

Suggested Social Media Posts
Second Chance Month

Please do not start posting until April 1.

Please feel free to customize the text highlighted in yellow below, to make your posts your own. However, if possible, please keep the text that is *not* highlighted, especially the question “What does reentry mean to you?” and the hashtag “#ReentryMatters,” as we want to reinforce these important messages throughout the campaign.

Message	Graphic
FACEBOOK	
<p>In recognition of Second Chance Month, over the course of April, we at [name of organization] will be sharing what reentry means to us and we encourage you to do the same.</p> <p>Post your stories, photos, or videos illustrating how reentry affects your everyday life and what it means to you. #ReentryMatters #SecondChanceMonth.</p>	<p>Link to corresponding graphic: 1. Let us know by tagging</p>
<p>Successful reentry means much more than never go back to jail or prison. To us, it means finding and maintaining meaningful employment, reconnecting with loved ones, navigating the complicated consequences often associated with a criminal record, and rebuilding one’s life after incarceration. bit.ly/2T9354o #ReentryMatters #SecondChanceMonth</p>	<p>Link to corresponding graphic: 2. What does reentry mean to you</p>
<p>When thinking about reentry, [name of org] considers the many challenges that can arise— from maintaining employment to finding stable housing to accessing substance addiction treatment—and the ways we can help people overcome such obstacles. What does reentry mean to you? bit.ly/2T9354o #ReentryMatters #SecondChanceMonth</p>	<p>Link to corresponding graphic: 3. More than staying out of jail or prison</p>
TWITTER	
<p>This April, in recognition of #SecondChanceMonth, [@ org handle] wants to learn what reentry means to you.</p> <p>Share your videos, photos, and thoughts about how reentry has affected your life or why you think it’s important, and be sure to tag #ReentryMatters.</p>	<p>Link to corresponding graphic: 1. Let us know by tagging</p>
<p>To us, reentry means connecting people to the services that will support them.</p>	<p>Link to corresponding graphic: 3. More than staying out of jail or prison</p>

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<p>What does reentry mean to you? bit.ly/2T3VAvE #ReentryMatters #SecondChanceMonth</p> <p>To [@ org handle], reentry means preparing people with the education, training, and skills they need to compete in the workforce.</p>	<p>Link to corresponding graphic: 4. Eliminating barriers to employment</p>
<p>What does reentry mean to you? bit.ly/2T3VAvE #ReentryMatters #SecondChanceMonth</p> <p>To us, reentry means collaborating with corrections, parole, and probation officers to ensure that people who have mental illnesses and substance addictions can access continuous care.</p>	<p>Link to corresponding graphic: 5. Connecting to treatment</p>
<p>What does reentry mean to you? bit.ly/2T3VAvE #ReentryMatters #SecondChanceMonth</p> <p>Many people leaving prison and jail have few places to go. To [@ org handle], successful reentry means finding stable, safe housing.</p>	<p>Link to corresponding graphic: 6. Stable housing</p>
<p>What does reentry mean to you? bit.ly/2T3VAvE #ReentryMatters #SecondChanceMonth</p> <p>To [@org handle], successful reentry means helping youth rehabilitate and return home as quickly as possible.</p>	<p>Link to corresponding graphic: 7. Reuniting families</p>
<p>What does reentry mean to you? bit.ly/2T3VAvE #ReentryMatters #SecondChanceMonth</p> <p>Reentry is more than staying out of prison or jail—it's becoming part of one's community again, finding employment, reuniting with family members, and much more.</p>	<p>Link to corresponding graphic: 2. What does reentry mean to you</p>
<p>What does reentry mean to you? bit.ly/2T3VAvE #ReentryMatters #SecondChanceMonth</p>	
LINKEDIN	
<p>This April, in honor of #SecondChanceMonth, we'll be sharing what reentry means to [name of organization] and we want to learn what it means to you too.</p> <p>Whether it's with posts, videos, photos, or more, we encourage you to share what you think successful reentry entails and tag #ReentryMatters.</p>	<p>Link to corresponding graphic: 1. Let us know by tagging</p>
<p>Reentry is more than avoiding future incarceration. To us, it means making the most of a second chance and helping people prosper as they return to their communities. #ReentryMatters #SecondChanceMonth</p>	<p>Link to corresponding graphic: 2. What does reentry mean to you</p>

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<p>https://csgjusticecenter.org/nrrc?utm_source=social&utm_medium=linkedin&utm_campaign=%23ReentryMatters&utm_term=Second%20Chance%20Month</p>	
<p>Reentry encompasses many different factors. To [name of organization], it means actively working to reduce reoffending, so we can improve public safety and support people as they strive to improve their lives.</p> <p>What does reentry mean to you? #ReentryMatters https://csgjusticecenter.org/nrrc?utm_source=social&utm_medium=linkedin&utm_campaign=%23ReentryMatters&utm_term=Second%20Chance%20Month</p>	<p>Link to corresponding graphic: 3. More than staying out of jail or prison</p>