

Building The Will

Pro Tips for Strategic CaseMakers™



USE SOCIAL MEDIA TO BUILD A CROWD ON YOUR ROAD TO JUSTICE

Q:

In our work toward creating a thriving community in our small town, we've long used social media to connect with folks. But too often, we see online conversations becoming negative and divisive. How do we bring positive energy to our digital presence?

A:

Social media is a great tool for building a crowd on your road to justice. But like any other kind of communication, it can backfire if you're not careful. Strategic CaseMaking™ gives you the skills to avoid backfires, counter dominant narratives, and build will for the systemic changes we all want and need—whether online or in person!

Visit our [website](#) to join the wider community of Strategic CaseMakers and help lead the charge for justice.

Ask Yourself 3 Questions

Who am I talking to?

Renters, homeowners, parents, teachers, seniors, policymakers, business owners? Decision makers? People sitting on the sidelines?

What do I want them to do?

Help pass an ordinance? Read a report or pamphlet? Attend a forum, take a survey, or get behind an initiative?

Where is the conversation stuck, and what CaseMaking principle or skill will I use?

For example:

People don't see their stake → Connect your work to their aspirations

People are getting stuck in a disrupter → Pivot

People are stuck in "bootstraps" thinking → Elevate systems thinking

People are stuck on the problem → Anchor and credential solutions

A lot of people agree with us, but they're sitting on the sidelines → Tell them what they lose if we don't act now

PUTTING IT ALL TOGETHER



Example 1

Audience: Parents

What I want them to do: See their stake in reducing risk of suicide for LGBTQ youth

CaseMaking principle: No. 1 (tap into aspirations)

My post: "Everyone wants to be loved and accepted by their families. For LGBTQ kids, it's often a matter of life or death. I love the resources and tips from the Family Acceptance Project."



Example 2

Audience: Parents and teachers

What I want them to do: Stop seeing homelessness as an intractable problem and support a policy that benefits kids and families

CaseMaking principle: No. 5 (anchor solutions)

My post: "We all benefit when we come together, prevent homelessness, and make sure abundant housing opportunities exist. Imagine how much stronger our classrooms will be when all kids have a good night's sleep!"



Example 3

Audience: Involved community members

What I want them to do: Take ownership of their community and speak publicly in favor of an inclusive housing ordinance

CaseMaking principle: No. 8 (collective ownership)

My post: "When we make sure all kinds of people can live in our community, we all win! Please tell our city council members you support Ordinance 5."

