

Practical and Effective Uses of Social Media for Engagement and Collaboration Among Disability Organizations

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Why is social media important?

Connect and engage with diverse groups of people across multiple platforms on the Internet

Spread the word and keep people informed about programs, events, and services

No longer an extra, but has become standard practice

Increase relevance among younger generations

Creates a voice for ILCs

Major Social Media Platforms

Facebook

Twitter

Instagram

Pinterest

Tumblr

Google +

LinkedIn

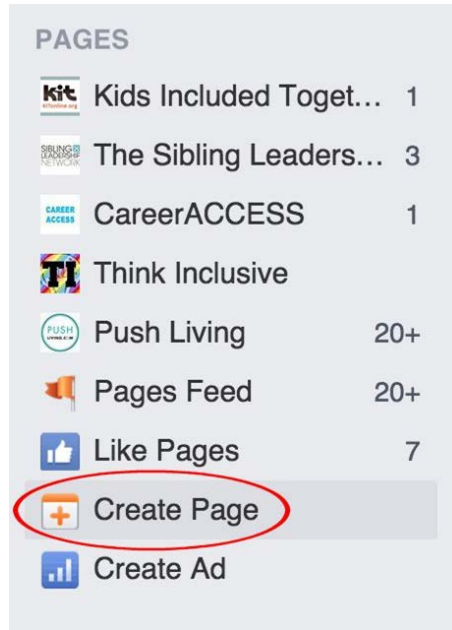
Facebook

Strong cross-community, cross-generational presence

Largest demographic: older generations

Primary uses: Sharing photos and articles, announcing events, posting organizational news and updates

How to Create a Facebook Page



Click “Create Page” on sidebar of homepage

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

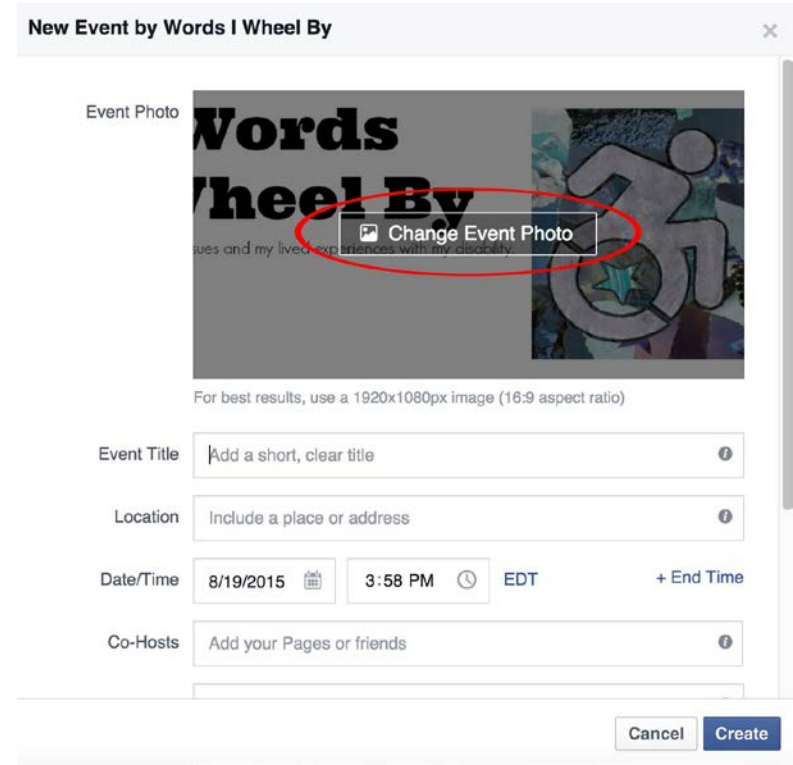
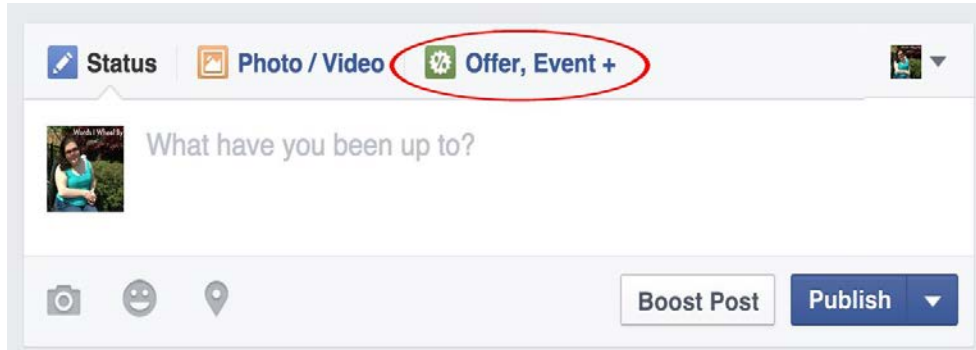


Select “Company, Organization or Institution.
Fill in Details, and Click “Get Started”

How to Create a Facebook Event

On your page, you can create events for your organization

Tip: Always add a cover photo



Sample Facebook Posts

Have a Facebook page? Post this now!

“[Your name/ILC] is at the 2015 NYAIL Conference connecting with organizations from all across New York!”



New York Association on Independent Living

August 17 at 12:09pm · 🌐

Check out this excellent video created by Lisa Tarricone and others from Westchester Independent Living Center on the 25th anniversary of the ADA. It features people with various disabilities speaking about how the ADA has impacted their lives.

Link: <http://youtu.be/ZfldNSFYB4>

Congratulations to Lisa and all who assisted in the making of this video!



ADA: "Americans with Disabilities Act" 25th Anniversary Film

www.uatw.tv

YOUTUBE.COM



Twitter

Develop connections with disability organizations and activists

Largest demographic: younger generations

Primary uses: quick updates, sharing breaking news, participating in Twitter chats

Sample Tweets

Have a Twitter account? Post this now!

“[We’re/I’m] at the 2015 NYAIL conference at a workshop on social media w/ @emily_ladau”



Instagram

Primary use: posting photos of events and event flyers

Hashtags and emoji use encouraged

Need a smartphone to use

Sample Instagram Post

Have an
Instagram?
Take a
picture of
this
workshop
and post it!



yodisabledand...

FOLLOWING

aguuniek, deelvuv23, shakhori70, keepslookingup, lovejulerose, uzairready, omnivuong and doll_ebie like this

yodisabledandproud #ADA25 barbecue at our place today! #YODisabledProud #celebration #disabilitypride #disabilitycivilrights

Other Social Media Platforms

Pinterest: curate links and resources in categorized boards

Tumblr: microblogging, content sharing

Google+: similar to Facebook, helps with Google rankings

LinkedIn: develop and maintain professional connections

Social Media Advocacy

Use social media as a way to build momentum for important policy issues

#ADA25

#CIA4ADA

Community Building on Social Media



#BecauseOfTheADA
A grassroots Twitter and Facebook campaign to celebrate the 24th anniversary of the ADA in 2014

How to Create a Social Media Strategy

Choose which platforms you will focus on

Determine posting frequency

- Facebook: 1-2 times per day

- Twitter: can be up to 5-10 times per day

- Instagram: at least once during every event

Create a content calendar to help determine when to post updates

Social Media Best Practices

Fully fill in all bio/organization info

Keep text to the point, use longer updates sparingly

Avoid always using quotes - commentary is good!

Include calls to action

Don't allow social media platforms to auto-post to one another, short and sweet

Use relevant hashtags, don't hashtag random words

Always tag other people/organizations when possible

Remember: trial and error is OKAY!

Social Media Tools

Graphic Creation

-PicMonkey, Canva, Ribbet

Post Scheduling

-Hootsuite, Buffer, Facebook has its own scheduling tool

Saving articles and information

-Evernote, Pocket

Tips to Increase Engagement

Follow relevant people

Respond to people

Join Twitter chats and use popular hashtags

Share content from other people/ILCs

Ask questions for followers to answer

Run contests

Honor major holidays/anniversaries

Feature community members in posts

Use photos in posts whenever possible

Using Social Media for Outreach

Important to remember that not all posts show up in newsfeeds of people who like your Facebook page

You can create paid advertisements on Facebook and Twitter

Social media augments, but does not replace traditional outreach

How to Handle Conflict on Social Media

If it is difference of opinion, perhaps engage people in thoughtful conversation

Don't take it personally

Respond calmly and professionally

Know when not to or when to stop engaging

It is okay to remove comments/block person in really bad situations

Social Media Accessibility

Always include text descriptions of images

Include captions or find captioned audio content

Consider using trigger warnings on content with difficult subject matters

Use plain language

Key Resource:

- Federal Social Media Accessibility Toolkit

<http://www.digitalgov.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>

Follow Each Other!

Thank you! Questions?

Stay connected!

Emily Ladau

-Facebook: Words I Wheel By

-Twitter: @emily_ladau