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

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/ZfldNSFYSB4

Congratulations to Lisa and all who assisted in the making of this video!
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!
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
Follow Each Other!
Thank you! Questions?

Stay connected!

Emily Ladau
- Facebook: Words I Wheel By
- Twitter: @emily_ladau