bit.ly/2ndabpa

Read how families, youth, & advocates are #BreakingDownTheWalls to ensure #NoKidsInPrison bit.ly/2ndabpa

“Over the years, undeniable evidence has shown that locking up our young people does more harm than good.” @SheilaBedi bit.ly/2ndabpa

“...when something is wrong, we can band together and fight it” #BreakingDownTheWalls @Justice4Fams bit.ly/2ndabpa

“We may not always win, but we just don't have to sit idly by. We can change things for our children.” @Justice4Fams bit.ly/2ndabpa

Friday, May 19th

New Vision of Youth Justice: Learning from the Past to Build a Better Future for Our Youth

For today's action, please share video from Youth First's *A New Vision for Youth Justice: Imagining A World Without Youth Incarceration*, which featured discussions about successful campaign's to close

youth prisons. In addition to posts about the video, there are additional posts and graphics highlighting examples from specific state campaigns.

Samples Posts to share video of April 28 event:

Imagining a world without youth incarceration @NoKidsInPrison <http://bit.ly/2q9XmKU>
#NoYouthInPrison

Join the conversation. Learn more about what it takes for a future with #NoKidsInPrison
#NoYouthInPrison <http://bit.ly/2q9XmKU>

#NoKidsInPrison #NoYouthInPrison It can be done. Watch here: <http://bit.ly/2q9XmKU>

Sample Graphics & Posts from Successful State Campaigns to Close Youth Prisons

You can also share examples of successful state campaigns to close youth prisons that were features at the event and in the Breaking Down the Walls report.

Here is the link to a dropbox folder where you can download graphics to accompany each of the tweets & posts listed below:

https://www.dropbox.com/sh/kn0y5c3t5elj8kq/AABLEYp_YNWpHgv8QYRLRuwva?dl=0

Click on the link, click on a graphic, click on the 'download' button on the right hand side, save in your files, and then post with the sample language.

NOTE: For Facebook please upload graphic/photo FIRST then post the related text – doing it in this order ensures more will see the post

State Campaigns - [Graphic to use: Match state graphic with related state post]

California - [Graphic: California's campaign to end abuse facility conditions, close youth prisons]

Learn how CA closed 8 youth prisons #BreakingDownTheWalls #NoKidsInPrison bit.ly/2ndabpa

"Even if you are not successful right now, you can build a record of what is wrong." @SueLBurrell
bit.ly/2ndabpa

New York - [Graphic: New York's No More Youth Jails & Empty Beds, Wasted Dollars campaigns]

Learn how NY closed 20 youth prisons #BreakingDownTheWalls #NoKidsInPrison bit.ly/2ndabpa

"We explained to Council members that young people who are locked up are not offered any help" -
Andre Holder bit.ly/2ndabpa

"The reforms were driven by research, science, supported by evidence" - Gladys Carrion bit.ly/2ndabpa

"This sea change didn't happen by accident, it was the result of strategic organizing, advocacy"
@MFaruqee bit.ly/2ndabpa

"Our wins were the result of the courageous, visionary leadership from people like Gladys Carrion"
@MFaruqee bit.ly/2ndabpa

Louisiana - [Graphic: Louisiana's Close Talulah Now! campaign]

Learn how Louisiana closed the abusive Talulah youth prison #BreakingDownTheWalls #NoKidsInPrison bit.ly/2ndabpa

"It was the parents in Louisiana who said why don't we just close these places?" - David Utter bit.ly/2ndabpa

Texas - [Graphic: Texas' legislative campaign to reduce youth incarceration]

Learn how Texas reduced youth incarceration #BreakingDownTheWalls #NoKidsInPrison bit.ly/2ndabpa

"Locking us up doesn't give us the tools we need to live in the world" - Jason Wang bit.ly/2ndabpa

Washington, DC - [Graphic: DC's campaign to close Oak Hill]

Learn how DC closed the notorious Oak Hill youth prison #BreakingDownTheWalls #NoKidsInPrison bit.ly/2ndabpa

"One of the clear lessons was the power of community and youth organizing" - Jonathan Stith bit.ly/2ndabpa

Mississippi - [Graphic: Singing the Blues for MS' imprisoned children]

Learn how MS closed 4 youth facilities #BreakingDownTheWalls #NoKidsInPrison bit.ly/2ndabpa

"The strength of the young people to tell their stories kept us going" @SheilaBedi bit.ly/2ndabpa

Saturday, May 20th

Lessons Learned from State Campaigns to Close Youth Prisons

Today's action will be promoting the 6 Lessons Learned from Successful State Campaigns from Youth First's Breaking Down the Walls report. See graphics and post below:

Sample Graphics

Here is the link to a dropbox folder where you can download graphics to accompany each of the tweets & posts listed below:

https://www.dropbox.com/sh/kn0y5c3t5elj8kq/AABLEYp_YNWpHgv8QYRLRuwva?dl=0

Click on the link, click on a graphic, click on the 'download' button on the right hand side, save in your files, and then post with the sample language.

NOTE: For Facebook please upload graphic/photo FIRST then post the related text – doing it in this order ensures more will see the post.

Posts Highlighting the 6 Lessons Learned [Graphics to use: Match post with appropriate lesson learned]

If we are #BreakingDownTheWalls to youth incarceration, we must take the long view. bit.ly/2ndabpa [Graphic: #1 Take the long view]

"It is important to remember that it's going to take time." @ellabakercenter bit.ly/2ndabpa [Graphic: #1 Take the long view]

"You cannot stop at the victory. You just have to pull through." @RettaWorld bit.ly/2ndabpa [Graphic: #1 Take the long view]

To ensure #NoKidsInPrison we must let youth and families lead #BreakingDownTheWalls bit.ly/2ndabpa [Graphic: #2 Let youth and families lead]

"Being involved with the Books Not Bars campaign was like a lifeline for me." @ellabakercenter @Books Not Bars bit.ly/2ndabpa [Graphic: #2 Let youth and families lead]

To ensure equity in #BreakingDownTheWalls, we must be explicit about racial justice. #NoKidsInPrison bit.ly/2ndabpa [Graphic: #3 Be explicit about racial justice]

"My experience was part of larger oppressive policies against communities of color." - Chino Hardin bit.ly/2ndabpa [Graphic: #3 Be explicit about racial justice]

Campaigns that are #BreakingDownTheWalls must embrace diversity, plan for conflict. bit.ly/2ndabpa [Graphic: #4 Embrace diversity and plan for conflict]

"Families had an accountability session on how white men with power went behind and made a deal" @Justice4Fams bit.ly/2ndabpa [Graphic: #4 Embrace diversity and plan for conflict]

#BreakingDownTheWalls means engaging local stakeholders to ensure #NoKidsInPrison bit.ly/2ndabpa [Graphic: #5 Statewide reforms needs local stakeholders]

"We were able to organize vigils in counties across California." @ellabakercenter bit.ly/2ndabpa [Graphic: #5 Statewide reforms needs local stakeholders]

Use public opinion, media advocacy for #BreakingDownTheWalls bit.ly/2ndabpa [Graphic: #6 Harness the power of public opinion & the media]

One tactic was to take out ads in local papers targeting legislators who opposed facility closures. bit.ly/2ndabpa [Graphic: #6 Harness the power of public opinion & the media]

Sunday, May 21st

Putting Youth First Means Closing Youth Prisons: Highlights from Current State Decarceration Campaigns

Youth First's video, [Putting Youth First Means Closing Youth Prisons](#), highlights our collective work to reduce youth incarceration and close youth prisons. There are also state specific clips you care share. Use the below suggested posts and attached images on your social media platforms. We have relevant GIFs and pictures that are labeled with a corresponding numbers on the tweets. Tag key folks where possible and include hashtag #NoKidsInPrison. #NoYouthInPrison

Suggested Posts

Please go to this [dropbox folder](https://www.dropbox.com/sh/zyuvvlaau46mw83/AADgpZ9oMHNPAAGKr5U89HFdLa?dl=0) to download video files to attached with sample posts:

General

[Attach File Number 1] Youth prisons don't work & we don't have to keep locking kids up. This video shows a better way. #NoKidsInPrison <http://bit.ly/2mexOfK>

[Attach File Number 2] Our communities can do more to help kids than prisons. Advocates around the country are showing why. #NoKidsInPrison <http://bit.ly/2mexOfK>

Incarcerating our youth is costly and makes our kids & communities less safe #NoKidsInPrison <http://bit.ly/2mexOfK>

To help kids, we must focus on what works. Youth prisons just make things worse. #NoKidsInPrison. <http://bit.ly/2mexOfK>

The solution to our broken juvenile justice system lies within our communities #NoKidsInPrison <http://bit.ly/2mexOfK>

Virginia

Unlike youth prisons, @art180 is a healthy outlet for young people. Watch to learn about alternatives? #NoKidsInPrison <http://bit.ly/2mexOfK>

[Attach File Number 3] Let's listen to young people's ideas about alternatives to prison. @art180 helps them express their thoughts. <http://bit.ly/2mexOfK>

[Attach File Number 4] @RISEforYouth is working to make sure the Commonwealth invests in communities instead of youth prisons. WATCH: <http://bit.ly/2mexOfK>

[Attach File Number 5] Activists, artists & @RISEforYouth banded together to reimagine the juvenile justice system. Watch to learn more: <http://bit.ly/2mexOfK>

FACEBOOK

(TAG) Art180 partnered with (TAG) Virginia's Rise for Youth to help young people impacted by the justice system find an outlet to express themselves. This video features their work & explains better alternatives to youth prisons. <http://bit.ly/2mexOfK>

Connecticut

[Attach File Number 6] This terrible youth prison in CT is closing & we're fighting for this result everywhere. #NoKidsInPrison WATCH : <http://bit.ly/2mexOfK>

@GovMalloyOffice is closing CT's youth prison. Time to find a better approach #NoKidsInPrison <http://bit.ly/2mexOfK>

[Attach File Number 7] Youth of color are 34% of CT's youth population, but make up almost 85% of CT's youth prison pop. #NoKidsInPrison <http://bit.ly/2mexOfK>

Milwaukee

[Attach File Number 8] WI's youth prisons are failing kids. Youth Justice Milwaukee calls for better solutions #NoKidsInPrison <http://bit.ly/2mexOfK>

It costs WI taxpayers over \$110,000 to lock up one child per year. We must do better. #NoKidsInPrison <http://bit.ly/2mexOfK>

New Jersey

Let's reimagine a world where a child can be a child" - Youth Justice New Jersey #NoKidsInPrison
<http://bit.ly/2mexOfK>

[Attach File Number 9] New Jersey confines African American youth at 24 times the rate of white youth
#NoKidsInPrison <http://bit.ly/2mexOfK>

Kansas

[Attach File Number 10] Youth incarceration doesn't work. Help @ksunited4yj shift Kansas' approach
so youth can have a brighter future. <http://bit.ly/2mexOfK>

[Attach File Number 11] Youth prisons are a relic of the past. We need community-driven systems that
actually work #NoKidsInPrison <http://bit.ly/2mexOfK>