This webinar will discuss...

- How to intentionally use social media to boost outreach to policy members, stakeholders, advocates, and people with disabilities
- How to encourage engagement with social media posts, ensuring that accessible post design is top of mind
- How to track and use social media analytics to make communication decisions to your social media platforms
The “Why:”
Why do we engage on social media?
The “Why” of Social Media Use

The percentage of U.S. adults who report social media use by age group:

- 90% of U.S. adults ages 18-29 use social media
- 82% of adults 30-49 use social media
- 69% of adults 50-64 use social media
- 40% of adults 65+ use social media
Why We Use Social Media

Here are the percentages of U.S. adults who report using each platform on a daily basis:

- 70% of Facebook users report daily use
- 59% of Instagram users report daily use
- 59% of Snapchat users report daily use
- 54% of YouTube users report daily use
- 46% of Twitter users report daily use
Why We Use Social Media

Platform use varies widely by demographic group...

- Users 18-29 report using YouTube (95%), Instagram (71%), Facebook (70%), Snapchat (65%) and TikTok (48%)
- Users 30-49 report using YouTube (91%), Facebook (77%), and Instagram (48%)
- Users 50-64 report using YouTube (83%), Facebook (73%) and Pinterest (38%)
- Users 65+ report using Facebook (50%) and Youtube (49%)
Why We Use Social Media

In 2011, the National Council on Disability referred to social networking as a "potential game changer: in its report titled the power of Digital Inclusion: Technology’s Impact on Employment and Opportunities for People With Disabilities and yet we know:

- People with disabilities have a lower rate of technological adoption than their non-disabled peers
- People with disabilities don’t have access to high speed internet as often as their non-disabled peers (57% vs. 76%)
- People with disabilities are not as likely as their non-disabled peers to have a smartphone (58% vs. 80%)
- People with disabilities are not as likely to use the internet on a daily basis as their non-disabled peers (50% vs. 79%)
Why Use Social Media In Our Centers

The tools can support us in meeting our mission:

- Connecting with the community
- Making existing connections stronger
- Disseminating research – plain language briefs
- Social media can be a tool in a fundraising strategy
- Making training more dynamic
- A tool in policymaker education
Why We Use Social Media

Make content across platforms accessible to people with disabilities

- Utilize plain language in your social media posts (Everyone benefits)
- Caption content: A number of the platforms we have discussed will do this automatically
- Use color combinations that are accessible to the highest number of users
- Use Alt Tags to make images accessible to people who are blind or have visual impairments
- If we provide examples/tools, other users will follow our lead
What are the best times to post?

The best times to post on social media overall is 10:00 AM on Tuesdays, Wednesdays, and Thursdays.

The best time to post on Facebook is 8:00 AM to 12:00 PM on Tuesdays and Thursdays.

The best time to post on Instagram is 11:00 AM on Wednesdays.

The best time to post on Twitter is 8:00 AM on Mondays and Thursdays.

The best time to post on LinkedIn is 9:00 AM on Tuesdays and Wednesdays.

(Source: HootSuite)
The “What:”
What Makes a Social Media Post Engaging
Which Post Did Better? - Facebook

1. So what is an AUCD SIG? SIGs—or Special Interest Groups—are made up of individuals that have common topical interest such as emergency prep, family support, assistive technology, and so on. SIGs meet on an ongoing basis to share information and generate new ideas. Learn more bit.ly/AUCDSIGs

2. Tuesdays with Liz is back! This episode features conversations on COVID-19 in PlainLanguage. Hear from Maureen van Stone from the Kennedy Krieger Institute and self advocate, Kenneth Kelty, as they chat with Liz about #COVID19 #TWL bit.ly/TWL_1214
What’s a SIG

- Reach: 415
- Engagements: 12

What could be different?

- Engaging and well used hashtags
- No connection and untimely
- A more exciting photo
- Audience
Tuesdays with Liz

Tuesdays with Liz: Conversations on COVID-19

- Reach: 2,335
- Engagements: 115

What's Present?

- Popular hashtags and tags for the target audience
- This TWL was extremely timely to the focus on COVID-19 within the network
- A brand new graphic for Tuesdays with Liz that is engaging, informative, and include pictures of relevant members of the AUCD network
Which Post Did Better? - Twitter

1. Is your New Year’s resolution to amp up your organization’s social media game? If so, we have the perfect (free!) webinar for you. Join AUCD & the AUCD Community Education and Dissemination Council (CEDC) on January 26!
Register now: bit.ly/SocialCycleWeb...
@DDIatWSU @CLD_GSU

2. Please join the U.S. Department of Education for an informational webinar following the approval of the Pfizer-BioNTech age 5-11 vaccine. This webinar will take place today, Nov. 18 at 8 PM ET. Register now: bit.ly/3wl3Qmd

4:00 PM · Nov 18, 2021 · Agorapulse app
Social Media Webinar

Social Media Webinar

- Reach: 1,280
- Engagements: 48

What’s Present?

- A fun and easy to read image created on Canva. Image also included a QR code and prominent colors to the AUCD network.
- Relatability. We related this webinar to the new year to get people excited.
COVID-19 Webinar

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COVID-19 Webinar

- Reach: 390
- Engagements: 2

What could be different?

- An image to excite people about what is being presented.
- Hashtags such as #COVID19 or #SleeveUp so people who are interested in COVID related resources.
- The audience for COVID-19 webinars is dwindling.
Which Post Did Better? - Instagram

1. aucdpix

   View Insights
   Boost Post

   aucdpix Today is #WorldPhysicalTherapyDay! Physical therapists work with people with disabilities to ensure they can live healthy, independent lives. Last month, the Munroe-Meyer Institute in Nebraska held a camp which allows children with cerebral palsy and other conditions to work on bimanual therapy in the form of play. Read on bit.ly/2tx2WzL.

2. aucdpix

   View Insights
   Boost Post

   aucdpix Parents of children with disabilities often must advocate in order for the child to have the best care available. Learn about Bentley, a 3-year-old boy with Pachygyria, who receives support from the @unmc_mmi thanks to his advocate mom: bit.ly/31fgY0D #IntensiveTherapies
#WorldPhysicalTherapyDay

What’s Present?

- A tag of the center whose work is being displayed.
- A timely hashtag to target the exact people who would be interested in this information.
- A fantastic photo of great work being done around the network.

Today is #WorldPhysicalTherapyDay! Physical therapists work with people with disabilities to ensure they can live healthy, independent lives. Last month, the Munroe-Meyer Institute in Nebraska held a camp which allows children with cerebral palsy and other conditions to work on bimanual therapy in the form of play. Read on bit.ly/3tx2WuL.
#IntensiveTherapies

#IntensiveTherapies

- Reach: 148
- Engagements: 13

What could be different?

- No tag of the center whose work is being displayed.
- Less timely
Tools for Creating Great Social Media Posts

- **Canva - Image maker**
  - When I do not know how to use features on canva I use YouTube to teach me
- **Grammarly - Text suggestions**
- **The Noun Project**
- **AUCD 360**
- Follow your “competitors”
The “How:”
Social Media
Tracking and Analytics
Why track your organization’s social media data?

- Helps to find patterns
- Reduces the guesswork
- Allows you to troubleshoot
- Quantifies campaign success
- Determines where to place your energies
Some basic terms...

- **Reach**: Unique views
- **Impressions**: Includes duplicate views
- **Engagements**: Interactions with your post
  - Likes (Facebook and Twitter)
  - Shares (Facebook)
  - Retweets (Twitter)
How to Download Social Media Analytics

- **Facebook**
  - Go to your profile page
  - Under the “Manage Page” left hand menu, click on “Insights”
  - Click on “Export Data”
  - Select “Post data” and indicate time range (can do monthly, weekly, etc.)

- **Twitter**
  - Click on “More” in left hand menu
  - Click on “Analytics”
  - Click on “View all Tweet activity”
  - Indicate time range and click “Export data” and select “By Tweet”
Twitter Analytics Demo

● Walk-through of...
  ○ Selecting data to analyze
  ○ Inserting monthly data into a tracking spreadsheet
    ■ Determining monthly percent change
    ■ Building graphs
  ○ Using the data to make future social media decisions

● Links to downloadable templates
Questions?

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