

2019

See Us,
Support Us

Social Media Guide

Tools and Messaging for See Us, Support Us 2019

New York Initiative for Children of Incarcerated Parents

The Osborne Association

October 2019

Overview

Welcome to See Us, Support Us, a month of awareness raising activities to increase visibility and supports for children of incarcerated parents launched in 2015 by The New York Initiative for Children of Incarcerated Parents (NYCIP). Since then, national partners have joined us to amplify SUSU in their communities. This year SUSU focuses on the importance of child-centered visits at prisons and jails, and removing barriers to visiting. This social media guide will assist you in elevating the issue of parental incarceration and centering the experiences of youth and families affected by parental incarceration.

NYCIP is a statewide partnership launched in 2006 of community and faith-based organizations, families, and government agencies collaborating to envision a world that considers and safeguards children's needs at every step of their parent's involvement in the criminal legal system. We move closer to realizing this vision by advocating for changes in policy and practice and centering the voices and experiences of those directly affected and families to their best ability.

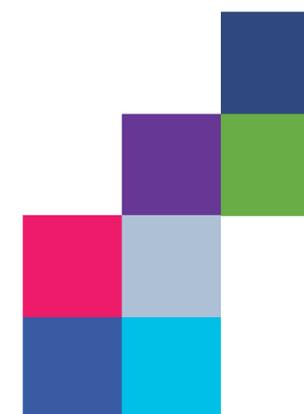
Despite the fact that one in 9 African American children, one in 28 Latinx children, and one in 57 white children have an incarcerated parent, many do not SEE children of incarcerated parents. This invisibility isolates and harms children and hinders service providers and communities from supporting children and families to their best ability.

Join See Us, Support Us on Social Media

A powerful way to promote SUSU and its message is through social media. Sharing content increases the number of voices who are speaking up for children of incarcerated parents. We welcome content created by families affected by parental incarceration: artwork, poems, photos, and ideas for how to support children and families. We encourage content that emphasizes the importance of visiting, your ideas on how to improve visiting, visiting best practices, and efforts in your community to improve visiting. Please share the #WordsMatter images contained in this guide and use "visits" and "visiting" rather than "visitation." Thank you for SEEING and SUPPORTING children of incarcerated parents!

Where to join the conversation:

- ▶ **NYCIP Facebook:** bit.ly/NYCIP_FB
- ▶ **Osborne Facebook:** bit.ly/OA_FB_LIKE
- ▶ **Twitter:** bit.ly/OA_TWITTER
- ▶ **Instagram:** bit.ly/OA_INSTA
- ▶ **Website:** www.susu-osborne.org
- ▶ **Join the Network:** bit.ly/SUSUNETWORK19
- ▶ **Hashtags:** [#SeeUsSupportUs](https://twitter.com/SeeUsSupportUs) [#SupportVisiting](https://twitter.com/SupportVisiting) [#WordsMatter](https://twitter.com/WordsMatter)



Sample Tweets

- ▶ Join us to see and support children of incarcerated parents during the month of October: www.susu-osborne.org
#SeeUsSupportUs
- ▶ #SeeUsSupportUs Highlight the importance of visits with incarcerated parents. Learn more: www.susu-osborne.org
#SupportVisiting
- ▶ Get involved with #SeeUsSupportUs month by sharing your experience of visiting and why it is important to support children and families visiting their incarcerated loved ones
#SupportVisiting www.susu-osborne.org
- ▶ Families are stronger together. Learn about the actions you can take to help them stay connected here: www.susu-osborne.org
#SupportVisiting #SeeUsSupportUs
- ▶ Join the #SeeUsSupportUs network and learn tips and strategies for preparing families to visit and supporting them before, during, and afterward #SupportVisiting
www.susu-osborne.org/
- ▶ Celebrate children of incarcerated parents and lessen the stigma they face. Join the #SeeUsSupportUs network @osborneNY #WordsMatter #SupportVisiting

Sample Facebook and Instagram Posts

- ▶ October is #SeeUsSupportUs month, a campaign to increase the visibility of children of incarcerated parents. JOIN THE NETWORK now and learn about tips and strategies you can take to support children of incarcerated parent and remove barriers to visiting. www.susu-osborne.org.
- ▶ Celebrate the creative expression and talents of children and families impacted by parental incarceration. Share their stories and artwork online with the hashtag #SupportVisiting during the Osborne Association's See Us, Support Us campaign in October www.susu-osborne.org.
- ▶ I JOINED THE NETWORK to See and Support children and families impacted by parental incarceration. By joining, you can learn about actions you can all over the country to #SupportVisiting. Visits help preserve family bonds, increase the wellbeing of kids and reduce recidivism. Learn more tips and strategies at: www.susu-osborne.org.

Images Sized for Twitter



2019
See Us,
Support Us

Join the NETWORK to SEE and SUPPORT children of incarcerated parents TODAY.

#SeeUsSupportUs www.susu-osborne.org



2019
See Us,
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FOLLOW us on Twitter and Instagram, LIKE us on Facebook, and HASHTAG posts with #SeeUsSupportUs

#SeeUsSupportUs www.susu-osborne.org



2019
See Us,
Support Us

SEE and SUPPORT children of incarcerated parents RIGHT to speak with, see, and touch their parent. #SupportVisiting

#SeeUsSupportUs www.susu-osborne.org

Images Sized for Twitter



2019
See Us,
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Join the #SeeUsSupportUs conversation: tips in our SOCIAL MEDIA GUIDE and resources in our TOOLKIT.

#SeeUsSupportUs www.susu-osborne.org



2019
See Us,
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DISTANCE shouldn't be a barrier when visiting loved ones. JOIN the NETWORK to learn how to support visiting for families.

#SeeUsSupportUs www.susu-osborne.org

Images Sized for Facebook and Instagram



Children of Incarcerated Parents' Bill of Rights*

1. I HAVE THE RIGHT to be kept safe and informed at the time of my parent's arrest.
2. I HAVE THE RIGHT to be heard when decisions are made about me.
3. I HAVE THE RIGHT to be considered when decisions are made about my parent.
4. I HAVE THE RIGHT to be well cared for in my parent's absence.
5. I HAVE THE RIGHT to speak with, see and touch my parent.
6. I HAVE THE RIGHT to support as I face my parent's incarceration.
7. I HAVE THE RIGHT not to be judged, blamed or labeled because my parent is incarcerated.
8. I HAVE THE RIGHT to a lifelong relationship with my parent.

* Developed by the San Francisco Children of Incarcerated Parents Partnership in 2005: www.sfcipp.org



New York Initiative for
Children of Incarcerated Parents

**The Osborne
Association**

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