

Goal: To increase the public understanding of the role of courts in public policy and the lives of Mainers.

Activities	Timeline	Responsible Party	Target
Create a 'Courts Matter' program/information page on Maine Women's Lobby Ed Fund website	8/20 – 9/20		NA
Create a 'Courts Matter' infographic hand-out for tabling	8/20 – 9/20		Print 1500 items
Share handouts at relevant election season events	Ongoing	LM	5-6 events
Create series of social media shareables using infographic content and #courtsmatter election-season sharing	8/20 – 11/20	DHS, LM	4-5 shareables, reach of +10K on FB
Share on Facebook using #courtsmatter	Ongoing	LM	weekly
Share on Twitter using #courtsmatter	Ongoing	DHS, LM	weekly
Participate in #courtsmatter twitterstorms	As needed	DHS	As needed
Lead at least one #courtsmatter Twitterstorm	9/20 – 10/20	DHS	NA