Social media strategy for Clean Slate legislation

Get familiar with Clean Slate:
- Visit our website at www.safeandjustmi.org/clean-slate-for-michigan to learn about Clean Slate and why Michigan needs more second chances.

Get the message out:
- Post content about Clean Slate regularly, including our graphic at bit.ly/cleanslatemich
- Search hashtags daily: #CleanSlate and #CleanSlateMI.
- Share, like and retweet the content you find.

Tag supporters to amplify the message:
On Facebook
- @safeandjustmi - Safe & Just Michigan
- @justleadersusa - JustLeadershipUSA
- @detroitjusticecenter - Detroit Justice Center
- @afscmi - American Friends Service Committee - Michigan Criminal Justice Program
- @staterepfiller - State Rep. Graham Filler, chairman of the House Judiciary Committee
- @replagrand- State Rep. David LaGrand, vicechairman of the House Judiciary Committee
- @mayormikeduggan - Detroit Mayor Mike Duggan
- @americanprogress - Center for American Progress
- @chanzuckerberginitiative - Chan Zuckerberg Initiative
- @nationoutside - Nation Outside

On Twitter
- @safeandjustmi - Safe & Just Michigan
- @JustLeadersUSA - JustLeadershipUSA
- @justcitydetroit - Detroit Justice Center
- @AFSCMICJProgram - American Friends Service Committee - Michigan Criminal Justice Program
- @grahamfiller - State Rep. Graham Filler, chairman of the House Judiciary Committee
- @DavidLagrand - State Rep. David LaGrand, vicechairman of the House Judiciary Committee
- @MayorMikeDuggan - Detroit Mayor Mike Duggan
- @amprog - Center for American Progress
- @ChanZuckerberg - Chan Zuckerberg Initiative
- @NationOutside - Nation Outside
- @RepRabhi - State Rep. Yousef Rabhi

Questions? Contact John Cooper, Executive Director of Safe & Just Michigan, at 517.258.1134 or john@safeandjustmi.org
Sample tweets:

- Punishment shouldn't last forever. We support creating a #CleanSlate for people who successfully returned home, and remained crime free for 10 years. #CleanSlateMI
- Clearance of public criminal records helps employment, reduces recidivism and fights crime. #CleanSlate legislation is good for our communities, good for our economy, and great for public safety. It’s time to clean the slate in Michigan #CleanSlateMI
- Broader clearance of public criminal records has been proven to be great for taxpayers and a boon to public safety. It’s time to clean the slate in Michigan #CleanSlate #CleanSlateMI
- Way too many people in Michigan remain haunted by decades-old traffic offenses. We support creating a #CleanSlate in Michigan #CleanSlateMI
- Only 6.5% of eligible people take advantage of clearing their public criminal records in Michigan, we support automating the process so that everyone gets a #SecondChance #CleanSlateMI
- Underemployment of formerly incarcerated people costs $78 to $87 billion dollars annually. Within 2 years of an expungement, a person's likelihood of being employed increases significantly. It is time to clean the slate in Michigan #CleanSlate #CleanSlateMI

Sample Facebook posts:

- Punishment shouldn't last forever. We can finally have an automatic #CleanSlate process for people who did their time successfully, have returned home, and remained crime free for 10 years. Tell your legislators you support #CleanSlateMI #mileg
- It’s time to clean the slate in Michigan. Recent research confirms clearance of public criminal records reduces recidivism and fights crime. #CleanSlate legislation is good for our communities, good for our economy, and great for public safety #CleanSlateMI
- Broader clearance of public criminal records is good for taxpayers, good for our communities, and a boon to public safety. It’s time to clean the slate in Michigan #CleanSlate #Michigan #CleanSlateMI
- Way too often people in Michigan remain haunted by decades-old traffic offenses. I support the #CleanSlate package in the Michigan legislature. It is time to clean the slate in Michigan #CleanSlate #CleanSlateMI #mileg
- Only 6.5% of eligible people take advantage of clearing their public criminal records in Michigan, we support automating the process so that everyone gets a #SecondChance #CleanSlateMI #mileg

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