

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® hữu hiệu đối với 4 trong 5 trường hợp.
Rất có thể điều này sẽ xảy ra cho quý vị.**



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一個信心, 力量和成功的象徵 - 馬年

相信當一匹馬奔跑的時候, 它將會帶來成功。如果在馬年說製令閣下關心的話, 有一個強力的解決辦法 - Rogaine®。

Rogaine® 是一種醫學證明可以為男士和女士治療男性脫髮的方法。在每個個人當中, Rogaine® Extra Strength 可幫助其中斷停止脫髮。有些人還可能長出新的頭髮。在短短的八個星期內就可見到效果。試辦 Rogaine® - 在2002年的馬年可以是個非常成功的一年。必需要聽下藥劑師的意見。如需要更多的資料, 請致電 1300 650 053 或查閱網址 www.rogain.com.au。



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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?

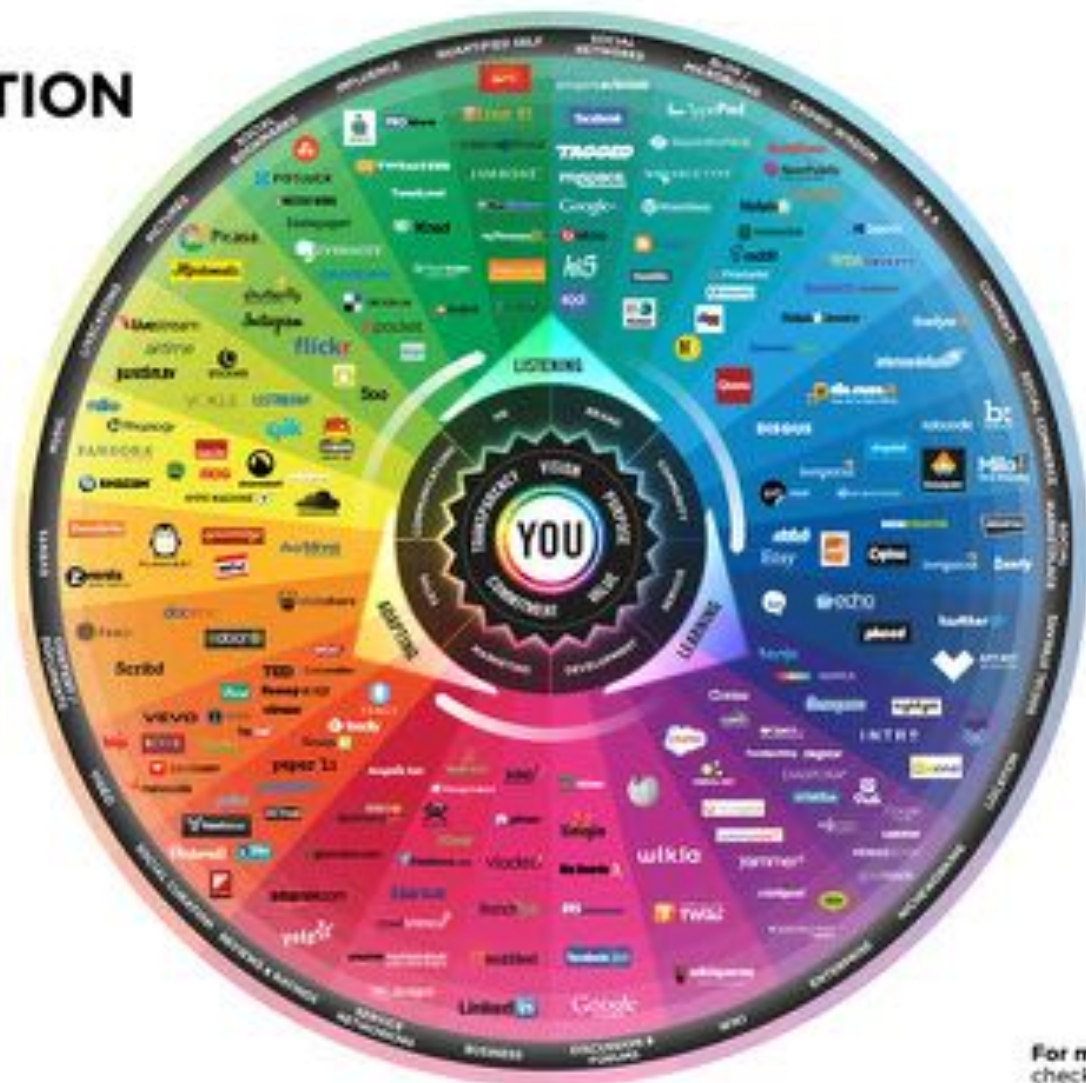
- Social media are **interactive** digitally mediated technologies that facilitate the **creation or sharing/exchange of information**, ideas, career interests, and other forms of expression via virtual communities and networks
- Broad and relatively uncensored
- Anyone with internet can set up, access 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

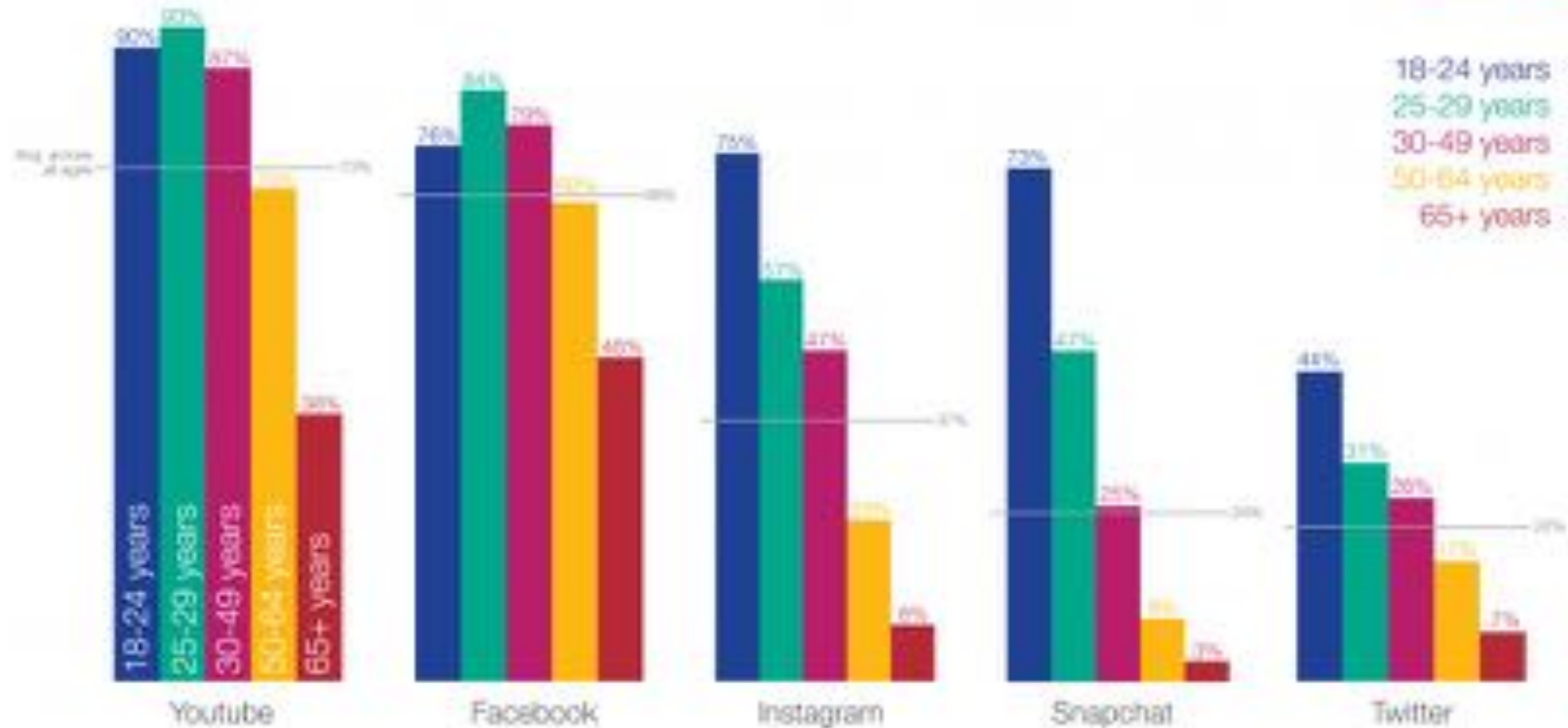


For more information
check out conversationprism.com

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 2019. This is shown by age group.

Our World
in Data



Source: Pew Research Center 2019.

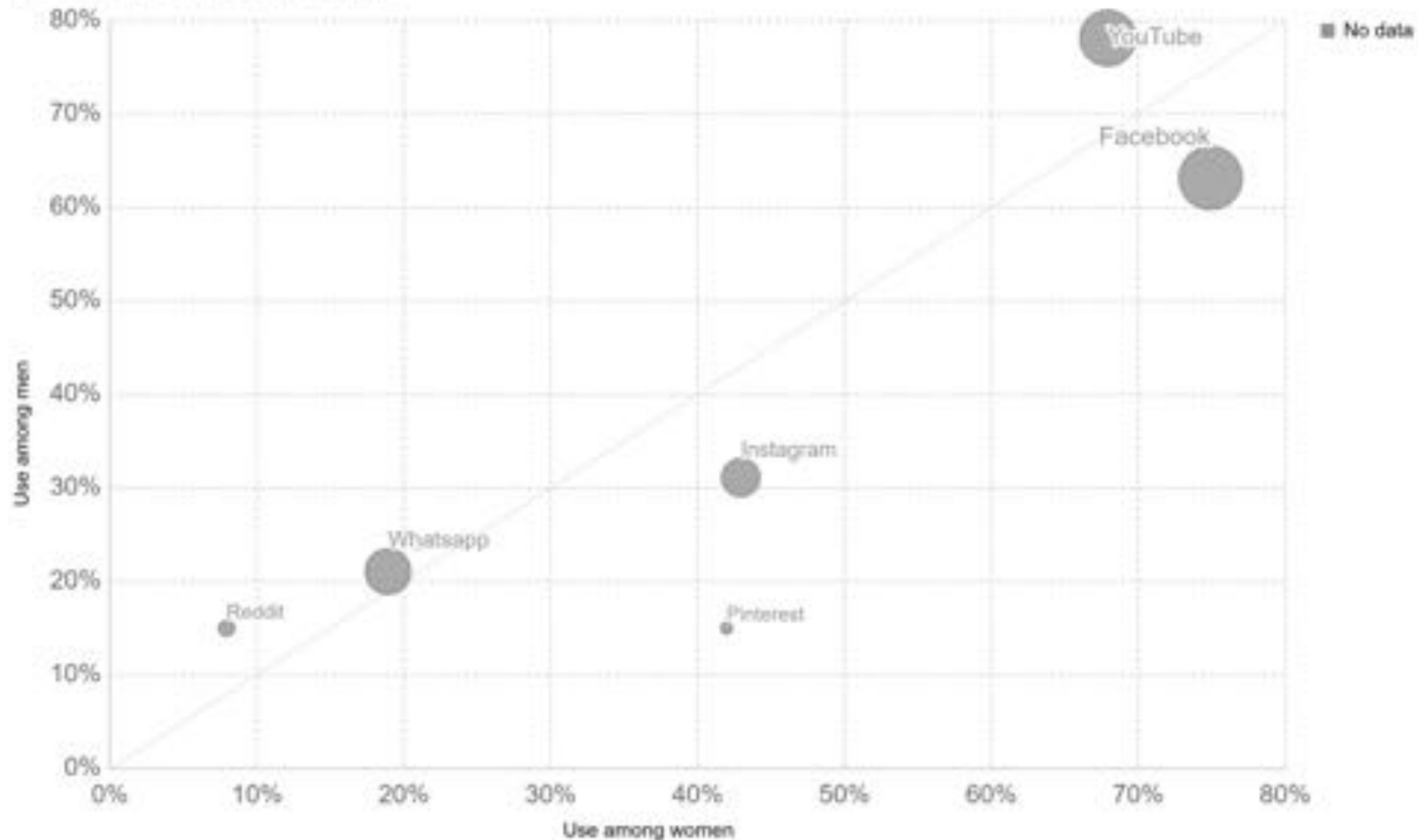
This is a visualization from Our World in Data using information from the following sources: [Survey of Consumer Expectations](#) and [The World's Largest Open Data Platform](#).

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<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))

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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?

- **Creator**

Original content

- CDC
- AUCD

- **Curator**

Value add

- AUCD

- **Disseminator**

repost or
retweet

- Personal
accounts

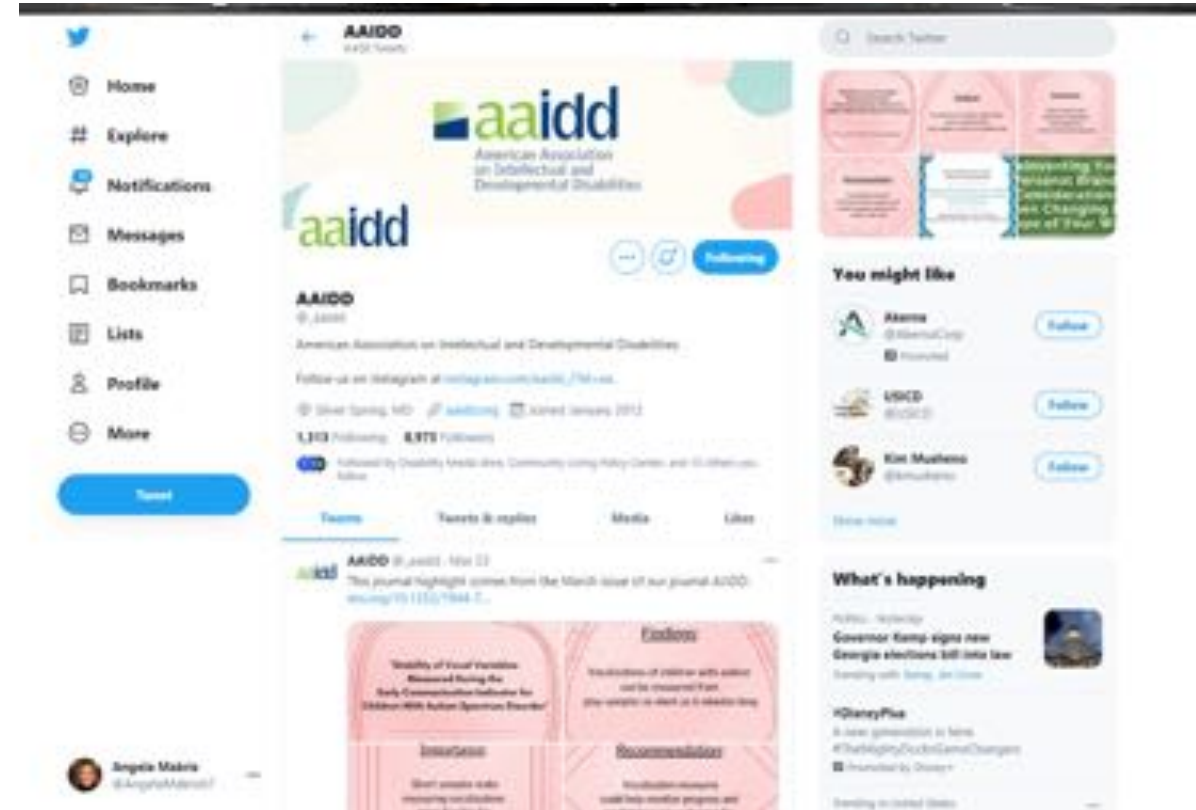
- **Disruptor**

lobbying
and
advocacy

Creator



Curator



Disseminator

The screenshot shows the Twitter profile of DisabilityStatistics. The profile name is circled in red. The main tweet features an infographic titled "EMPLOYMENT RATE" for "People with disabilities ages 18-64". The infographic shows three bars representing different categories with the following percentages: 38.8% (blue bar), 33.1% (purple bar), and 30.7% (orange bar). Below the infographic, there are icons for replies, retweets, and likes. The right sidebar shows trending topics and a list of topics to follow, including Nonprofits, Education, Online education, Black Lives Matter, and Psychology.

DisabilityStatistics Following

DisabilityStatistics Retweeted

ACuper @ACuper_Tw
Get the 2021 DisabilityInclusion annual compendium & watch the 2021 DisabilityCompensationEvent at [disabilityinclusion.org](#). The DisabilityInclusion Fund is for ACLI, NDCAR.

DisabilityStatistics @disabilitystats · Feb 9
The infographic from @disabilitystats and @BPC_Rural shows that as places become more rural, #DisabilityEmployment rates go down. #DisabilityCompensationEvent
[webj.mp/2021/02/09](#)

EMPLOYMENT RATE

People with disabilities ages 18-64

Category	Employment Rate
Category 1	38.8%
Category 2	33.1%
Category 3	30.7%

DisabilityStatistics @disabilitystats · 27h
Did you know an #ITEE and are having #ITCOT? No worries! You can find them all here! [webj.mp/2021/02/09](#)

Angela Mabris @AngelaMabris

Nonprofits Business & Finance Follow X

Education All about education Follow X

Online education Education Follow X

Black Lives Matter Social movement Follow X

Psychology Science Follow X

Some of today's trending topics. © 2021 Twitter, Inc.

Disruptor



Twitter navigation menu: Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, More.

Article

Presenting Marie Claire's 2021 Changemakers List

Physical and mental well-being cannot be separated. These changemakers are working to ensure you have both. Read more

From your network

Andy Ingrams @andyinc - Mar 24

Presenting Marie Claire's 2021 Changemakers List. Physical and mental well-being cannot be separated. These changemakers are working to ensure you have both. @marieclaire.com

Also things I did

Don Kelly @Don_Kelly - Mar 24

Search Twitter

What's happening

Royal Family - 1 hour ago
Prince William says the royals are 'very much not a racist family'

igeneration
Presenting Marie Claire's 2021 Changemakers List

Matthew McConaughey
1.1K tweets

LET Entertainment
Pam Sclafani breaks silence after controversial Meghan Markle comments

Stromberg Quinn
This is what you need to know about the new \$1,400 stimulus checks

Twitter navigation menu: Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, More.

Search: #nothingaboutuswithoutus

Who to follow: Sorghere, Mindy Murphy, Hugh Keenan

Topics to follow: Viral Tweets, Funny Tweets, NFL, Rap, NBA

Winnie Wilby @Winnie_Wilby - Mar 24
What about #NothingAboutUsWithoutUs? Another high-level conference that speaks about persons with disabilities, without anyone concerned at the table. "Protecting vulnerable adults" starts by including them in the conversation about their rights.

EU Fundamental Rights @HumanRights @EU_Fund - Mar 24
How can we best protect vulnerable adults - people with disabilities, victims of #HateCrime or domestic violence?

Next week our joint @2021Murugudu @bigginig @EU_Commission event will map the way forward in our #LondonOfQuality. See us here: eu2021.parliament.europa.eu/Bombay

2021 PORTUGAL .EU
HIGH LEVEL CONFERENCE
30 March 2021
Protecting Vulnerable Adults
Work Course - The Best of Europe

Ana Torres @AnaTorres - Mar 24
What a beautiful mass of people gathered today to grieve, honor, and heal together. I'm grateful to build community here, to bring my hair along in this journey, and to build plans for the work ahead.

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

The screenshot shows an email newsletter from ASCO. The header includes the ASCO logo and the text "ASCO you OPS 2021 Orientation". The main content is divided into two columns. The left column features a large image of a globe with the ASCO logo and the text "Disease Control and Prevention, U.S. Department of Education, Home and Community-Based Services, Access and Patient-Centered Outcomes Research Institute, Appropriations, Keeping All Students Safe Act, Biden-Harris Administration, COVID Disability Policy Seminar, ASCO Disability Policy Fellowship". Below this is a smaller image of the globe with the text "Appropriations, Centers for Medicare and Medicaid Services, Public Charge, Special Immigration, Money Follows the Person, Organ Transplantation, Disability Policy Seminar, ASCO Disability Policy Fellowship". The right column features a large image of a globe with the text "ASCO you OPS 2021 Orientation" and "Friday, April 16, 2021 4:00 p.m. - 5:00 p.m. - ET Location: Zoom". Below this is a smaller image of the globe with the text "ASCO you OPS 2021 Orientation" and "Saturday, April 23, 2021 4:00 p.m. - 5:00 p.m. - ET Location: Zoom". At the bottom of the newsletter, there is a "CONNECT WITH US" section with icons for Facebook, Facebook Timeline, Twitter, LinkedIn, YouTube, Instagram, Flickr, and RSS.

2 x Facebook accounts

Twitter

LinkedIn

YouTube

Instagram

Flickr

RSS

FCIC • FLORIDA CENTER FOR INCLUSIVE COMMUNITIES
a University Center for Excellence in Developmental Disabilities Education, Research, and Service

- Home
- About
- Program Areas
- Resource Library
- Conferences
- Contact Us
- Staff



FCIC Social Media

Program				
Florida Center for Inclusive Communities (FCIC)	✔		✔	
FCIC Programs				
Alliance for Autistic Participation	✔			
Applied Behavior Analysis Postgraduate Program	✔			
Center for Autism and Related Disabilities (CARD)	✔	✔	✔	✔
Employment Network at FCIC	✔			
Florida Self-Advocates Alliance	✔			
Florida's Positive Behavior Support Program (PBP)	✔	✔	✔	
Florida's Resource to Intervention for Behavior (FRIB) Database	✔	✔		
Innovative for Effective Programs for Students with Autism (IPEAS)	✔	✔		
National Assistance Center on Social Emotional Intervention for Young Children (NASEC)	✔	✔	✔	

 Search FCIC

 FCIC Structure

Expert Advisory
Get in touch with our
experts in the field 

 FCIC Newsletter
Not updating your
newsletter? [Subscribe to email us](#)

 FCIC Social Media

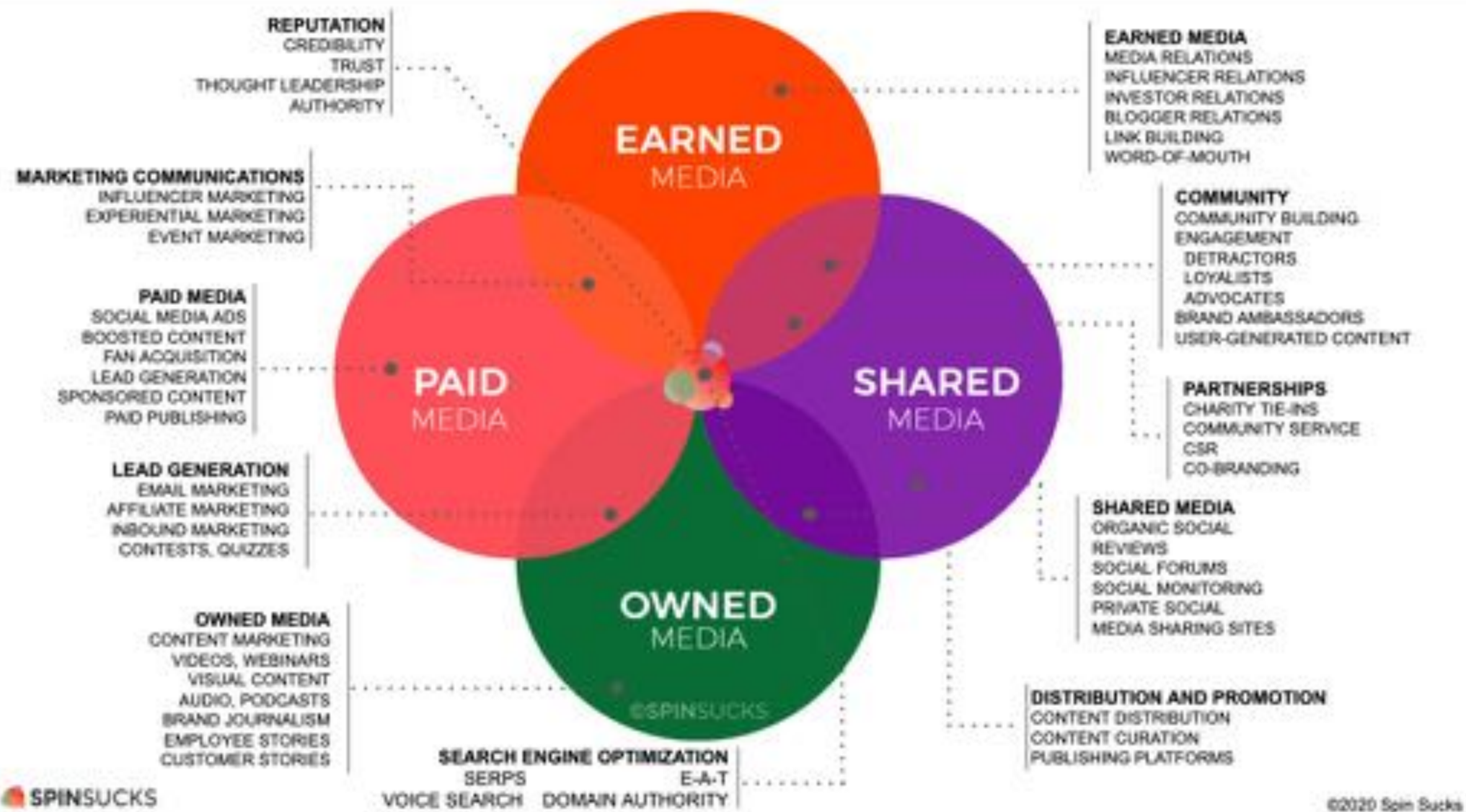
 FCIC on Facebook

 **AUCD**

Let's get to work!

Where to start ?

- Two elements... well three
 - Calendar
 - Content
 - Mindset – be ok with loosing 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





Developmental Disabilities



Top

Labels

People

Places

Videos

0:00 0:00 view



00



00



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Powered by Flickr Inc.



Louisiana Developmental Disabilities Council @LDDCouncil

May 1

Welcome to #DDAwareness Month, helping to raise awareness about inclusion of people w/ disabilities in community life via #DDAwareness2021 & share stories about people with/without disabilities forming strong, diverse communities 🌈

#LDDC

#CommunityLiving

#INCLUD

#DDCPhoto



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Competition Worksheet

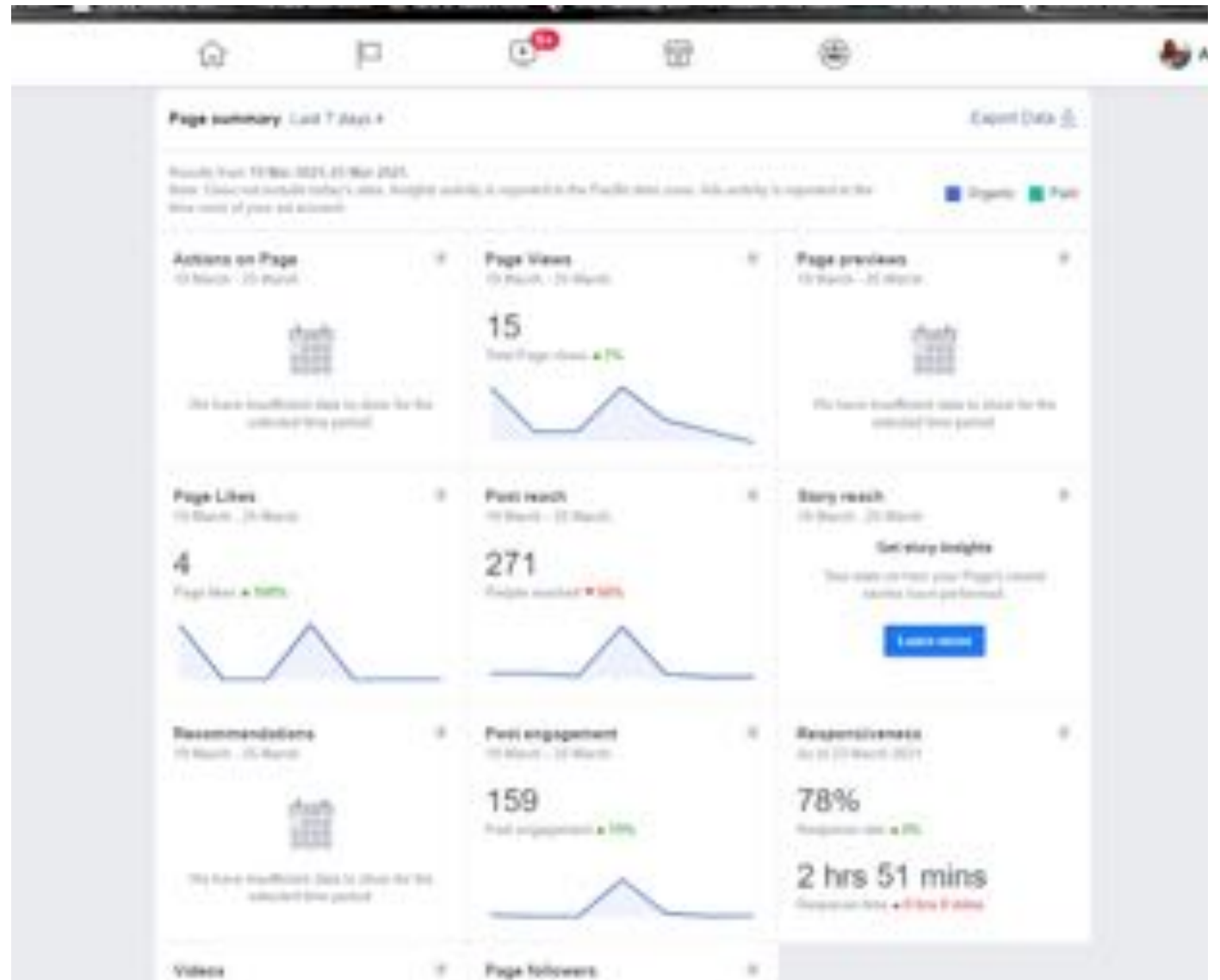
SITE	DOMAIN AUTHORITY	CAN COMPETE?	SEARCH VOLUME	COMPETITION
Keyword #1:				

Weekly Social Media Activities

Weekly Social Media Activities						
Sunday; 1/27/20	Monday; 1/28/20	Tuesday; 1/29/20	Wednesday; 1/30/20	Thursday; 1/31/20	Friday; 2/1/20	Saturday; 2/2/20
Twitter						
LinkedIn						
Blog						
Facebook						
Instagram						

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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