



2025

JJDPA DAY OF ACTION

SOCIAL MEDIA PLAN



COALITION FOR JUVENILE JUSTICE



COALITION
FOR JUVENILE
JUSTICE



@COALITIONFORJUVJUSTICE



@4JUVJUSTICE

Hashtags

#OnTheHill
#JJDPA_Matters
#CJJHillDay2025
#Act4JJ

Scan QR Code for Graphics



Social Media Tips for Hill Day

- Highlight why you are on Capitol Hill; use the above hashtags, tag @coalitionforjuvjustice, and capture a picture of yourself outside your congressional offices!
- Tag your Members of Congress to thank them for learning about the JJDPA.
- Consider localizing your posts using your state's "Hill Day State Fact Sheet".
- Amplify your advocacy message by encouraging your network to lift up JJDPA efforts.

Sample Social Media Posts

- Today, we highlight the importance of the Juvenile Justice and Delinquency Prevention Act (JJDPA). The JJDPA plays a key role in protecting young people, reducing unnecessary detention, and enhancing prevention and rehabilitation efforts at the state and local level.
- Now is the time to act! Help us educate and amplify state and local Title II initiatives to Congress. Inform representatives about positive outcomes and critical supports that JJDPA and Title II-funded programs bring to our communities!