



— Framing in Social Media —

Diffusing frame elements in micro-messaging contexts

The most strategic use of a Core Story is to pull from it at every opportunity, in order to diffuse re-framed understandings of the issue into the public conversation and to take advantage of the power of repetition. With this in mind, it’s clear that social media communications are an important tool for reshaping the public conversation, offering a frequent and flexible venue to use frame elements. By responding in “real time” to civic dialogue, well-framed social media can help to change the conversation about an issue.

In the following sequence, we demonstrate how communicators might incorporate the Core Story’s themes and tested frame elements into an organisational Twitter feed. Most of the sample tweets assume that an organisation is sharing interesting, useful, or new information about a promising approach, thereby making use of the essential frame element of Solutions. Treating tweets as “headlines” that lure a reader to click on the link is a good way to drive readers to content, and infusing tested frame elements into these headlines establishes the lens through which readers will view what they read when they get there. (Note that the links here are not live. They are placeholders for content that organisations want to share.)

Frame Element	Especially good to set up thinking about the need for...	Sample Tweet
<i>Social Responsibility</i> : We have shared social responsibilities as a society – one of the top obligations is to Britain’s children.	Addressing child maltreatment and neglect	By addressing abuse & neglect, all cmnty members able to participate / contribute to society, benefitting us all. Read: http://samplelink
–	–	We live up to our obligations to Britain’s youth & society when we act together to ensure child wellbeing #abetterstart http://samplelink

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-	-	Why impnt for communities to join professionals/policymakers to generate solutions for enhancing dlvry of early yrs care? http://samplelink
-	-	Devoting resources to yng children & programmes supporting them, such as http://samplelink important contribution to future wellbeing of all
<i>Brain Architecture: The brain's basic architecture is built in a process that begins before birth and continues into adulthood.</i>	Programmes that support children's healthy brain development	One way to think abt child brain development is to imagine it as an ongoing construction project, read more: http://samplelink
-	-	Children's brains are built! See how this #abetterstart program is providing a strong foundation for UK's children: http://samplelink
<i>Serve and Return: One vital ingredient in brain development is the interactions that children have with parents, caregivers, and community members.</i>	High-quality programmes and community resources that reflect an understanding of development	Early brain dev't like a game of tennis or ping-pong: back-and-forth interaction essence of the game. Your turn! http://samplelink
<i>Toxic Stress: There are different types of stress. Distinction between normal, everyday stresses and serious adversity that can cause disruptions in brain and biological development</i>	Support for services and programmes that can buffer the effects of toxic stress and help them to make the stress more manageable	Chronic stressful conditions in a child's life=#toxic stress, affects brain/body dvlpmnt. We need #abetterstart in UK http://samplelink
<i>Levelness: Just as the levelness of a table is what makes it functional, the mental health of children is what enables them to function well in all areas of life.</i>	Access to programmes and resources that identify potential problems early on and provide appropriate interventions	Mental health like levelness of a table – doesn't function if it is wobbly. Why important to catch little wobbles early? http://samplelink
-	-	If levelness key to functioning, how best to assess? 3/10 Event: "what outcomes-led approaches have to offer youth wrk" http://samplelink
-	-	w/o supports, children's brains develop like a table on an uneven floor, early wobbles lead to poor outcomes. What helps? http://samplelink

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<p><i>Air Traffic Control: A key developmental task of the early years is to develop executive function, a set of mental skills that work like air traffic control at a busy airport.</i></p>	<p>Creating opportunities to practice age-appropriate experiences to use /apply skills Effective curricula and training programs</p>	<p>Exec. function a key dev. task for a child, lk air traffic control @ busy airport. Read abt cultivating cog flexibility http://samplelink</p>
<p><i>Weaving Skills Ropes: A metaphor for the integrated nature of skills, including social-emotional-cognitive</i></p>	<p>Deeper, Project based , Social-emotional, Student centered learning</p>	<p>Hands-on learning braids together: curiosity / prob solving / exploration. What other skills needed for weaving strong skill ropes? #chat</p>
<p><i>Resilience Scale: Just like a scale that can be weighted to one side or the other, children's development can tip towards either positive or negative outcomes, depending on their circumstances, environment, and experiences</i></p>	<p>Access to early child care options that promote early learning and development of social and cognitive skills needed to be resilient in the face of challenges they encounter.</p>	<p>If resilience like a balance/scale, our goal as a society is to make it tip positive for as many of our children as possib http://samplelink</p> <p>Glasgow Center for Population Health's great resource about supporting resilience http://samplelink. Share ways to tip scales positive #chat</p>