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AUCD-Social Media: An Essential Tool in the Democr (USAUCD2603A)

MAUREEN JOHNSON:

We are going to start soon. It looks like we are at the top of the hour, so we are going to begin.

Hello and welcome to the webinar, Social Media: An Essential Tool in the Democratization of Knowledge Dissemination and Engagement. My name is Maureen Johnson. I am with the team here at AUCD. We would like to thank you all for joining us today. Before we begin, I would like to address a few logistical details. Because of the number of participants, you will be muted throughout the call. You can submit questions at any point throughout the presentation through the Q&A box. Questions will be read aloud to accommodate all attendees. We have CART captioning available. Please click -- click the CC button to access subtitles. This event will be recorded and made available following this event as well as written transcription.

Please join me in welcoming our presenter today, Angela Makris.

ANGELA MAKRIS:

Hi everyone, thank you for spending your Friday afternoon with me. I have the pleasure of having the opportunity to present to you my version of why social media is a great tool for the democratization of information. But there are a few steps we need to follow to make sure that does happen. I will be talking about a few things. At any point in time, if you want to know more information or you want something clarified, you can put something in the chat and not wait until the end of the presentation.

On that note, I will begin. Basically, today's agenda is who am I, putting social media into context, why social media is a tool and not a solution, how to use social media for engagement and inclusion, and the tools you need to create a social media plan. Please note, if there is more information you want as we go along, my email will be presented at the end and you can email me to discuss further.

Basically, I am an Australian who is living in the US, married to a US citizen. I am doing a PhD at the College of Public health at the University of South Florida. I am a UCEDD trainee, and my dissertation focus is increasing active living in group homes for people with intellectual disabilities using social marketing and practice theory.

Before I got here, I was employed in the marketing and communications industry in Australia and Greece, both as a marketer and in advertising agencies. I have a strong marketing and communications background, which I have used quite a lot in my research. Which is important, because we will go through elements we need to do that pertain to research.

I also just will describe what my research is. I also was an emerging leader for AUCD in 2019. Some of the work I did, I did a lot of multicultural communications. This was for a pharmaceutical company. The problem there was that Asian communities were not... the heritage was about not going bald. Any person from the Asian community that was going bald, Chinese, Vietnamese in Sydney, they would buy Rogaine.

They went to the pharmacy and asked why there are so many people buying these products. Culturally, going bald is a big no-no. They saw that as a great opportunity to market these

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products further afield. It was the year of the horse the year it was launched. It is 1/5 people that will go bald, that is the average. If you have three horses with a lovely mane, and one without a main. That is the one person that was going bald.

The actual person who drew this was a Vietnamese art director from the agency. This is the version for the Chinese new year that came out, being in red. This was aimed at the Chinese and Vietnamese community. This campaign ran for about two years, with the animals changing with the year.

What that also followed through, we went further afield. This is describing how you can market to various communities in ways that are still branding and message on point. Here we are promoting Rogaine again, 4/5 people won't go bald. We had to find something that could cross over Arabic speaking, Greek, and Italian speaking. We researched that it was soccer that could bring these groups together. We then amended to the various culturally appropriate papers and radio stations.

These are the ads that were Greek on the right, and Arabic on the left. These are the point of sales that were in pharmacy. English is on the left, and the Italian is on the right. The packaging had seven different languages, three of which we were promoting in the mainstream multicultural media.

The other thing I did was for public libraries. The problem there is that public libraries weren't visited by people who spoke English as a second language, that is how we categorized people. Immigrants, basically, and migrants. The issue of a public library in most places didn't exist.

We created a campaign with the Library of New South Wales promoting the fact that you can go to the local library, it is free, it is somewhere you can learn English and access the internet. Because a lot of people did not have access to the internet at that point in time. We had it on a poster with various line which is on the one page, and also on billboards that look very similar to the centre one. And also in train stations.

They were positioned right near public libraries that were near public transport. That was done on purpose, because most of the libraries had all these languages, as shown here. They took a measurement of the library books that were or owed before the campaign, during the campaign, and two weeks after the campaign, to see if people actually came in, borrowed books, and accessed and learned English. Because there were free programs in the library.

What they found is that there was a big increase in Greek and Indian, and I'm not sure what other language, that books were being borrowed and people coming to the library. This is something where we found out that this was using cultural appropriate language and images, and communicate to them in the places that they would be.

Well, how could this win an award? Even the people who judged us didn't realize it. When you look at these posters, the first thing that you read is the one you can read. My eyes go to both English and Greek. When people saw the buses going past, or the posters on the train, they immediately just saw what was related to them. When they got out of the public transport, they saw the library in front of them. Information, action, the place was immediately there to take

action.

That is something which is also important when we use social media, which I will allude to as we go along. It is very important to put social media and context. We can't put the cart before the horse, because we will go nowhere. It is important to note that social media is way down on the list of at what point you engage with social media. It has to be part of a planning process. You have to understand the mission of what your department or program is wanting to do, the situation you are in, the marketing strategy you want to use, who is your audience, how are you going to measure if this is getting out there, what do you want to say, how do you want to say it, and where do you want to say it. At that point, you start thinking about social media.

So, we need to start with the basics. What is marketing? Marketing is either really well understood or misunderstood. I am hoping this topline example where I related to social media will help you understand the thinking you need to do to get behind a social media initiative that can actually carry some weight and measure it effectively.

Basically, what is marketing? It is an activity, a set of institutions, and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large. It is a process and activity that has value. You have to communicate, deliver, and it has to be exchanged. Essentially, what is in it for me?

Why is it important? Marketing as a thought and as a framework will help you to make sure that you have a goal, you have measurable objectives, you have a strategy about how to meet those objectives, and you have the tactics of how to execute them. That is where social media comes in. It is not the be-all and end-all, but used effectively it can be quite a strong tool.

So, I am good to frame social media with the classic the 4P's. That is marketing. A product should fulfill an existing consumer demand. It might be so compelling that consumers believe they need to have it, and it creates a new demand. Putting that in a social media context, your product is your content. What you are putting out in the social media arena. It is what you upload on your social media accounts, and it is how you will be judged. It is on the product, which is the content. Is it important enough for me to actually engage with it?

That becomes an issue of price. Prices the cost consumers pay for a product. In this case, it is reading your content. Have you made that message engaging enough that they want to spend the time to access Facebook, Twitter, or Instagram for your source of information? The price is their attention, and the time they will provide to give you that attention you need when you have an outreach campaign.

Place is when a company makes a decision regarding a place. They are trying to determine where they should sell a product and how to deliver the product in the market. It is in front of the consumer, and they will most lightly buy it.

Where is your main group of people going to be? Facebook, Twitter, Medium, Instagram, TikTok? Is it a combination? This has to be understood early on. It makes the process of creating a social media plan and managing that plan, which also involves resources, a lot easier. There is no one way to do it. Hopefully by knowing where to go to, and there is a lot of

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data that will help you there, you will also know where to spend your energy.

All of these social media platforms are free. Everyone can use them. There is a lot of noise, as you will see. It is important to stay focused, and also be aware that it might take a while to gain some traction.

That leads us to promotion. Which includes, as we know, advertising, public relations, and promotional strategies to reveal to customers why they need to have it and why they should pay a certain price for it, which is reading and acting. For social media, the source of -- the suite of resources available should not be used as a stand-alone tool, the part of a comprehensive outreach plan.

You send a post out to ask them to follow a link to presentation or a paper – because research is important on social media now – you have to make sure that back end is figured out before that actually goes out to the real world. Once they click and it doesn't work, you have lost them. And they won't be back. And they can't spread the message.

Once you have all the backend worked out – where the paper will be uploaded, where the registration will be uploaded, where what you are asking them to do is. Fundraising. At that point, that is when you reach out and try to make contact.

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. That is very important. Even if you haven't been on Twitter, or TikTok, or Instagram, there is such a sheer volume of activity going on that it can be quite perplexing and you can get lost in the noise.

It is broad and relatively uncensored, which is both good and bad, as we have seen. Anyone with an internet can set up, access and account, and create content. There is a lot of people that have the ability to communicate. There is no gatekeeper as there are in usual media forms.

Why is social media a tool? It is an avenue to create or disseminate information from an already agreed-upon strategy. It is a vessel for content to travel through to reach its final destination. That is quite important. It is a vessel to get to who you want to speak to. There are four types of social media. There are the social networks, which we all know. Those are the most common, where you engage with thoughts, ideas and content. That is Facebook and Twitter.

There are media networks, that specialize in distributing content like videos and photographs, which are Instagram, YouTube, and TikTok. There is a discussion networks, which are outlets for posts that are ideal for in-depth discussions, such as Reddit and blog sites. And then there are review networks.

It is important for you to know which type you want to use at any point in time. Understand that they all exist, and they should be used wisely. So this is an example of how digital media can be used universally. There are platforms among platforms. We are not going to talk about all of that, but that is the competition that creates tension. This is something we must all remember, when we create messaging campaigns on social media.

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Again, this is an example of some of the usage of social media. We're took the big guns here – Facebook, Instagram, YouTube and Snapchat. This is taken at the 2019 year. Things look different because of this year lockdown (Laughs) For people start using social media platforms in a way they have never used it before. I think this is more indicative of life, when there are other things trying to get your attention.

We can basically see that YouTube has quite a large reach of up to the 18-64, it is quite prominent. Facebook goes to 18. Or even 65+. That hits pretty much the majority of the population. Instagram is skewed toward the younger, as is Snapchat and Twitter, which is no mean feat. It is not surprising – when you want to send a message or you want to can indicate which channel you will use and why, it becomes paramount when you know who the major users of the platform are.

We have the social media platform in the US, we have YouTube and Facebook – much used for both males and females the most. Also, whatsapp and Reddit used amongst men and women. It is to know when you want to position yourself as a good way to communicate. I am not mentioned whatsapp and viber as committee caters as well. In America, they might not be major disseminator's of communication, but they are overseas. There are many international places using whatsapp and viber because that is what they are using to communicate. Outside of the US.

Next we are looking at engagement and inclusion. So there are many blog post made by deaf journalists , who find that accessing social media as an avenue to communicate and reach out to like-minded people. Those who have difficulty speaking or are unable to speak, people who struggle with socializing, and meeting with communicating -- meeting at mitigating with disabled people. So it is hard for others to get out of the house. We are seeing a lot, as special books by special kids – I am not sure. I cannot get it right. But he tell stories about people with multiple disabilities did -- from different parts of the world and the US. He lets them tell their story.

That is something that started. He is from Jacksonville, Florida. I have his information a bit further down. But he started because they would not print his book on children with special needs. So he started posting photographs and stories on Facebook.

That group because, you know, like-minded parents were sharing the stories so they realized that they were not alone. The group got bigger. And one from photos to videos. Siblings were talking about their brothers or sisters. Parents were talking about their children.

People's -- people who were disabled themselves are all talking about their own disabilities. He covers everything. He put a three-minute or two-minute upload on Facebook and full stories on YouTube, and snaps of that on Instagram. So he has about 6 million followers on YouTube. That is very impressive because it reaches people none of us can reach, if we can't -- try to do that in any other medium.

He is telling stories to people about real people. That is something that mainstream publishing people would have thought never had work. He is a great example. You will see him widely later on.

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So there is also a ability to purchase bait in protestant campaign Alexis ability issues. There's a lot of noise and make if you all have the same hashtag. It is also helpful for accessing information if it is not available to you locally.

If you are a caregiver and you are not able to go to certain healthcare or services that are basically available, then if they are able to promote it either on Facebook or on Twitter or somewhere that it is easily accessible – even on your phone – it might help just to get that outreach that a pamphlet might not be able to get. Or if somebody cannot go to the emergency services to get the emergency information is of the hurricane is happening there Florida.

Also the access of information and services -- sold the legal aspects of excess ability of social media sites – we can copy this at some point – but these have all of the accessibility services and they are setting up the social media sites. It is more of a legal aspect.

What social media is accessible? Eighth -- AUCD a few months ago did a great webinar on how you can make certain sites accessible. I am not going to repeat it here. Basically, the most accessible sites because they have consciously made ways, for those who are hard of hearing and hard of seeing, they do not cover all disabilities but the cover more than most – is Facebook, Instagram LinkedIn and Twitter.

The choice to make your post more accessible is – there is this great guy. The link is here – it tells you what you need to do to make your post on Facebook, Instagram, or LinkedIn for too much accessible. That, and it of itself, will help the outreach. Again, if anyone wants more information, feel free to email me because this is a very easy guide to do that. I thought I would just put that out there in case people want to look to it and picked further. -- Look through it a bit further.

The advantages of using social media is also academic. There are people in the AUCD network who publish fabulous papers, wonderful research, and it is a great way to disseminate all of that information to one, get other researchers to get work and collaborate to get more citations. I mean, that is also a great way of getting citations. Twitter has now become an academic hub for promoting your papers and looking for like-minded researchers.

It is also a great way for outreach. For targeted communities and people, and because there are no gatekeepers and the use of a hashtag or a @, which I will explain further, it will help you get access to people with no gatekeepers. So it might be somebody who is to turn to big noise or somebody who has a policy, and they want more accessibility and services.

We come to the point of where do we want to be as a training centre, as a project that has to be communicated to the outside world – do you want to be a creator, which is creating original content such as the CDC and AUCD? Do we want to be a curator, which is a value add where they basically take all of this information and say, "OK, after the 20 things that could be in your inbox today, the one that is the most relevant are these three." They carried the content on the subject matter that is relevant to you.

AUCD developed that with special nature groups. A disseminator is what finds an appropriate

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link and passes it on. They share a video or link they might've seen, and they pass it through the vessel to the next audience. So you are now going through the pool of people you were told, and then you tell the other pool of people and so on and so forth.

Or do you want to be a disruptor? This is including lobbying and advocacy. Not many people do this because it really is not in the private sector. But you can be doing something that is seen as lobbying or advocacy. Or you want other communities to do them. This is a great medium to get a lot of voices to create one loud roar.

Creator – these are some examples from Facebook, this is Special Books by Special Kids. He creates content – original content – and we also have the CDC, creates their own content and uploads it to Facebook.

Then you have the curator. They can also be curator and content creator so they can straddle both themes. This is the American Association of American develop his abilities. Also Kaiser health news. They curate information because you have interest in this information, whatever it might be.

This is the disseminator. I hope you can see this. This is a tweet from disability statistics. The red line is showing that they retweeted something they found another tweet and they want to disseminate it further through the field. So they are saying, "Yes, we like it and we will passed on."

Then there is the disruptor, which is basically a movement of sorts – depending on one's instance like #nothingaboutuswithoutus and that is a hashtag. So this is promoting disability rights. If you want to get into this environment and that noise, and I mean that in the best possible way, you hashtag#nothingaboutuswithoutus.

If you want to do something also the discovery -- disruptor, you can look at the Marie Claire's 2021 changemakers list. She was retweeted by Andy because he is also great advocate for disabilities. So his network spread that word. So it is just like a wonderful trickle. It is starting off the one dot and it spreads out tomorrow.

See you are starting off with where you want to sit and how much you want to be curating, content creating, disrupting or disseminating – it also depends on the resources you have. Cannot be all things at once, but sometimes it can be more than -- one more than the other.

So how do we put this into practice? You basically need to see what your resources are because this looks really easy, but it is a full-time job. You need to have someone or various people, to create the content or even find the content. They need to monitor sites, post the schedule and analyse the process, and they need the skill set and management commitment.

I have done it myself and I have done it with others. It is a full-time job just trying to find content that is relevant, rate content that is relevant – because her member a message cannot just be uploaded and it has to go through a few checks and balances – then that process has to be factored into when you're creating a social media plan.

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So, you need to have an objective. Do you have a plan? Are you, as I said, I curator, curator, disseminator or disruptor? At some point, as I said before, you might be all for, or 20%, 10% or 60%.

How many social channels do you want to use to start now and in the future? You do not have to start with all of the now, you might want to just put your toe into the water with Facebook, Twitter, which is a different medium but these are good starts. You can start with these and venture further afield.

If the conduct aligned with the call to action? Is it supporting or promoting a resource? Is that resource uploaded and ready to use? So when you do say, "Here it is." People can find it.

Also, are you aware of the hashtags used? Do you have a social media account you want to specifically target instead of just a spray and pray approach, which is just hoping somebody reads it.

These are all things, again, that I referred to back when I was talking about the marketing plan – need to have a rationale that we are going to follow this so we can basically get the medium and communications we want. So, as I said before, it is important to pick where you want to be wisely.

This is a resource issue. AUCD, as you see on the bottom of the website, you have where you can contact them. They have an F book -- Facebook accounts, Twitter box, LinkedIn, YouTube, Instagram, Flickr, and an RSS. So this is covering everything. This is to be managed by whole set of people and they need all the resources to do that.

Here at the Florida Centre for inclusive communities, we have a social media and a list of where and what our commitment is to social media. Basically, all pages have a Facebook page. Some have Twitter, a few have Facebook and one has Instagram. This story picked and used -- the summary pick and chose which mediums we needed to have for what. This is not set in stone. But when you start with one medium, you can have the ability to test it out and see how it goes.

Basically, you can understand this way of medicating a little bit better. So, let us get to work.

MAUREEN JOHNSON:

Sorry, this is Maureen. I want to put it a question for Megan Clark. She says "Are you able to touch on analytics? For example, Facebook views versus reach?"

ANGELA MAKRIS:

Yes, that is coming down the track. (Laughs) You beat me to it. Thank you. That is very important. It is one of the big pluses that is on social media is the analytic content.

So, where do we start? There are two elements – calendar and content. Then there is the mindset. You have to be OK with losing control of the message because once this goes past a certain point, and it is retweeted, forwarded or shared, it is lost. It is somewhere out there, but it is OK if the content is great.

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Now, that is something most people are not used to because they are used to controlling the messages and channels. But you have to be OK with letting it go. If your message is fine, and it is on point then it is great. The problem arises when there is a mistake being made in the account, or in the information presented. Retrieving that can be quite hard. I would say next to impossible.

So you have to get a new message out to basically, you know, cancel out the other one because... That is why it is important because it is not like a TV ad that we use to just take down, or a print ad to stop running. Or a radio ad where you could basically just stop it from being played. It is not like a print ad, where the pamphlet can be recalled and reprint and send it out again. Not that this is any better, but is still a controllable medium.

Whereas, this is not a controllable medium. This is why you have to have all of your ducks in a row for you get that message out because you do not want to get it wrong because you will never be able to get that message back.

You will also promote wrong messaging, and that is the last thing you want to do. You have all seen who has seen it and how they have reacted to it. So thesis place to start – because you can control the messaging – is the text and the links. Be the curator and have created likes to backup content.

These are the options you have a new create a message. You have the owned media, you great videos, webinars, visual content, podcasts. You have paid media where you have your message and it is paid to be shared to people or groups were very targeted specifically like a paid ad.

It is not organic. The difference be to an organic's use of the five people, they sent it to 10 people, and amplifies. The paid ads – it is amplified from the start. You pay an amount it is quite reasonable, which is the beauty of social media – it is not an expensive medium to get traction – then you say, "I want to reach women--- women 35-40, who exes Facebook pretty much in the afternoon." The algorithm will do that. You can be that specific with social media. You can pay for a certain hashtag to always be out there.

You can get the message across in such an acute and accurate way that is impossible in any other medium. That is also worth investigating. The budgets could be 60, 80, \$200. This spends aren't that huge, compared to what is considered mainstream advertising.

Then you've got who you want to communicate. Do you want someone that is an advocate for a cause, or someone who is a researcher that is well-known in that area? Do you want them to help with the dissemination? Earned media is when people pick this up and promote it, such as the media might take up a movement that is happening and promoted. That is rare, but it does happen on more basic campaigns.

And of course, shared media is where you pick people to actually act as your ambassadors to generate content. Then you would have partnerships, but that is also a form of branding. The content you create is a little bit of what suits you, but the best and easiest way to start working is your owned media, that green ball down at the bottom. Where you create content based on

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research findings, events that are happening in your local area, or that you are promoting as part of the network. And then start to see the traction.

Part of that is understanding the difference between a hashtag and @. There is a hashtag that always goes first, and then you have a series of words or word. Here is an example, this slide has a set of both @, which is a person that is actually registered or company, that goes directly to them. They have a whole bunch of @ that are going to specific people or specific organizations.

Then you have the hashtag, which is choose to challenge, which is the movement they are promoting this within. You have the movement, Choose to Challenge, and then they have the people they want to outreach to with this message listed here. That can be done with any tweet, any Facebook, any Instagram, anything on social media.

If you don't know what hashtag to use, you can click on the subject such as disability, and you will see a whole bunch of hashtags come up. I did a campaign for domestic violence, and there are specific hashtags for Stop DV 2020. These things gain traction, because there is a lot of noise and a lot of people promoting various messaging. Those hashtags get everyone that has the same mindset to be exposed to this message.

Again, the amount of information being uploaded is a lot and constant. You can't just do it once and expect everyone to see it. It has to be daily. It could be hourly if you were coming to a deadline. If you press refresh, yours will be lost about 20 messages down. It is also about timing. If it is in that persons @ they have more of a chance of seeing it, but if you are bombarded with so much information, if they don't open or access it at that point in time, it might be harder for them to read it.

Here is another one, DD awareness month. Here, it is DD awareness 2021. Here are the other groups that are being targeted, we have AUCD News. NAC DD, Community Living. This is targeted to AUCD news, so it will appear on their feed. That is another way of extending your voice. Understanding the use of hashtag and @is very important.

What I usually ask of big meetings when we do that in house, I asked people with Twitter accounts to give me their Twitter account so I can use them as an extra ambassador for the voice. And then you can say, our hashtag for this project is # whatever you want to call it. And then see if anyone else is using it, and how they are using it. It could be a product or a service you don't want to be associated with, and your voice will get lost in that hashtag environment.

This brings me to the competition worksheet, which you can do. You have your keyword or hashtag. You see who is posting, where are they from, how many posts do they have? Is it in competition with what I am doing, or is it complementary to what I am doing? If I do hashtag DD, is that too vague? How specific do I have to get to know that my audience is the one I am looking for?

That takes some getting used to, playing around, looking at other centres on social media and what hashtags they use, and being guided by them. That would help. Also, looking at... seeing what tools other people use, or other educational institutions use to be able to promote the

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message. Learn from them and build on that.

This is shifting, it is always going to be different. Some hashtags will have more momentum than others. It is just understanding that if some thing didn't go as planned, there is maybe a reason for it. And maybe there isn't. That is another thing -- a hard thing to understand if you are a research scientist and you want empirical evidence. You probably won't get it. (Laughs).

You have your weekly social media activities. This can be done in an Excel spreadsheet. You have a version of what you put on Twitter, what you put on LinkedIn. These are the mediums, you swap them out with the mediums you will use. You might not post every day. LinkedIn doesn't need daily post, Twitter needs pretty much daily, hourly. It is like just walking in a city full of people. You have to keep moving, because if you don't, someone will trip over you.

Blogs are far more engaging. You put them up maybe once or twice a week, depending on the content. It is aimed at a different audience, and it is those that seek to have a discussion and to analyse. There might be some projects or findings that you find might be appropriate.

AAIDD, I remember when they had to go virtual, they took a lot of the posters from the conference and put them on Medium. They created their own page where they uploaded the posters and some research. It exposed some people to the research that might not even know AAIDD exists. The posters are already digitized, you just get the author to write something a little bit more engaging, and you create a post that is there forever.

When some and looks for something, or searches something, it might come up. So, blogs are a great way to promote. Especially with the environment being virtual, and people aren't just looking for content. They are looking for something that is a little bit different, to promote information from research. Medium is also... and they had their own dedicated page. It wasn't just a post. That was a very smart use of existing research to disseminate in a way that previously people might not have thought of in the research world.

That is why I think it is important to see which medium can help you, depending on your needs and your reach. So, we get to the bit of the analytics. Basically, every medium has an analytics page. You go to it, you press it, and it will give you a whole set of information. Basically, sometimes it is great, sometimes it is not.

You will get a set of posts that have how many people engaged with that, how many people shared it, humming people commented. From that list, which is long, it is 35 or 40 post set up on one screen. You will see which ones got the most engagement. Was it the topic, was it because I had a photo, was it because it was about someone in the community people like? Photos like better than plain content, videos work better than photo.

Twitter does have engagement, but it also has content. Because the content is so sharp and short, and then you go to the link, it is a different beast. You might get them initially with an image, but there has to be a link to something more. Someone asked me the difference between engagement and reach, was that the question?

MAUREEN JOHNSON:

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Yes, that's correct.

ANGELA MAKRIS:

Reach is who saw it. It was posted, and they got to 30 people. Engagement is who interacted. Did they comment, did they pass it on? Reaches basically, I saw it. But did I do anything in it is where engagement comes in. Did I pass it along, did I comment, did I like it? That is where your true stats lie. You can get a whole bunch of people, but they just saw it. But who engaged with the content? Who engaged with the link? Did they follow through? This is something all the analytics can give you, from all the mediums. Which is something that costs nothing.

You can do it on a monthly or weekly basis, depending on the needs and what you are posting. This will also help you track. We also have responsiveness. Responded, how long did we take to respond to someone's message or comments? It took nearly 3 hours. Is that good? Not really. But this isn't a page that has a lot of traction. Usually, if people reach out to you, they want to note that you are replying within 10 or 15 minutes. That is the speed of people expecting a reply, because of the nature of the medium.

You need to understand how much you are going to engage with this medium, because you need someone to monitor if someone has commented something that isn't great, or they commented a query, or they want to know where else they can get something. They are not expecting you to reply tomorrow. That's why you need someone there to monitor and reply. It is far more labour-intensive than most people think.

This is the second last slide. Before you embark on this journey, there are a few things you need to consider. First, is management OK with this channel of communication can because someone has to approve what is going out. It might be everyday.

What roles does your UCEDD have, and what programs or projects you want to disseminate? Not everything will work on social media. If something's work on one platform, it might not work on the other. The experience is great with this, because the more you see, the more you know. As users, you will also have got instinct of what people tend to gravitate towards.

Most important, do you know your audience, and the best place to find them? There is not a lot of data with social media and disability use. There is some data, but is a bit old. It is as good as it is going to get at this point. With 2020, I hope there is more research coming out. But to date, I have not seen a lot.

Did you have the resources to maintain this initiative? As I said, people want responses. If you are on Facebook, which is more interactive, you need someone to monitor the chat, the communication, just to make sure you are answering and no one is in their same things you don't want.

Do you have content that people want to access? Is this interesting enough, and if it is, to whom? Do you have a schedule content, do you know what will be uploaded and when? Otherwise you will forget to post, or post things that are not relevant. It is easy to do, because it takes a lot of legwork. If someone is not dedicated, those daily posts will not actually be achievable. There is no one to monitor and do them.

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Are you able to monitor the online activity? This is exceptionally important. You need that to me monitored, you need someone dedicated with responses. You need to have standard responses ready in case someone says something that is not correct, either politically or legally. These things have to be thought about beforehand. So when the time comes, you already got the message ready, and whoever is monitoring that day can respond in due time.

If they have to go up a level or two, the opportunity might be lost.

Thank you, I am more than happy for anyone to reach out to me and I will give them more detail and more resources. I will help anyone with any queries they may have. I'm happy to take questions for anyone that might have any.

SPEAKER:

Angela, I have a question. This is Megan from the diversity of Alaska. You have a template for reporting out, for example, participants and how that translates across the different mediums. I am just thinking of Hera (?) for example. What does that look like?

ANGELA MAKRIS:

I have some. Actually to do some reports for them myself (Laughs) I was working at the centre of excellence... So I consented to Marine. I can send all of these resources. AB that could be something that is working for everyone. -- I can send them to Maureen. So, the more you want just let me know and I could have those lessons -- I could send that to Maureen.

MAUREEN JOHNSON:

Thank you, Angela. I could definitely send that out to everyone. I have another question. Do you find Facebook groups effective? Why is it so hard to track those analytics using the tools they provide or via HootSuite?

ANGELA MAKRIS:

Well, if you're not paying for it it doesn't help you very much. You could do two accounts on HootSuite which is a base for what people do because can get expensive.

Facebook private accounts are not public. They are private. I have done work with people in public health resources from Facebook groups. There are more like chat groups. Unless you have... It is hard to say because they are private. They are not aimed to communication. You cannot get the data because you are not accessing it.

So the data you have are put into the site that you have. You cannot be booking someone else's data. So I am an editor and I can look at the analytics and for more detail than someone who is just viewing it.

So it all depends on who the manager is and who the administrator is. Is that person the district of the page? Do they have access that allows them to look at data with a lot more in-depth than someone who is just there because that is something important to figure out.

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MAUREEN JOHNSON:

Alright great. So if anyone has any other questions you could unmute and ask or you can even put into the chat. Yes, as a Tara client responded to your question, Angela and she said yes she is the page admin.

ANGELA MAKRIS:

Alright, Tara, I will get back to you. We have a couple more minutes left in this webinar. Please feel free to put your comments into the chat box, or you can unmute yourself and say what you want to say. Once again, I want to thank Angela Makris for this presentation. This was a webinar sponsored by the National training directors. (inaudible) thank you for this webinar content. (inaudible)

SPEAKER:

Hello everyone. This is Eileen McGrath. I want to thank everyone for joining us today and especially thank Angela for such a valuable and informative webinar. It has been very helpful. Thank you all for attending.

ANGELA MAKRIS:

Thank you for the opportunity.

MAUREEN JOHNSON:

We will keep -- will give a couple more seconds. If anyone has any questions. If not we will end December -- we will end this webinar. Please fill out the survey. We will have that survey open in a few week as well. So if you say so the chat, I will also send it out.

I see that there are no more questions and just a lot of thank youse to Angela. She is a proud UCEDD trainee at the FCIC. As you can tell from her background. Thank you for attending this webinar. This webinar has been recorded and will be archived with a Utes -- AUCD.

I do see in the question coming from Darla. "I would love to have a follow-up at some point on more specifics to the analytics for each of these platforms."

SPEAKER:

Maureen? This is Megan from the centre of development. I would love for there to be a focus on analytics, if there was any way that a group of us can get together because I share similar challenges.

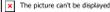
MAUREEN JOHNSON:

Yes, that is a great request. Maybe we can send out or request or have something in the future. I love that idea.

SPEAKER:

Hello, this is Aryana from AUCD, communication's assistant. That is a really good idea, Megan. I forget who else just said that. I will look into setting that up. Just back thank you so much --

MAUREEN JOHNSON:

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Thank you so much, Aryana.

SPEAKER:

This is Eileen McGrath. We will do what we can to get this group established, connected and working. (Laughs)

MAUREEN JOHNSON:

Thank you so much everyone. If there are no more follow-up questions, then we will conclude this webinar. Have a great rest of your Friday and please complete the postevent survey in the link.

ANGELA MAKRIS:

Thank you everyone.