

COLLEGE & COMMUNITY FELLOWSHIP: USING SOCIAL MEDIA TO PROMOTE COMMUNITY AND ADVOCACY

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COLLEGE & COMMUNITY FELLOWSHIP (CCF)

About CCF

Serves formerly incarcerated women by providing academic and financial support for college and graduate school

Empowers Fellows through leadership training, self-advocacy, civic engagement, and planning for long-term economic security

Cultivates community of Fellows/alumnae to provide social support network to overcome the challenges of balancing school, family responsibilities, work, and reintegration into society and community

COLLEGE & COMMUNITY FELLOWSHIP (CCF)

CCF's Model Works

New York State average recidivism rate after 3 years

44%

CCF Fellows recidivism rate after 3 years

< 2%

SOCIAL MEDIA CAN ENHANCE CCF'S SOCIAL NETWORKING STRATEGY

Using social media, Fellows and alumnae can:

- **Meet virtually on a daily or weekly basis**
- **Seek and provide social support, advice, and resources in real time**
- **Get involved even if their schedules do not allow them to attend community meetings or events**

Using social media, CCF staff can:

- **Update and highlight calendar of events and important deadlines and communicate pertinent information in a shared forum**
- **Promote CCF's work and the success of Fellows/alumnae**
- **Enhance their advocacy efforts**

EVIDENCE THAT SOCIAL MEDIA IS AN IMPORTANT TOOL FOR CCF

Initial Assessment of Social Media Potential

Step 1: Create a survey to determine which social media tools Fellows use

Sample size: 52 out of 104 current Fellows

We learned that:

- **83% check their email and use the internet on a daily basis**
- **85% use Facebook**
- **88% have mobile phone text messaging plans**

EVIDENCE THAT SOCIAL MEDIA IS AN IMPORTANT TOOL FOR CCF

Initial Assessment of Social Media Potential

Step 2: Staff feedback and discussion

- **Last summer CCF interns managed a NING account which was frequently used by Fellows**
- **Fellows and alumnae would benefit from a closed group that would offer a safe and private space for participants to share their experiences, ideas, resources and encouragement**

INITIAL EVALUATION: FACEBOOK GROUP

Facebook is an ideal choice to replace NING because it is free and Fellows are already using it

Facebook offers the option of creating a closed group

Reasons why current Fellows should serve as admins for the group:

- **Builds leadership among Fellows--a core value of CCF**
- **Encourages participation from Fellows**
- **Ensures sustainability which was missing from NING**
- **Embodies a sense of community (based on a membership-led group)**
- **Allows Staff to delegate social media efforts to Fellows**

TRAINING MEETING: CHANGING COURSE

Fellows volunteered to be part of a **Facebook team**

- Responsibilities would include posting links, comments, and pictures as well as monitoring page one day per week

Facebook team did not materialize

- Timing of training and launch during busy time of semester may have made it more difficult for Fellows to attend

Alternative approach: Create a **Facebook Fan** page in lieu of a closed group to serve as a social media promotional/advocacy tool for CCF



- Wall
- Info
- Photos

45 people like this

- Subscribe via SMS
- Unlike
- Create a Page
- Report Page
- Share

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Community



Wall College & Community Fello... · Top Posts

Share: Post Link

Write something...



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http://blogs.edweek.org/edweek/inside-school-research/2011/04/census_more_adults_with_diplom.html?utm_source=twitterfeed&utm_medium=twitter



Census: More Adults Earn a Diploma, More Women Earn a Degree – Inside School Research – Education We
 blogs.edweek.org

Reporter Sarah D. Sparks spent the last five years writing about federal and state education regulations. Now covering education research, she can most often be found with a double-shot mocha in one hand and the latest academic journal in the other. Join her in a discussion of the politics, personal

Yesterday at 1:02pm · Like · Comment · Share



College & Community Fellowship
 Locking Up Lives: The Incarceration of Women in Australia
<http://ht.ly/4GBbl>

Tuesday at 3:16pm · Like · Comment



College & Community Fellowship
 Hey, want to join the CCF Facebook Team, give Lettisha a call at (646) 380-7780. By the way, Family Day tickets are almost gone, you can call Lettisha to reserve your tickets for that as well.

April 18 at 2:35pm · Like · Comment

Asia Hill likes this.

Write a comment...



Rebel Flower
 Love the Community Meeting. Mikki's presentation was good. When is the next one?

April 15 at 4:41pm · Like · Comment

College & Community Fellowship likes this.



College & Community Fellowship The next Community Meeting will be on May 20th special guest Michelle Paige Paterson, wife of former Governor David Paterson. She'll be discussing women's health. Don't miss it.

April 18 at 2:30pm · Like · 1 person

Write a comment...



College & Community Fellowship
 For students interested in receiving scholarship information, we have materials from the Community Meeting. Give Leslie or Maria a call.

April 18 at 2:32pm · Like · Comment

SUGGESTED NEXT STEPS

Short-term

- Continue to update the Facebook Fan Page
- Link CCF calendar/events to Facebook Fan Page
- Place Facebook Like button on CCF website
- Link Fan Page to short documentaries featuring CCF

Long-term

- Create Facebook closed group for Fellows and Alumnae **OR** Google group for Fellows and Alumnae right **before the summer semester begins**
- Use a free texting service (i.e. GroupMe) to remind Fellows of upcoming community meetings and CCF deadline

FINAL THOUGHTS

- The key to success with social media is adding content regularly but ultimately the **users** will need to be engaged in the process to sustain it
- A **social media strategy** should be tied to the broader communications/advocacy strategy
- One **staff member** should be responsible for updating Facebook content so that it mirrors internal calendar/planning

Recommendations

- **Build a buzz for Facebook through the CCF newsletter**
- **Highlight Fellows' accomplishments on the Fan page**
- **Hold social media seminar at community meetings**
- **Have virtual meetings on Facebook to supplement community meeting requirements**
- **Add a social media component to Fellowship awards**

THANK YOU

CCF Staff: Vivian Nixon, Stephanie Haas, Lettisha Boyd & Leslie Campbell

MOAE: Paul Kim & Marlee Ickowicz

Teachers College: Dominic Mentor

Social Media Fellows: Allison, Elle, Daniel, Domenick, Hirumi & Marquina

QUESTIONS?
