Social Media: An essential Tool in the Democratization of Knowledge Dissemination and Engagement

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UCEDD Training- Florida Center for Inclusive Communities
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Today’s agenda

• Who am I
• Putting social media in context
• Social Media is a tool not a solution
• How to use social media for engagement and inclusion
• Tools you will need to create a social media plan
Who am I?

• Before my research career, I was employed in the marketing communications industry in Australia and Greece.

• Strong and highly versatile marketing and communications background, which I am now using in my research on the intersection of public health, social marketing, active living, and disabilities.

• My research interests involve applying practice theory to the social marketing framework to achieve health equity through active living for people with intellectual disabilities.

• I was an AUCD emerging leader in 2019.
Rogaine in the community
Rogaine in the community
Library- Safe place
Putting social media in context
It’s way down on the list!

Social media is WAY down here
It starts with marketing
What is marketing?

Marketing is the **activity**, set of **institutions**, and **processes** for creating, **communicating**, **delivering**, and **exchanging** offerings that **have value** for customers, clients, partners, and society at large. (Approved 2017) American Marketing Association

https://www.ama.org/the-definition-of-marketing-what-is-marketing/
Why is marketing important?
Product

• Product refers to a good or service that a company offers to customers. Ideally, a product should fulfill an existing consumer demand. Or a product may be so compelling that consumers believe they need to have it and it creates a new demand.

• For social media – your content is your product. What you upload on your social media accounts is how you will be judged
Price

- **Price** is the cost consumers pay for a product. Marketers must link the price to the product's real and perceived value.

- For social media – is it worth my **time** to access the Facebook, Twitter or Instagram link for this resource?
Place

• When a company makes decisions regarding place, they are trying to determine *where* they should sell a product and *how to deliver* the product to the market. The goal is to get their products (content) in front of the *consumers* that are the *most likely to* buy them (read them).

• For social media- where will you have a presence? Facebook, Twitter, Medium (blog site), Instagram, Tik Tok?
Promotion

• Promotion includes advertising, public relations, and promotional strategy. The goal of promoting a product is to reveal to consumers why they need it and why they should pay a certain price for it (read and act).

• For social media – The suite of resources available should not be used as a stand alone tool, but part of a comprehensive outreach plan.
Social Media- what exactly is it?

• Social media are interactive digitally mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks

• Broad and relatively uncensored

• Anyone with internet can set up, access accounts and create content
Why is social media a tool?

• It is the avenue to create or disseminate information from an already agreed upon strategy.

• *Vessel for content to travel through* to reach its final destination

• Types of social media
  
  • **Social networks:** connect thoughts, ideas and content – Facebook and Twitter
  
  • **Media networks:** specialize in distributing content like videos and photographs – Instagram and YouTube
  
  • **Discussion networks:** outlet for posts that are ideal for in depth discussions- Reddit and Blog sites
  
  • **Review networks:** review of products and services – Yelp and Trip Advisor
THE CONVERSATION PRISM
Brought to you by
Brian Solis & JESS3

For more information
check out conversationprism.com
Use of social media platforms by age group in the US

The share of adults in the United States who say they ever use the following online platforms or social media apps in 2016. This is shown by age group.

- Youtube
- Facebook
- Instagram
- Snapchat
- Twitter

https://ourworldindata.org/rise-of-social-media
Percent of men and women using social media platforms in the US, 2019

Estimates correspond to US adults who say they ever use these online platforms or apps. Bubble sizes are proportional to the total number of users of each platform.

Source: Pew Research Center (2019), Users by social media platform (Statista and TNW (2019))
Engagement and Inclusion

• Engagement- accessibility
  • A tool for deaf people
  • For people who have difficulty/unable to speak
  • People who struggle with socializing
  • Meeting and communicating with other disabled people
  • A tool to tell the world about disability
  • Participate in protests and campaign on accessibility issues
  • Access information and services that are not available to you locally

• For legal aspects of accessibility of social media sites
  https://digital.gov/2015/01/02/social-media-and-accessibility-resources-to-know/
What social media is accessible?

• Facebook
• Instagram
• LinkedIn
• Twitter

• For more information about accessibility options a helpful guide can be found at
https://accessibility.umn.edu/what-you-can-do/create-accessible-content/social-media
Advantages of using social media

• Academic
  • Social media can help spread scientific knowledge and can contribute to the democratization of scientific discourse and foster a culture of communication between different stakeholders.

• Outreach
  • Material dissemination to targeted communities and people through the use of hashtags and @ with no gatekeepers
Where do you want to be?

<table>
<thead>
<tr>
<th>Creator</th>
<th>Curator</th>
<th>Disseminator</th>
<th>Disruptor</th>
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<tbody>
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<td>Original content</td>
<td>Value add</td>
<td>repost or retweet</td>
<td>lobbying and advocacy</td>
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<td>CDC</td>
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Curator
Disseminator
Disruptor

#nothingaboutuswithoutus
So now how do we put it in practice?
What are your resources?

• Staffing
  • Create content
  • Find content
  • Monitor sites
  • Posting schedule
  • Analyze process and

• Skillset

• Management commitment
Do you have an objective? A plan?

• Are you a creator, curator, disseminator, disruptor
• How many social channels do you want to start now and in the future?
• Is the content aligned with a call to action? Is it supporting or promoting a resource? Is that resource uploaded and ready to use?
• Are you aware of the hashtags used? Do you have social media accounts you specifically want to target?
Pick where you want to be..... wisely

2 x Facebook accounts
Twitter
LinkedIn
YouTube
Instagram
Flickr
RSS
FCIC Social Media

Programs:
- Florida Center for Inclusive Communities (FCIC)
- FCIC Programs:
  - Alliance for Full Participation
  - Applied Behavior Analyst Faculty Program
  - Center for Autism and Related Disabilities (CARD)
  - Employment Network at FCIC
  - Florida Self Advocacy Alliance
  - Florida’s Positive Behavior Support Project (PBSP)
  - Florida’s Response to Intervention for Behavior (FCIB) Initiative
  - Improving for Effective Programs for Students with Autism (IMPHA)
  - Technical Assistance Center on Social Emotional Interventions for Young Children (TACSEI)
Let’s get to work!
Where to start?

- Two elements… well three
  - Calendar
  - Content
  - Mindset – be ok with losing control of the message

- The easiest place to start—because you can control the messaging, is the text, and the links—Creator and Curate for back up content
# = dissemination to a group of like minded individuals

@ = a person or company’s virtual inbox
Welcome to #DDAwareness Month, helping to raise awareness about inclusion of people with disabilities in community life! Use #DDAwareness2021 & share stories about people with/without disabilities becoming strong, diverse communities.

#LuDDC
#Communityliving
@NRCDD
@LuDDCNews

DEVELOPMENTAL DISABILITIES AWARENESS MONTH
## Competition Worksheet

<table>
<thead>
<tr>
<th><strong>SITE</strong></th>
<th><strong>DOMAIN AUTHORITY</strong></th>
<th><strong>CAN COMPETE?</strong></th>
<th><strong>SEARCH VOLUME</strong></th>
<th><strong>COMPETITION</strong></th>
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# Weekly Social Media Activities

<table>
<thead>
<tr>
<th>Sunday; 1/27/20</th>
<th>Monday; 1/28/20</th>
<th>Tuesday; 1/29/20</th>
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<th>Thursday; 1/31/20</th>
<th>Friday; 2/1/20</th>
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Analytics

• All social media pages have a section where you can monitor content activity.
Before you embark on this journey....

• Is management ok with this channel of communication?
• What roll(s) does your UCEDD have and what programs or projects do you want to disseminate?
• Do you know who your audience is and the best place to find them?
• Do you have the resources to maintain this initiative?
• Do you have content people want to access?
• Do you have a schedule of what content will be uploaded and when?
• Are you able to monitor the online activity
THANK YOU
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