NOW TWEET THIS! Harnessing Social Media to Translate Social Science into Action
AN OVERVIEW OF APA AND APA GOVERNMENT RELATIONS
STRUCTURE OF APA POLICY EFFORTS

Government Relations Offices (GRO) representing each APA Directorate

501(c)(3)

• Education GRO
• Public Interest GRO
• Science GRO

501(c)(6)

• APA Practice Organization
• APA Education Advocacy Trust
DEVELOPING THE APA ADVOCACY AGENDA

Consistency with APA’s mission & strategic plan

Recognized expertise on policy issue

Uniqueness and importance of contribution

Support of APA governance and membership

Prospects for success

Availability of resources
APA PUBLIC INTEREST
GOVERNMENT RELATIONS
OFFICE
PI-GRO shapes federal policy to promote psychology in the public interest.

Issue areas include:
- Aging
- Children, Youth, and Families
- Disabilities
- Ethnic Minorities
- HIV/AIDS
- Lesbian, Gay, Bisexual, and Transgender Persons
- Poverty and Income Inequality
- Violence Prevention
- Women
EFFECTIVELY INFORMING AND INFLUENCING POLICYMAKERS
THREE WAYS TO COMMUNICATE

- Indirect Communications
- One-way Communications
- Two-way Communications
DIRECT COMMUNICATIONS

- Letters to the Editor
- Op-Ed Letters
- Press Releases
ONE-WAY COMMUNICATION

- Emails (Action Alerts)
- Letters
- Phone Calls
TWO-WAY COMMUNICATION

- Capitol Hill Visits
- Site Visits
- Receptions
- Town Hall Meetings
- Hearings
- Briefings
MEMBER INVOLVEMENT IN APA ADVOCACY

What is FAN?

• Communications tool
• Connects APA to FAN members and FAN members to Congress
• Occasional email action alerts on pressing legislative action
• Alerts also circulate via @APAPublicInt, APAGS listservs, APAGS Facebook page, other social media platforms
STAYING CONNECTED TO APA’S ADVOCACY EFFORTS

https://twitter.com/APA
https://twitter.com/APAPublicInt
https://www.facebook.com/AmericanPsychologicalAssociation
http://psychologybenefits.org
USING SOCIAL MEDIA FOR ADVOCACY

4C’s of social media:

- Content
- Conversations
- Communities
- Collaboration
CONTENT

Valuable
Easy to share
Sticky
CONVERSATIONS

Talking
Listening
Sharing
COMMUNITIES

Make connections
Build coalitions
Share similar interests
COLLABORATE
Solve problems
Strategize
Build consensus
FACEBOOK

Short and conversational posts

Post regularly (at least 1x day)

Post messages, updates, links and photos

Create and promote events & interact with your community
V. short posts – 140 characters or less

Post action alerts, press releases, images & videos from events, etc.

Use your network (tweet directly to allies/partners, members of Congress or use the “direct message”/DM function)

Take advantage of tweetchats or trending topics to highlight your advocacy work
BLOGGING

Longer format – 100s of words
- Opportunity to expand on your message
- Use active voice and conversational tone

Think about:
- Catchy headline
- Intriguing or provocative opening statement
- Strong call to action
- Encourage comments/feedback

Make the post shareable
- Include social media buttons
- Make sure to post your content on your own social media
SOCIAL MEDIA BASICS

Know your audience

Know your message

Share valuable content
SOCIAL MEDIA BASICS

Use keywords/hashtags

Use graphics

Be genuine, likable & responsive
FRAME YOUR MESSAGE FOR THE PUBLIC

- Background
- Supporting details
- Results/conclusions
- Scientist
- Bottom line
- So what?
- Supporting details
- Public
MAKE YOUR LIFE EASIER

- Use an RSS feed/aggregator
- Schedule your posts
- Shorten your links
- Curate your content
- Use a free image editor
- Look at your data
<table>
<thead>
<tr>
<th>USEFUL TOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hootsuite, Buffer or Tweetdeck</td>
</tr>
<tr>
<td>Bitly.com</td>
</tr>
<tr>
<td>Storify</td>
</tr>
<tr>
<td>Canva or PicMonkey</td>
</tr>
<tr>
<td>SocialMention or Topsy</td>
</tr>
<tr>
<td>SumAll</td>
</tr>
<tr>
<td>Slideshare or YouTube tutorials</td>
</tr>
<tr>
<td>Thunderclap</td>
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</tbody>
</table>
CASE STUDY: TRAFFICKING OF WOMEN AND GIRLS

Trafficked persons experience severe and potentially life-threatening physical and mental health consequences.

Public awareness and understanding of the crime of human trafficking are essential for the success of any anti-trafficking efforts.

Psychologists in all areas of the discipline can play a meaningful role in addressing human trafficking through research, advocacy, and provision of clinical services.

Survivors can and do heal.
TRAFFICKING OF WOMEN AND GIRLS: INTEGRATING SOCIAL MEDIA INTO APA ACTIVITIES

- Resolution on Trafficking of Women and Girls
- LIWP Hill Day
  - Runaway and Homeless Youth and Trafficking Prevention Act
  - Justice for Victims of Trafficking Act
- FAN Alert
  - International Violence Against Women Act
  - Convention on the Elimination of All Forms of Discrimination Against Women
- Coalition activities
  - #endtrafficking, #human trafficking, other hashtag campaigns
- PI blog, member “Call to Action” and APA press release on the anniversary of Boko Haram kidnappings
Follow Us

Follow Our Blog via Email

Enter your email address to follow the Psychology Benefits Society blog and receive notifications of new posts by email.

Join 4,174 other followers

Enter your email address

Follow

By Gwendolyn Puryear Keita, PhD (Executive Director, Public Interest Directorate, American Psychological Association)

The world is justifiably horrified at the abduction and trafficking of nearly 300 schoolgirls by the terrorist group Boko Haram in Chibok, Nigeria. It is critical that the world understand the psychological impact of this terrorist act on the girls and their families. I reached out to psychologists with expertise in trauma, trafficking, international psychology, and the psychology of women and girls for their thoughts on how to respond to this crisis.

Clearly this experience must be incredibly traumatic for the girls and their families. What mental health needs must be met?
CRIMINAL AND JUVENILE JUSTICE

Juvenile Justice and Delinquency Prevention Act (JJDPA) Scenario

Recent APA action on a federal criminal justice bill
JJDPA REAUTHORIZATION EFFORTS

113TH CONGRESS
2d Session

S. 2999

To reauthorize and improve the Juvenile Justice and Delinquency Prevention Act of 1974, and for other purposes.

IN THE SENATE OF THE UNITED STATES

December 11, 2014

Mr. Whitehouse (for himself and Mr. Grassley) introduced the following bill; which was read twice and referred to the Committee on the Judiciary

A BILL

To reauthorize and improve the Juvenile Justice and Delinquency Prevention Act of 1974, and for other purposes.

1. Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

2. SECTION 1. SHORT TITLE.

3. This Act may be cited as the “Juvenile Justice and Delinquency Prevention Reauthorization Act of 2014”.

SEC. 2. TABLE OF CONTENTS.

5. The table of contents for this Act is as follows:

   Sec. 1. Short title.
   Sec. 2. Table of contents.

TITLE I—DECLARATION OF PURPOSE AND DEFINITIONS

Sec. 101. Purpose.
Sec. 102. Definitions.
MENTAL AND BEHAVIORAL HEALTH

Both S. 2999 and S. 1969 contain language to:

- Formally add the SAMHSA administrator to the Federal Coordinating Council for Juvenile Justice
- Require that State Advisory Groups reserve a seat for a mental and behavioral health professional
- Direct states to plan for the provision of evidence-based screening, assessment, treatment planning, and treatment
- Direct the federal government to provide additional training and technical assistance
- Mandate a federal study on the prevalence of mental and behavioral health needs pre- and post-placement and the effects of confinement
HOWEVER, MISSING FROM S. 1169

New Part F would have:

- Funded innovative projects at the state and local level for juvenile justice-mental health agency partnerships
- Supported diversion
- Supported hiring and retention of mental and behavioral health professionals
- Set parameters on the use of funds, to ensure grantees use evidence-based practice
- Required grantees to meet specified minimum ratios of mental and behavioral health professionals to juveniles
- Included APA language to protect youth from inappropriate prescribing of psychotropic medication
With the mental health incentive grants omitted, look for other opportunities for improvement

- E.g., diversion for youth with mental and behavioral health needs
  - Include a new purpose for the law on diversion
  - Include diversion in the main list of programs on which states must spend the bulk of their JJDPA funds
  - Direct OJJDP to study and disseminate information on effective practices for diversion
APA FAN action alert circulated

- **Who:** outreach by psychologists and graduate students to members of Senate Judiciary Committee (AL, AZ, CA, CT DE, GA, IA, IL, LA, MN, NC, NY, RI, SC, TX, UT, VT)
- **What:** email messages or phone calls through APA’s Federal Action Network
- **When:** committee markup – opportunity for changes to the legislation
- **How:** FAN connects students and psychologists to their members of Congress with simple tools and messages that can be customized
- **Message:** vote for the diversion amendment being offered by Senator ____; vote for the mental health incentive grants amendment
CRIMINAL JUSTICE: SAFE Justice Act

Issue

- Section 553 provides federal support for state and local governments to hire social workers and psychiatrists to address inmate release preparation
- Omission of other professions, including psychologists

Strategy

- Outreach to sponsors, Reps. Sensenbrenner (R-WI) and Scott (D-VA) by APA
- Outreach to sponsors and committee of jurisdiction (House Judiciary) by Division 18 members
Ask your Representative to include psychology in the SAFE Justice Act!

Please reach out to members of the House Judiciary Committee

The U.S. House Committee on the Judiciary is set to consider new legislation to foster a Safe, Accessible, Fair, and Effective (SAFE) criminal justice system. One provision of the SAFE Justice Act would provide additional federal support for state and local governments to hire professionals to address release preparation of inmates. Though laudable in its aim, this section of the bill specifies only social workers and psychiatrists for support through these funds.

Please enter your contact information below. If you are a constituent of a member of the House Judiciary Committee or Rep. Bobby Scott (D-VA), you will be prompted to call your Representative and ask that they support the inclusion of psychologists in this section of the legislation!

PLEASE NOTE: The form will return an error message, if you are not a constituent of a Judiciary Committee member or Rep. Scott (D-VA)
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