

Criminological Social Media Campaign
(from *The Criminologist*, March/April 2017, p.33)

Recently, crime and justice issues have gained prominence within popular discourse in the U.S. It is important for criminologists to promote reliable, accurate, and scholarly sources of information about these issues in order to educate and inform the public, and to help ensure that public narratives about crime are grounded in evidence. Social media outlets such as Twitter and Facebook are powerful tools of communication that enable researchers, to quickly and easily share information with a wide audience.

One way to boost information shared on social media is through use of a hashtag. Like a journal article keyword, a hashtag is a label that helps users find content on particular topics. If you use a social media account to share links to research reports, data and policy analyses, or other reputable sources of crime and justice information, we invite you to mark those posts with the hashtag **#realcrimedata**

By using this hashtag on relevant posts, we can make it easier for social media users to find accurate information about crime and justice issues, while also increasing the visibility of criminologists on social media outlets.

To connect with ASC, the divisions, and other related social media accounts, please check out the social media directory on ASC's homepage: www.asc41.com/socialmedia.html