

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
- **@replagrاند** - State Rep. David LaGrand, vice chairman 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, vice chairman 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

Safe & Just
Michigan

www.safeandjustmi.org

Last updated Sept. 23, 2019

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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
- Broadening the 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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