**Sample Social Media Language to Accompany Commemoration of 50 Years of Mass Incarceration - NACDL Member & State Affiliate Tailored Graphics**

For any questions regarding the graphics and how to utilize the materials on social media platforms, please contact Kate Holden, [kholden@nacdl.org](mailto:kholden@nacdl.org) or Jessie Diamond, [jdiamond@nacdl.org](mailto:jdiamond@nacdl.org).   
  
For any questions about NACDL’s legislative advocacy please contact Monica Reid, [mreid@nacdl.org](mailto:mreid@nacdl.org).   
  
Make sure to tag NACDL on [Facebook](https://www.facebook.com/NACDL/), [Twitter](https://twitter.com/NACDL), [LinkedIn](https://www.linkedin.com/groups/1863653/), and [Instagram](https://www.instagram.com/nacdl/) when sharing!

**Hashtags: #EndMassIncarceration #50YearsofFailure**

**Language for General Graphic**

**Facebook/Twitter**

This year marks the 50th commemoration of mass incarceration. As an @NACDL **[member or affiliate], [I/we]** help fight the misguided policies that fuel the unjust, discriminatory, and ineffective policy of mass incarceration. Learn more: nacdl.org/50YearsMassIncarceration #50YearsofFailure

**Language for Graphic # 1 – Overcriminalization**

**Facebook**

America has a crisis of overcriminalization. The country's overreliance on the criminal legal system has fueled mass incarceration, leading to a 500% increase in the prison population since 1973. As an @NACDL **[member or affiliate], [I/we]** battle the sources of overcrim by supporting legislative advocacy that promotes decarceration, **[attending/organizing]** trainings, and more. #50YearsofFailure nacdl.org/50YearsMassIncarceration

**Twitter**

The country's overreliance on the criminal legal system has fueled mass incarceration. As an @NACDL **[member or affiliate], [I/we]** battle overcriminalization by supporting legislative advocacy that promotes decarceration, participating in trainings & more. #50YearsofFailure nacdl.org/50YearsMassIncarceration

**Language for Graphic # 2 - Police Misconduct**

**Facebook**

By holding police accountable for actions like wrongful arrests, we can reduce mass incarceration. Yet in dozens of states, public access to police disciplinary files is limited. As an @NACDL [**[member or affiliate], [I/we]** support initiatives like the recently completed Full Disclosure Project, which empowered the defense community to track & expose police misconduct, a persistent and corrosive problem.

[www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Twitter**

By holding police accountable for actions like wrongful arrests, we can reduce mass incarceration. @NACDL **[affiliates/members]** support initiatives like the recently completed Full Disclosure Project, which empowered defenders to track & expose police misconduct.

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**Language for Graphic # 3 – Police Surveillance**

**Facebook**

Policing technology has advanced rapidly in the last 50 years, increasing law enforcement's ability to track and surveil people’s actions. As an @NACDL **[member or affiliate], [I/we]** **[am/are]** part of a community of zealous privacy advocates. NACDL’s 4th Amendment Center seeks to protect against surveillance through litigation, attorney support & more. [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Twitter**

Law enforcement technology has advanced rapidly since 1973, expanding police surveillance. @NACDL **[affiliates/members]** are part of a community of zealous privacy advocates. NACDL’s 4th Amendment Center uses litigation, training & more to protect against surveillance [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Language for Graphic # 4 - Extreme Sentences**

**Facebook and Twitter**

One underlying cause of mass incarceration is the dramatic increase in sentence lengths over the last 50 years. As an @NACDL **[member or affiliate], [I/we]** support sentencing reforms to address failed policies like mandatory minimums. [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Language for Graphic # 5 - The Trial Penalty**

**Facebook**

Our system of coercive plea bargaining has virtually eliminated the right to trial w/ over 97% of federal criminal cases never going to trial, as many are often threatened w/mandatory minimums if they do. This ‘trial penalty’ - the difference between the sentence offered in a plea vs the sentence received after trial – fuels mass incarceration. NACDL is a leader in ending the trial penalty, working with partners & advocates across the country in support of needed reforms: [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Twitter**

Coercive plea deals have all but ended the right to trial. The ‘trial penalty’ - the difference b/w a sentence offered in a plea vs a sentence received after trial – fuels mass incarceration. NACDL works w/ advocates nationwide to fight the trial penalty. [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Language for Graphic # 6 - Public defense**

**Facebook**

An effective & well-resourced public defense system can help protect against unnecessary pretrial detention, wrongful convictions & lowers the likelihood of incarceration. As an @NACDL **[member or affiliate], [I/we]** advocate for adequate funding for public defense providers who are essential in the fight against mass incarceration.

[www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Twitter**

Well-resourced public defense systems help prevent unnecessary pretrial detention, wrongful convictions & lower the odds of incarceration. @NACDL **[affiliates/members]** advocate for adequate funding for public defense providers who protect against mass incarceration. [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Language for Graphic # 7 - Compassionate Release**

**Facebook**

1 facet of mass incarceration is harsh sentencing. As an @NACDL **[member or affiliate], [I/we]** help individuals currently incarcerated by supporting the Return to Freedom Project which helps train attys as they assist in providing back-end relief like clemency & compassionate release that allow individuals to return to their communities.

[www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Twitter**

Harsh sentencing fuels mass incarceration. @NACDL **[affiliates/members]** support the Return to Freedom Project, which trains attys to provide back-end relief like clemency & compassionate release to return individuals to their communities. [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Language for Graphic # 8 - Racial Justice**

**Facebook and Twitter**

Racial disparity pervades America’s criminal legal system, touching every facet from policing to pretrial, sentencing & more. As a **[member or affiliate], [I/we]** support @NACDL’s commitment to redressing systemic racism in the criminal legal system: [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Language for Graphic # 9 - Collateral Consequences**

**Facebook**

America’s overreliance on the criminal legal system has led to nearly 1 in 3 US adults w/ a criminal record & collateral consequences that come with a conviction. As a result, 2nd chance efforts like expungement, rights restoration & others are needed to remove barriers to reentry. **[I/we]** support NACDL’s work to promote 2nd chances: [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)

**Twitter**

50 years of mass incarceration has left nearly 1 in 3 US adults w/ a criminal record & the collateral consequences of a conviction. Efforts like expungement & rights restoration remove barriers to reentry. I support NACDL’s work to promote 2nd chances: [www.nacdl.org/50YearsMassIncarceration](http://www.nacdl.org/50YearsMassIncarceration)