

Civil Grand Jurors’ Association

Social Media Guide

CGJA Annual Conference

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Here are the top three social media applications that could be effective for recruiting civil grand jurors:

1. **Facebook:** With a wide user base and diverse demographics, Facebook provides a platform to reach a broad range of potential civil grand jurors. Groups and targeted ads can help connect with individuals interested in civic participation.
2. **Twitter:** Utilizing hashtags and targeted tweets can help spread the word about civil grand juror opportunities quickly. Twitter's real-time nature is effective for reaching engaged users interested in current events.
3. **Nextdoor:** This neighborhood-focused social network can be excellent for reaching local community members who may be interested in serving as civil grand jurors. It facilitates discussions within specific geographical areas.

The primary focus of this document will be on Facebook. There will be some additional information covering Nextdoor and Twitter.

**FACEBOOK**

There are a number of Facebook features that you can use to identify groups who would be interested in serving as civil grand jurors in California. Here are a few suggestions:

* Facebook Groups: You can search for Facebook groups related to civic engagement, public service, and justice reform in California. These groups are likely to have members who are interested in learning more about and serving on civil grand juries.
* Facebook Interests: You can also target people who have expressed interest in relevant topics on Facebook. For example, you could target people who have liked or followed pages or groups related to the following:
	+ Civic engagement
	+ Public service
	+ Justice reform
	+ Government
	+ Law
	+ Social justice
* Facebook Demographics: You can also target people based on their demographics, such as age, location, education level, and occupation. For example, you could target people who are:
	+ Over the age of 18
	+ Live in California
	+ Have a college degree or higher
	+ Are employed in a professional or managerial occupation

Once you have identified a group of potential candidates, you can use Facebook's advertising platform to reach them with targeted ads. In your ads, you can explain what civil grand juries are, how they work, and why it is important to serve. You can also provide a link to your website or social media pages where they can learn more and apply to serve.

Here are some additional tips for using Facebook tools to identify candidates for civil grand jury service:

* Use keywords and phrases that are relevant to civil grand juries in your search queries and ad campaigns. For example, you could use keywords such as "civil grand jury," "California," "public service," and "local government."
* Use Facebook's Insights tool to learn more about the people who are seeing and engaging with your ads. This information can help you refine your target audience and create more effective ad campaigns.
* Consider partnering with local organizations that promote civic engagement and public service. These organizations can help you identify potential candidates and promote your civil grand jury recruitment efforts.

By following these tips, you can use Facebook tools to identify and reach potential candidates for civil grand jury service in California.

To target individuals interested in civic engagement on Facebook, you can use a variety of targeting options, including:

* Interests: Target people who have liked or followed pages or groups related to civic engagement, such as:
	+ Public meetings
	+ Vote.org
	+ Family Research Council
	+ League of Women Voters
	+ ACLU
	+ Brennan Center for Justice
	+ Judicial Watch
	+ Center for American Progress
	+ Rock the Vote
	+ Heritage Foundation
	+ Indivisible
* Demographics: Target people based on their demographics, such as age, location, education level, and occupation. For example, you could target people who are:
	+ Over the age of 18
	+ Live in California
	+ Fluent in English
	+ Have a college degree
* **Behaviors**: Target people based on their past behaviors, such as visiting websites or apps related to civic engagement. For example, you could target people who have visited the website of the California Secretary of State or downloaded a voter registration app.
* **Custom Audiences:** Utilize the "Custom Audiences" feature to target people who have previously engaged with your organization's Facebook page, website, or content. This ensures you're reaching individuals who are already interested in your cause.
* **Lookalike Audiences:** Create "Lookalike Audiences" based on your existing audience. Facebook will find users with similar demographics and interests, expanding your reach to potentially interested individuals.
* **Interests and Behaviors:** Use Facebook's targeting options to narrow down your audience based on interests, behaviors, and activities related to civic engagement, community involvement, legal matters, and local government.
* **Geographic Targeting:** Focus on specific geographical areas relevant to your jurisdiction. This ensures you're reaching individuals who are within the scope of your civil grand juror recruitment efforts.

To create a Facebook ad that targets individuals interested in civic engagement, you can use the following commands:

1. Go to the Facebook Ads Manager.
2. Click the "Create Ad" button.
3. Select the "Ad Objective" that you want to achieve. For example, you could select the "Reach" objective if you want to reach as many people as possible with your ad.
4. Select the "Ad Audience" that you want to target. To target individuals interested in civic engagement, you can use the targeting options described above.
5. Create your ad and set your budget.
6. Click the "Publish" button to launch your ad campaign.

Here is an example of a Facebook ad command that you could use to target individuals interested in civic engagement in California:

Audience: Interests: Vote.org, League of Women Voters, ACLU, Brennan Center for Justice, Center for American Progress, Rock the Vote, Indivisible, March for Our Lives Demographics: Age (18+), Location (California), Education (College degree or higher)

This ad command would target people who have liked or followed pages or groups related to civic engagement, are over the age of 18, live in California, and have a college degree or higher.

You can also use Facebook's Custom Audiences feature to target people who have already visited your website or social media pages. This can be a helpful way to reach people who are already familiar with your organization and may be interested in learning more about civil grand jury service.

To create a Custom Audience, go to the Facebook Ads Manager and click the "Audiences" tab. Then, click the "Create Audience" button and select the "Custom Audience" option. You can then choose to create a Custom Audience based on your website traffic, Facebook page visitors, or email list.

Once you have created a Custom Audience, you can use it to target your Facebook ads to those people specifically. This can be a very effective way to reach people who are already interested in what you have to offer.

Here are some tips for targeting specific ethnic groups:

* Use targeted ads: Facebook and other social media platforms allow you to target your ads to specific demographic groups, including race and ethnicity. This can be a helpful way to reach people who are more likely to be interested in what you have to offer.
* Partner with ethnic organizations: There are many organizations that serve specific ethnic communities. Partnering with these organizations can help you reach your target audience and promote your message.
* Use culturally relevant content: When creating content for your social media pages or website, be sure to use culturally relevant images, language, and symbols. This will help you connect with your target audience on a deeper level.
* Be respectful and inclusive: It is important to be respectful of people's differences and to treat everyone with dignity, regardless of their background. Make sure that your content is inclusive and that it does not make any negative assumptions about any group of people.

Here is a general overview of how to use the four targeting tools on Facebook:

**1. Custom Audiences:**

* Go to Facebook Ads Manager.
* Click on the "Audiences" tab in the left-hand menu.
* Click the "Create Audience" button and select "Custom Audience."
* Choose the source for your custom audience, such as website traffic, customer file, app activity, etc.
* Follow the on-screen prompts to define the audience based on your selected source.

**2. Lookalike Audiences:**

* After creating a Custom Audience, select that audience in the "Audiences" section of Facebook Ads Manager.
* Click the "Create Lookalike" button.
* Choose the location and audience size for your Lookalike Audience.

**3. Interests and Behaviors:**

* When creating a new ad campaign or ad set, you can use the "Detailed Targeting" section.
* Enter relevant keywords, interests, or behaviors in the search bar. Facebook will provide suggestions.
* Select the options that align with your target audience.

**4. Geographic Targeting:**

* During ad set creation, you can specify the location under the "Locations" section.
* You can target by country, city, state, ZIP code, or even draw a custom radius around a specific location.

Please note that the specific steps and options may change with updates to Facebook's advertising platform. It's essential to refer to Facebook's official advertising documentation or the interface itself for the most up-to-date instructions on using these targeting tools. Additionally, the exact terminology and layout of the interface may evolve over time, so make sure to stay current with Facebook's advertising features and guidelines

**NEXTDOOR**

Nextdoor is a great recruiting tool for civil grand jurors in California because it allows you to reach people who live in your community and are interested in civic engagement.

Here are some tips for using Nextdoor to recruit civil grand jurors:

* Create a Nextdoor profile for your organization and join relevant Nextdoor groups, such as "Civic Engagement" and "Public Service."
* Post regular updates about civil grand jury service on your Nextdoor profile and in relevant groups. Be sure to include information about what civil grand juries are, how they work, and why it is important to serve. Publish links to grand jury reports and responses.
* Host a Nextdoor event to learn more about civil grand jury service. This is a great way to answer people's questions and encourage them to apply.
* Partner with other local organizations that promote civic engagement and public service. These organizations can help you promote your Nextdoor posts and events.

Here is an example of a Nextdoor post that you could use to recruit civil grand jurors:

Are you interested in making a difference in your community?

The California Grand Jurors’ Association is currently recruiting volunteers for the [Year] Civil Grand Jury. Civil grand jurors play an important role in ensuring the accountability and transparency of local government. They have the authority to investigate all aspects of county and city government, school districts, and special districts.

To be eligible to serve on the Civil Grand Jury, you must be a citizen of the United States, at least 18 years of age, and a resident of California for one year prior to being selected. You must also be in possession of natural faculties, ordinary intelligence, sound judgment, English fluency, and fair character.

If you are interested in serving on the Civil Grand Jury, please visit our website at [www.cgja.org](file:///C%3A%5CUsers%5CLarry%5CDownloads%5Cwww.cgja.org) to learn more and apply.

Applications are due on [Date].

We encourage you to share this post with your friends and neighbors who may be interested in serving. The more people who volunteer, the stronger our Civil Grand Jury will be.

By following these tips, you can use Nextdoor to reach potential civil grand jury candidates in your community and encourage them to apply.

**How to join Nextdoor**

Nextdoor is where you connect to the neighborhoods that matter to you so you can belong. Neighbors around the world turn to Nextdoor daily to receive trusted information, give and get help, get things done, and build real-world connections with those nearby — neighbors, businesses, and public services*.*

You can join and [verify](https://help.nextdoor.com/s/article/How-to-verify-your-address?language=en_US) in a neighborhood if you:

* rent or own a home,
* [own a second home](https://help.nextdoor.com/s/article/how-to-join-nextdoor-at-your-second-home?language=en_US),
* own property where you are planning to build a home, or
* [own a rental property](https://help.nextdoor.com/s/article/verify-as-a-landlord?language=en_US) in the neighborhood.

**Get started in five easy steps:**

 **1. Join your neighborhood**

To connect with your neighbors, you'll need to create an account on Nextdoor. You do not need an invitation to join Nextdoor. If you did receive an invitation, please follow the instructions below and enter your code when requested.

* **Android, iPhone, Web**
1. Visit [**www.nextdoor.com**](http://nextdoor.com/).
2. Enter your **residential street address**\* and **email address**.
3. Select **Find your neighborhood**. At this point, one of two things will happen:
	1. If there is already a Nextdoor website for your neighborhood, you will automatically be assigned to that neighborhood.
	2. If there is not yet a Nextdoor website for your neighborhood, you'll be given the option to create one.
4. Complete all of the required fields.
5. If you received an invitation to join Nextdoor, select  and enter the code on the invitation letter in order to give your neighbor credit for inviting you.
6. Click **Sign up**.
7. Finally, confirm your address.

If you own multiple homes, follow our instructions to [join Nextdoor at your second home](https://help.nextdoor.com/s/article/how-to-join-nextdoor-at-your-second-home?language=en_US).

**PLEASE NOTE**
Nextdoor does not support the use of P.O. Boxes. Neighbors must join using their physical address.

 **2. Confirm your email address**

When you join Nextdoor, you must [confirm your email address](https://help.nextdoor.com/s/article/confirm-your-email-address?language=en_US) by clicking on the confirmation link that we send you in an email. Email confirmation is separate from [address verification](https://help.nextdoor.com/s/article/How-to-verify-your-address?language=en_U).

If you do not [confirm your email address](https://help.nextdoor.com/s/article/confirm-your-email-address?language=en_US) right away, a red banner will appear at the top of your Newsfeed as a reminder. Eventually, you will stop receiving emails from Nextdoor altogether if you do not confirm your email address.

You can [change your email settings](https://help.nextdoor.com/s/article/How-to-change-your-email-settings?language=en_US) at any time.

 **3. Get Nextdoor on any device**

Some of Nextdoor’s best uses, such as [posting Crime & Safety news](https://help.nextdoor.com/s/article/How-to-communicate-a-crime?language=en_US) you just witnessed, [sharing photos](https://help.nextdoor.com/s/article/How-to-post-a-photo?language=en_US) of items you're giving away, and looking for dinner [recommendations](https://help.nextdoor.com/s/article/How-to-find-a-recommended-business?language=en_US) happen when you're away from your desk.

Download the **Nextdoor app** on your [iPhone](http://support.apple.com/en-us/HT204266), [Android](http://support.google.com/googleplay/answer/113409?hl=en), or [iPad](https://www.iphonelife.com/content/how-download-iphone-only-apps-ipad) to take the power of Nextdoor wherever you go.

**4. Introduce yourself**

After you verify your account and are granted access to your neighborhood's Nextdoor site, you will be given the opportunity to [post](https://help.nextdoor.com/s/article/How-to-post?language=en_US) an introductory message, like the one below.

*Hi neighbors! My name is Sally Smith and I just moved to the neighborhood. My husband, Trent, and I have 3 kids and 2 loving dogs. We love hiking and cooking. Hope to see you around the neighborhood!*

You can [choose which neighborhoods can see your posts](https://help.nextdoor.com/s/article/How-to-change-Nearby-Neighborhoods?language=en_US) on Nextdoor.

**TWITTER … “X”**

Both Facebook and Twitter offer comprehensive targeting options that allow you to tailor your messages to specific groups based on their interests, behaviors, and demographics. This enables you to effectively reach potential civil grand jurors who align with the criteria you're seeking.

1. Hashtags: Incorporate relevant hashtags in your tweets to make your posts discoverable by users interested in topics related to civic engagement, legal matters, and community involvement.
2. Keyword Targeting: Use Twitter's keyword targeting feature to display your tweets to users who are discussing or searching for keywords related to serving on a civil grand jury.
3. Follower Targeting: Target Twitter users who follow accounts related to government agencies, legal organizations, community groups, and civic engagement initiatives.
4. Geotargeting: Similar to Facebook, you can use geotargeting to focus your efforts on specific regions or localities where you are recruiting civil grand jurors.

There are two ways to target your tweets to people in specific locations:

1. Use the location: operator. When you tweet, you can add the location: operator followed by a location name or city code to target your tweet to people in that location. For example, the following tweet would be seen by people in San Francisco:

location:San Francisco I love living in this city!

You can also use the location: operator to target your tweet to people in a specific country, state, or region. For example, the following tweet would be seen by people in the United States:

location:US Happy Independence Day!

1. Use Twitter Ads. Twitter Ads allows you to target your ads to people in specific locations. To create a Twitter Ad that targets people in a specific location, go to the Twitter Ads Manager and select the "Location" targeting option. You can then choose to target people in a specific country, state, city, or postal code.

Which targeting method you choose will depend on your needs and budget. If you are on a tight budget, you can use the location: operator to target your tweets to people in specific locations. If you have a larger budget, you can use Twitter Ads to target your ads to people in specific locations and with specific demographics and interests.

Here are some additional tips for targeting your tweets to people in specific locations:

* Use relevant hashtags. Hashtags are a great way to get your tweets seen by more people, including people in specific locations. When choosing hashtags, be sure to use ones that are relevant to your tweet and to your target location.
* Partner with local businesses and organizations. Partnering with local businesses and organizations can help you reach people in your target location. For example, you could partner with a local restaurant to host a contest or to offer a discount to your followers.
* Use geotagging. Geotagging allows you to add the location of your tweet to your tweet. This can be a helpful way to let people know where you are and to reach people in your target location.

By targeting your tweets to people in specific locations, you can reach a more relevant audience and promote your business or organization more effectively.

T

o use relevant keywords in your tweets, you should:

* Choose keywords that are relevant to your tweet and to your target audience. When choosing keywords, think about what people are likely to search for when they are looking for information about your topic.
* Use a mix of broad and specific keywords. Broad keywords will help your tweet reach a wider audience, while specific keywords will help you reach a more targeted audience.
* Use keywords throughout your tweet. Don't just stuff your keywords into your tweet at the end. Instead, use them throughout your tweet in a natural way.
* Use relevant hashtags. Hashtags are a great way to get your tweets seen by more people, including people who are searching for specific keywords. When choosing hashtags, be sure to use ones that are relevant to your tweet and to your target audience.

Here are some additional tips for using relevant keywords in your tweets:

* Use keyword phrases instead of single keywords. Keyword phrases are more specific and are more likely to be searched for by people. For example, instead of using the keyword "food," you could use the keyword phrase "healthy recipes."
* Use synonyms and related keywords. This will help you reach a wider audience of people who are interested in your topic. For example, if you are tweeting about a new product, you could use keywords like "product launch," "new release," and "announcement."
* Use long-tail keywords. Long-tail keywords are more specific and less competitive than short-tail keywords. For example, instead of using the keyword "shoes," you could use the long-tail keyword "women's running shoes."

By using relevant keywords in your tweets, you can reach a wider audience and promote your business or organization more effectively.

Here are some examples of tweets that use relevant keywords effectively:

* "Looking for new ways to get healthy? Check out these 10 healthy recipes that are easy to make." This tweet uses the keyword phrase "healthy recipes" and the related keyword "easy."
* "Our new product launch is just around the corner! Sign up for our newsletter to be the first to know when it's available." This tweet uses the keyword phrases "product launch" and "newsletter sign-up."
* "We're hiring! We're looking for a talented software engineer to join our team. Apply today!" This tweet uses the keyword phrase "software engineer job" and the location "San Francisco."

By following these tips, you can use relevant keywords in your tweets to reach a wider audience and promote your business or organization more effectively.