



# **RAISE**the**AGE** | **NY**

## **Awareness Campaign**

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# Agenda

- ❖ Strategy Overview
- ❖ Value Proposition
- ❖ Objectives
- ❖ Media
- ❖ Target Market
- ❖ Messaging
- ❖ Creative
- ❖ Campaign Schedule/Budget
- ❖ Feedback
- ❖ Implementation

## Executive Summary

Rochester Teen Court has faced lack of public acceptance of the benefits of the program.

The enclosed marketing plan offers the client solutions on how to increase awareness of Teen Court in the community and the upcoming Raise the Age law.

# Campaign Strategy Overview

- ❖ Create an **informational and inspiring content marketing campaign** to reach the Rochester community.
- ❖ Take advantage of the **relevance and timeliness of the Raise the Age** law going into effect in order to promote Rochester Teen Court.
- ❖ Capitalize on on the **benefits of Rochester Teen Court** in comparison to juvenile and criminal court systems.
- ❖ Publish informational content about Raise the Age and Teen Court via online tactics.

# Value Proposition

- ❖ Rochester Teen Court **offers teens a second chance** after committing their first offense, which leads to brighter futures.
- ❖ This court is unique because it is made up **entirely of teenagers**.
- ❖ This system **reduces recidivism** when compared to the adult court system, and teens become productive members in a **safer society**.

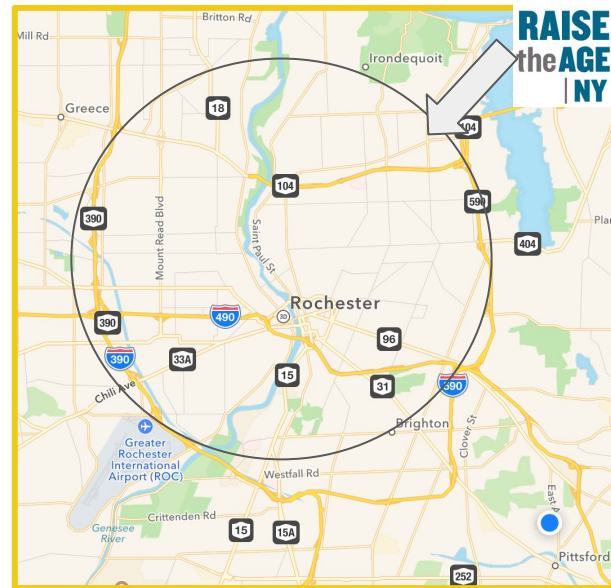


# Objectives

- ❖ Increase awareness and support for Teen Court in the Rochester community
- ❖ Educate the community on Raise the Age NY

## How? Content!

- ❖ A content campaign focused on Raise the Age law and the benefits of Teen Court
- ❖ Convince the public that Teen Court is the best option.



# Media Mix

Social media, infographics, and emails



# Target Market

- ❖ A35-64, parents, grandparents, and guardians of teens
- ❖ School principals, teachers, school counselors
- ❖ Community leaders/influencers

# Why the caretakers?

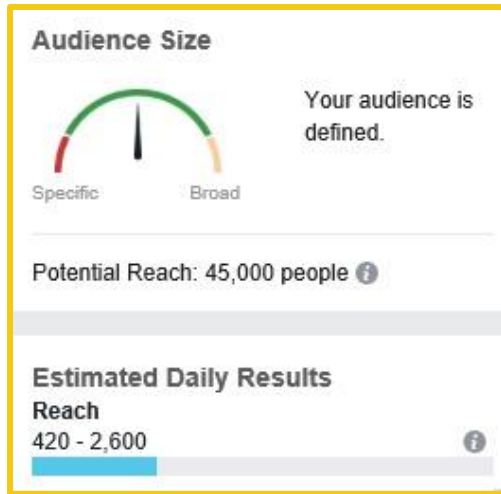
- ❖ Teens do not care about Teen Court until they are arrested
- ❖ Guardians are always looking out for child's wellbeing

	Facebook	Instagram	Twitter
30-49	78%	40%	27%
50-64	65%	21%	19%

# Target Profile - Facebook/Instagram



- ❖ Grandparents in Rochester, NY: 45,000 people
- ❖ Parents of teens in Rochester, NY: 24,000 people
- ❖ Teachers, school counselors, principals in Rochester, NY: 66,000 people

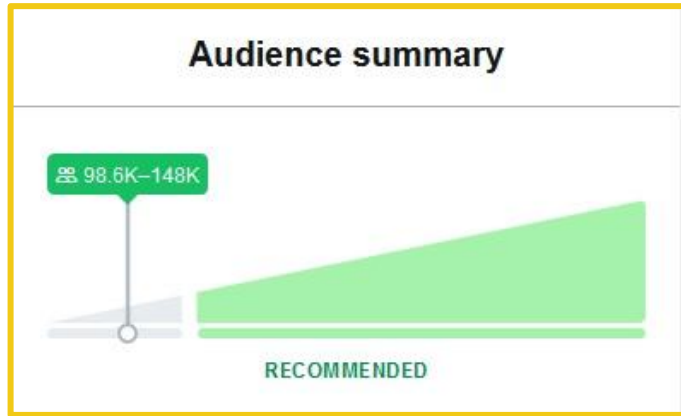




# Target Profile - Twitter



- ❖ Grandparents and parents in Rochester, NY: 98,000 - 148,000 people
- ❖ Teachers, school counselors, principals in Rochester, NY: 6,400 - 9,600 people



# Messaging



## Teen Court

- ❖ Educational information about the program
- ❖ Emotional and inspiring stories, testimonials

[Link to content calendar](#)

## Raise the Age

- ❖ Educational information about the law
- ❖ Emotional facts about the negative effects of teens in adult prisons and why the law is important

# Caretakers: Earned Media Messaging



Parents, Guardians, Grandparents, Teachers, School Counselors, Principals

Audience	Tactics	Objective	Key Message	Calls to Action
A35-64	Facebook Twitter Instagram	<b>Inform</b> guardians about Raise the Age  <b>Educate</b> them on the benefits of Teen Court to the local community	<b>Inspire</b>  Encourage guardians to learn about the Raise the Age law, and benefits of Teen Court	<b>“Share</b> your own second chance success story”  #RocTeenCourt #RaisetheAgeNY

# Caretakers: Paid Media Messaging



Parents, Guardians, Grandparents, Teachers, School Counselors, Principals

Audience	Tactics	Objective	Key Message	Calls to Action
A35-64	Facebook Ads  Instagram Ads  Twitter Sponsored Posts	<b>Inform</b> guardians about Raise the Age  <b>Educate</b> them on the benefits of Teen Court to the local community	<b>Inspire</b>  Encourage guardians to learn about the Raise the Age law, benefits of teen court	<b>“Learn</b> how Raise the Age and Teen Court can allow troubled Rochester teens a second chance at success.”

# Caretakers: Owned Media Messaging



Parents, Guardians, Grandparents, Teachers, School Counselors, Principals

Audience	Tactics	Objective	Key Message	Calls to Action
A35-64	Blog Facebook Posts Twitter Posts Instagram Posts	<b>Inform</b> guardians about Raise the Age  <b>Educate</b> them on the benefits of Teen Court to the local community	<b>Inspire</b>  Encourage guardians to learn about the Raise the Age law, benefits of teen court	<ul style="list-style-type: none"><li>● <b>Subscribe</b> to our blog to...</li><li>● <b>Follow</b> us on Twitter to...</li><li>● <b>Like</b> us on Facebook to...</li><li>● <b>Follow</b> us on Instagram to...</li></ul> <p><b>Learn</b> how Raise the Age will affect the Rochester community</p> <p><b>Read</b> success stories of Teen Court giving Rochester teens a second chance at a bright future</p>

# Community Leaders & Influencers

## Owned Media Messaging



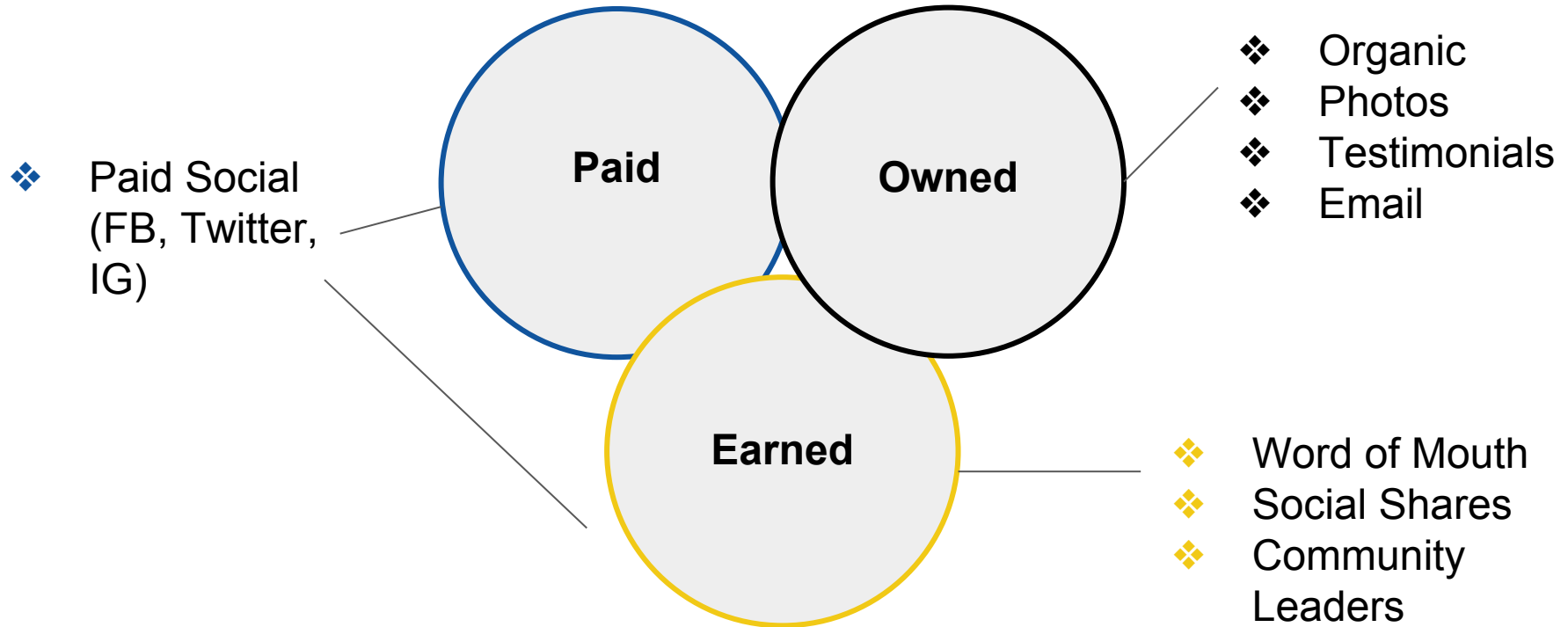
Audience	Tactics	Objective	Key Message	Calls to Action
A21-64	Email Marketing	<b>Inform</b> leaders about Raise the Age  <b>Educate</b> them on the benefits of Teen Court to the local community	<b>Inspire</b>  Encourage community leaders and influencers to learn about the Raise the Age law, benefits of teen court	<b>“Sign up</b> for monthly updates on Rochester Teen Court and Raise the Age”

# Creative Requirements

- ❖ **Images:** stock photos of teens, courtrooms
- ❖ **Video:** trim current video into 60 second clips for social media promotion
- ❖ **Infographics** for digital media



# Creative Tactics





# Paid - Facebook Examples for Raise the Age



## Educational

**The Center for Youth**  
Sponsored

NY was 1 of only 2 states that didn't recognize what research & science confirmed—prosecuting teens as adults didn't work for them or public safety. This will change when **#RaiseTheAgeNY** takes effect next month. Learn more about this critical new law: (bitly)



**Raise the Age NY**  
#RaiseTheAgeNY

ROCHESTER CENTER FOR YOUTH

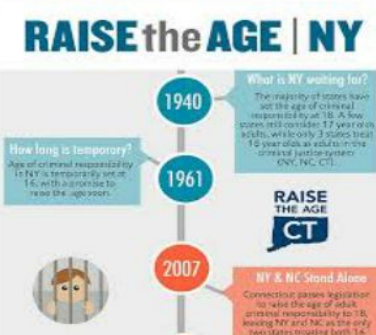
20 562 Comments 311 Shares

Like Comment Share

## Educational

**RAISE the AGE | NY** **The Center for Youth**  
Sponsored

**#RaiseTheAgeNY** takes effect next month. This is a crucial reform for teens in our justice system and **#ROC** must be ready. Learn about the new law: (create bitly)



**Raise the Age NY**  
#RaiseTheAgeNY

Rochester center for youth

20 562 Comments 311 Shares

Like Comment Share

## Emotional

**The Center for Youth**  
Sponsored

Teens incarcerated in adult prisons are more likely to be re-arrested and suffer physical and emotional abuse. **#RaiseTheAgeNY** will protect teens and the public's safety when the new law goes into effect next month. Get the facts: (bitly)



**Raise the Age NY**  
#RAISETHEAGENY

<http://raisetheageny.com/get-the-facts>

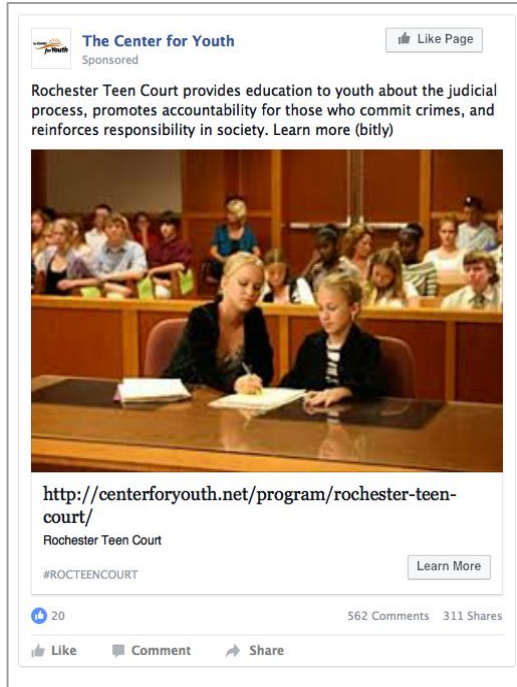
20 562 Comments 311 Shares

Like Comment Share

# Paid - Facebook Examples for Teen Court



Educational



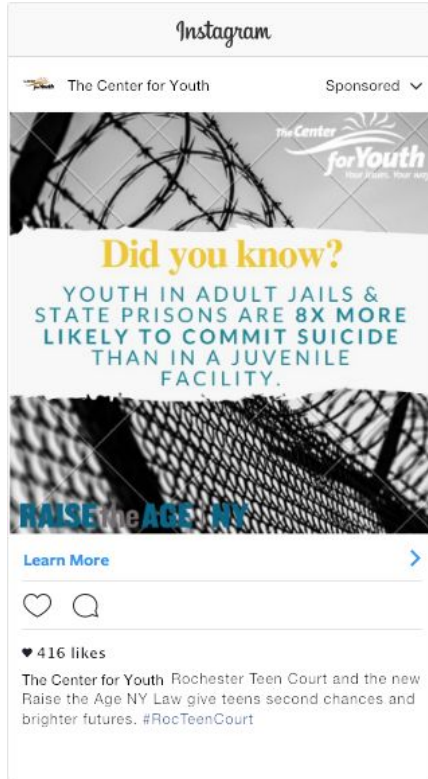
Emotional



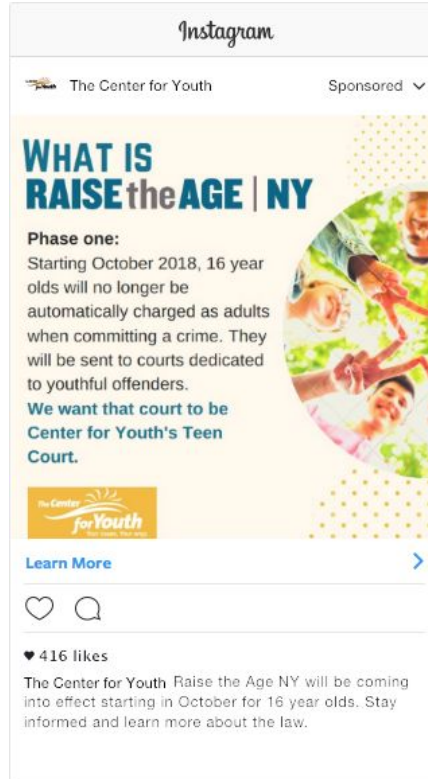
# Paid - Instagram Examples



## TC/RTA Emotional



## RTA Educational




## TC Emotional



# Paid - Twitter Examples



## TC - Emotional

 **The Center for Youth**  
@AdParlorDev

#ROCTeenCourt makes sure that teens' first encounter with the law and justice system is a positive experience. Learn more: (bitly)

4:27 PM - 27 Apr 2018



Rochester Center for Youth  
★★★★★ 27 ratings  
Category

Open

416 647

Promoted

## RTA/TC - Volunteers

 **The Center for Youth** @Center4Youth

The Center for Youth is seeking volunteers! Teens in need of fulfilling volunteer requirements or wanting to learn more about the law can sign up today!



416 647

Promoted



# Owned - Infographic Examples



## WHAT IS TEEN COURT?

When teens aged 16-18 commit minor offenses and accept responsibility in a traditional court, they can be sent to Rochester Teen Court to have a jury of teens recommend a sentence that fits their crime.

**The adult jail system is no place for teens, and Teen Court helps prevent that.**



## WHAT IS RAISE<sup>the</sup>AGE | NY

### Phase one:

Starting October 2018, 16 year olds will no longer be automatically charged as adults when committing a crime. They will be sent to courts dedicated to youthful offenders.

**We want that court to be Center for Youth's Teen Court.**



# Owned - Infographic Examples



**The Center for Youth**  
Your issues. Your way.

## RAISE the AGE | NY

When phase one of Raise the Age is implemented in October 2018, Center For Youth's Rochester Teen Court needs to be the court that accepts these teens' cases.

**Teen Court's main objective is to ensure a teen's first encounter with the criminal justice system is his or her last.**

Let's make it happen.

**The Center for Youth**  
Your issues. Your way.

## Rochester Teen Court


➔ Does your teen need to fulfill a **volunteer requirement** for school?

or

➔ Does your teen want **more experience** in law processes?

Monroe County youth aged 14-18 can volunteer for **Teen Court** as:

- Teen attorneys
- Jurors

 **Have them sign up today!**

# Owned - Infographic Examples



# Owned - Email Marketing

- Informative email sent to Rochester community leaders
- Goal is to have them spread the word about Teen Court/Raise the Age

(Insert name),

On April 10, Governor Cuomo signed into law the “Raise the Age” legislation that was included as part of the NYS budget. Thanks to this law, tens of thousands of New York’s youth who are arrested will be treated in an age-appropriate manner, offering them an opportunity to turn their lives around.

With Raise the Age coming into effect this year, Teen Court is looking to spread awareness and will need more teen volunteers. Knowing how much of an impact you have in the community, we would greatly appreciate if you could spread the word! You can learn more here:

- <http://raisetheagency.com/about-us>
- <http://centerforyouth.net/program/rochester-teen-court/>

Thanks,  
Rochester Center for Youth





# Earned

- ❖ Word of mouth
- ❖ Social media shares and tags
- ❖ Community leaders/influencers sharing content with their networks
- ❖ News mentions (shareable)

# Campaign Schedule

- ❖ September: Promote **Raise the Age** content
- ❖ October: Promote **Raise the Age and Teen Court** content
- ❖ November: Promote **Raise the Age and Teen Court** content
- ❖ December: Promote **Teen Court** content

	September				October				November				December			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Facebook/Instagram																
Twitter																
Email																

# Budget

**\$1,220** for four months (\$5 per day for FB/IG and Twitter)

- ❖ Facebook/Instagram: \$650
- ❖ Twitter: \$515
- ❖ Canva: \$55

	September				October				November				December			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Facebook/Instagram																
Twitter																
Email																

# Feedback & Measurement

## Facebook, Instagram, Twitter

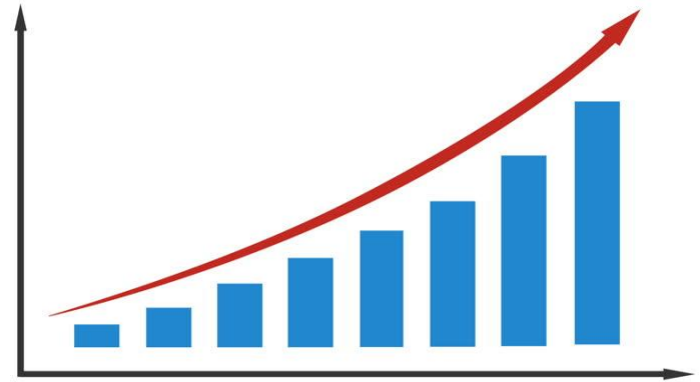
- ❖ Impressions
- ❖ Reach
- ❖ Link clicks
- ❖ Engagement (comments, reactions, shares)

## Landing pages

- ❖ Pageviews
- ❖ Time on page

## Conversions

- ❖ Donations
- ❖ Volunteers



# Implementation - Client

- ❖ **Compile list of emails** for community leaders/influencers (September)
- ❖ **Write four emails** to send to community leaders/influencers (one per month starting in September)
- ❖ **Write three blog posts** (October)
  - One post about why Raise the Age is important for parents/guardians
  - One post about why Raise the Age is important for teachers, school counselors, principals
  - One post about why Raise the Age is important for community leaders/influencers
- ❖ **Contact Aaron Frazier and other Teen Court ambassadors** for testimonials and guest blog posts (October - November)

# Implementation - Intern

- ❖ **Listen and monitor social media** for #RaisetheAgeNY and #ROCTeenCourt to retweet and share content (September - December)
- ❖ **Choose stock photos** (September - December)
  - Free resources include Shutterstock or istock
- ❖ **Create infographics** (September - December)
  - Resource: Canva
- ❖ **Write social media posts** for the Center for Youth's Facebook, Instagram, and Twitter accounts (September - December)
  - **Boost Facebook posts** using Facebook Ads Manager
  - **Create Facebook, Instagram, and display ads** using Facebook Ads Manager
  - **Promote tweets** using Twitter Ads
- ❖ **Generate monthly reports** (based on slide 27 - feedback and measurement)

# Thank you!

# Questions?

# Appendix

## Slide 17 - Paid Facebook Raise the Age

- Example 1 - Facebook ad to create awareness of Raise the Age NY using a stock Raise the Age NY photo.
- Example 2 - Facebook ad informing audience that Raise the Age NY is coming into law. This ad uses an example infographic.
- Example 3 - Emotional Raise the Age Ad
- The goal for all ads is to drive clicks to the Raise the Age NY Website



# Appendix

## Slide 18 - Paid Facebook Teen Court

### Example 1

- Facebook ad telling the benefits of teen court and using a photo of a teen attorney in court.
- Purpose is to drive our target to the Teen Court Website to learn more

### Example 2

- Facebook ad using testimonial and photo from a teen showing how Teen Court gave them a better future after making a mistake.
- This ad's purpose is to drive awareness of Teen Court and traffic to the Teen Court website to learn more.

# Appendix

## Slide 19

- Instagram Examples. The first two examples are used to drive our target to the RTA website.
- The third example is another testimonial example using emotion to lead our target to learn more about Teen Court.
- Instagram is a more visual platform to attract our target eyes, using less text in the description..

# Appendix

## Slide 20

### Twitter Example 1

- Use a shortened version of the Teen Court video (60 seconds) aimed at our targets emotions. Goal is to get clicks to the Teen Court website.

### Twitter Example 2

- Ad to get teens to volunteer at the Center for Youth.

# Appendix

## Slide 8 - Twitter ad targeting for parents and grandparents

### Demographics

Define your audience by selecting a combination of characteristics.

#### Select gender

Any gender Male Female

#### Select age

☐ All ages

☒ Age range

35 and up

#### Select location, language, technology

Target people by location, language, platform, device, carrier, or OS version.

All Rochester, New York

#### Locations

Rochester NY

### Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics.

All Search

Import multiple keywords and follower look-alikes

☐ Recommendations

#### Keywords

parenting teens

#### Interests

Dads Moms

#### Behaviors

Child nearing high school graduation in ...

# Appendix

## Slide 8 - Twitter ad targeting for teachers

### Demographics

Define your audience by selecting a combination of characteristics.

#### Select gender

Any gender Male Female

#### Select age

- ☐ All ages
- ☒ Age range

21 and up

#### Select location, language, technology

Target people by location, language, platform, device, carrier, or OS version.

All Rochester, New York

#### Locations

Rochester NY

### Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics.

All Search

Import multiple keywords and follower look-alikes

Recommendations

#### Keywords

teacher teaching

#### Interests

Education news and general info

# Appendix - Content Calendar for September

Post	Image/video	Topic	Schedule	Platform	Audience	Minimum Budget	Link to
WEEKS 1 & 2							
NY was 1 of only 2 states that didn't recognize what research & science confirmed--prosecuting teens as adults didn't work for them or public safety. This will change when #RaiseTheAgeNY takes effect next month. Learn more about this critical new law: (bitly)	intern will choose stock photo or create infographic	Raise the Age - Educational	9/1/18 - 9/14/18	Facebook	Parents, grandparents & teachers	\$70	<a href="http://raisetheageny.com/about-us">http://raisetheageny.com/about-us</a>
#RaiseTheAgeNY takes effect next month. This is a crucial reform for teens in our justice system and #ROC must be ready. Learn about the new law: (create bitly)	intern will choose stock photo or create infographic	Raise the Age - Educational	9/1/18 - 9/14/18	Twitter	Parents, grandparents & teachers	\$70	<a href="http://raisetheageny.com/about-us">http://raisetheageny.com/about-us</a>
Client will write email	n/a	Raise the Age - Educational	Send 9/4/18	Email	Leaders/influencers	free	<a href="http://raisetheageny.com/about-us">http://raisetheageny.com/about-us</a>
Weeks 3 & 4							
Teens incarcerated in adult prisons are more likely to be re-arrested and suffer physical and emotional abuse. #RaiseTheAgeNY will protect teens and the public's safety when the new law goes into effect next month. Get the facts: (bitly)	intern will choose stock photo or create infographic	Raise the Age - Emotional	9/15/18 - 9/30/18	Facebook	Parents, grandparents & teachers	\$75	<a href="http://raisetheageny.com/get-the-facts">http://raisetheageny.com/get-the-facts</a>
Teens are 36 times more likely to commit suicide in an adult prison than in a juvenile facility. #RaiseTheAgeNY goes into effect next month to keep youth out of adult facilities. Get the facts: (bitly)	intern will choose stock photo or create infographic	Raise the Age - Emotional	9/15/18 - 9/30/18	Twitter	Parents, grandparents & teachers	\$75	<a href="http://raisetheageny.com/get-the-facts">http://raisetheageny.com/get-the-facts</a>

# Appendix - Content Calendar for October

Post	Image/video	Topic	Schedule	Platform	Audience	Minimum Budget	Link to
WEEKS 1 & 2							
Did you know: if your 16- or 17-year-old is arrested the police don't have to call you even though you're the parent? #RaiseTheAgeNY will change that. Learn more:	intern will choose stock photo or create infographic	Raise the Age - Educational	10/1/18 - 10/14/18	Facebook	Parents/grandparents	\$70	new content written by client
Only about one-third of teens returning from adult prisons in New York return to school. #RaiseTheAgeNY can help increase graduation rates. Learn more:	intern will choose stock photo or create infographic	Raise the Age - Educational	10/1/18 - 10/14/18	Facebook	Teachers	\$70	new content written by client
Weeks 3 & 4							
Rochester Teen Court provides education to youth about the judicial process, promotes accountability for those who commit crimes, and reinforces responsibility in society. Learn more (bitly)	intern will choose stock photo or create infographic	Teen Court - Educational	10/15/18 - 10/30/18	Facebook	Parents/grandparents & Teachers	\$75	<a href="http://centerforyouth.net/program/rochester-teen-court/">http://centerforyouth.net/program/rochester-teen-court/</a>
#ROCTeenCourt makes sure that teens' first encounter with the law and justice system is a positive experience. Learn more: (bitly)	intern will choose stock photo or create infographic	Teen Court - Educational	10/15/18 - 10/31/18	Twitter	Parents/grandparents & Teachers	\$75	<a href="http://centerforyouth.net/program/rochester-teen-court/">http://centerforyouth.net/program/rochester-teen-court/</a>
Client will write email	n/a	Teen Court - Educational	Send 10/23/18	Email	Community leaders/influencers	free	<a href="http://centerforyouth.net/program/rochester-teen-court/">http://centerforyouth.net/program/rochester-teen-court/</a>

# Appendix - Content Calendar for November

Post	Image/video	Topic	Schedule	Platform	Audience	Minimum Budget	Link to
Weeks 1 - 4: ALL MONTH							
#RaiseTheAgeNY has been in effect for over a month now, and Rochester Teen Court has been pivotal to making this new law a success. Read more:	intern will choose stock photo or create infographic	Teen Court/Raise the Age - Educational	11/1/18 - 11/30/18	Facebook	parents, grandparents & teachers	\$150	new content written by client
#ROCTeenCourt sees a spike in teen volunteers since #RaiseTheAgeNY law went into effect. Read more:	intern will choose stock photo or create infographic	Teen Court/Raise the Age - Educational	11/1/18 - 11/30/18	Twitter	parents, grandparents & teachers	\$150	new content written by client
Client will write email	n/a	Teen Court/Raise the Age - Educational	Send 11/13/18	Email	Community leaders/influencers	free	new content written by client
Weeks 1 - 3							
"Rochester Teen Court truly does change lives. It gives countless at-risk youths a second chance to live to their fullest potential and become assets to their community. It has given me the courage, insight, professional network and discipline necessary to become the first of my family not only to attend law school but also to graduate from college." -Aaron F., former teen court defendant	photo provided by Aaron Frazier	Teen Court - Emotional	11/1/18 - 11/14/18	Facebook	parents, grandparents & teachers	\$70	blog post from Aaron Frazier
#ROCTeenCourt truly changes lives. Read how Aaron F. went from defendant to Harvard law school grad: (bitly)	photo provided by Aaron Frazier	Teen Court - Emotional	11/7/18 - 11/21/18	Twitter	parents, grandparents & teachers	\$70	blog post from Aaron Frazier



# Appendix - Content Calendar for December

Post	Image/video	Topic	Schedule	Platform	Audience	Minimum Budget	Link to
WEEKS 1 - 2							
Teens impacted by teen court (stories): intern will share content from #ROCTeenCourt and #RaiseTheAgeNY	n/a	Teen Court - Emotional	12/1/18 - 12/15/18	Facebook	parents, grandparents & teachers	\$75	n/a
Teens impacted by teen court (stories): intern will retweet content from #ROCTeenCourt and #RaiseTheAgeNY	n/a	Teen Court - Emotional	12/1/18 - 12/15/18	Twitter	parents, grandparents & teachers	\$75	n/a
Weeks 3 & 4							
[no content during this time - people are too distracted during the holidays]	n/a	n/a	n/a	n/a	n/a	n/a	n/a