SOCIAL MEDIA FOR SOCIAL CHANGE

STACY WAITE AND MARKETTA BAKKE

PONDER THIS

- In Q4 2018, Facebook reached 2.7 billion monthly users across Facebook, Instagram, WhatsApp, or Messenger each month, with **more than 2 billion people using at least one of Facebook's services every day**.
- In Q4 2018, Google reported that YouTube has **more than 2 billion monthly users** and the number of channels with more than 1 million subscribers has nearly doubled in the last year. Additionally, the number of content creators on YouTube earning between $10,000 to $1 million from YouTube AdSense grew more than 40% compared to a year earlier.

OVERVIEW

- Barriers for people with disabilities
- Benefits of social media
- Online platforms
- Setting up a profile
- Risks

"I note the obvious differences
between each sort and type,
but we are more alike, my friends,
than we are unalike"

(Angelou, 2000)

WHAT ARE THE BARRIERS?

PHYSICAL BARRIERS TO OPPORTUNITIES

- The real world is not as accessible as school or dayhab
- Transportation is one barrier preventing people with DD from accessing their communities
- Stairs, narrow doorways, icy sidewalks, heavy doors, crowded lobbies

COMMUNICATION BARRIERS

- Language disorders (speech clarity)
- Methods of communication (ASL, AAC device)

SOCIAL BARRIERS

- Lack of naturally developed social supports

- Limited membership / belonging

SHARE THIS:

We spend time making sure people are included in their communities...

but communities are ONLINE too.

RESISTANCE FROM STAFF OR ADMINISTRATION

- It's going to take a paradigm shift
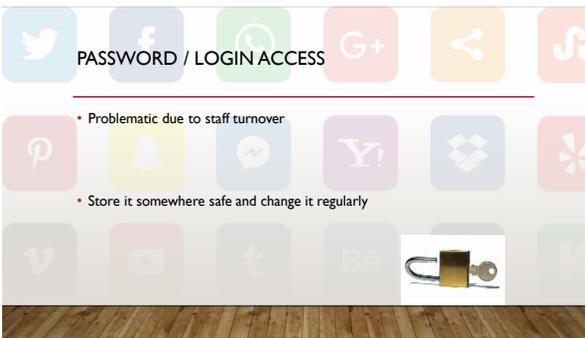- Employee advocacy
- Rise above the tide!
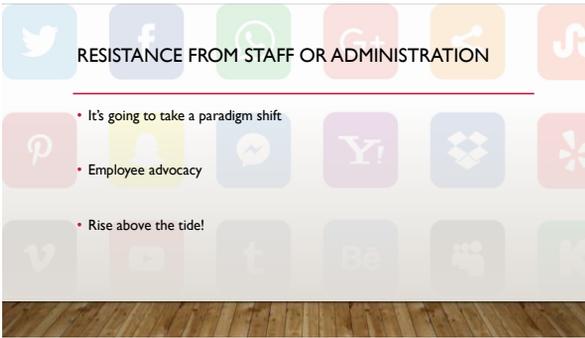
OUR FEARS OF EMBRACING CHANGE IS A BARRIER!

- What about HIPPA??
- What's a safe risk?
- Exploitation / bullying

PASSWORD / LOGIN ACCESS

- Problematic due to staff turnover
- Store it somewhere safe and change it regularly

HOW CAN SOCIAL MEDIA HELP?

Expands the social circle of support beyond family and staff

BUILDS SOCIAL CAPITAL

Social Capital consists of the financial, social and emotional resources that people build through social connections.

(Shpigelman,2018)

HIGHER SOCIAL CAPITAL LEADS TO

relationships

College connections

Job opportunities

OTHER BENEFITS

- Breaks down barriers and creates a social presence
- Gives voice to advocate and protest unfair policies
- Affordable communication technology
- Motivation to improve fine motor skills
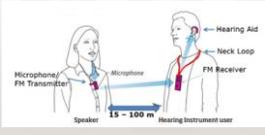- Connections built with others with same rare medical conditions

(Thompson, 2013)

WHO, WHAT, WHY, AND HOW

- Who is your audience?
- Which platform will you use?
- What is the purpose?
- How will you access it?

ASSISTIVE TECHNOLOGY

Speech to text or text to speech software

Bluetooth hearing aid paired with TTS

FM systems

ASSISTIVE TECHNOLOGY

- Eye trackers
- Switches
- Communication boards

BE CREATIVE, OFFER CHOICE AND VOICE

Not everyone will sit at a computer and type in a status update. Still, you can:

- Take pictures of people using picture communication boards.
- Use short video clips to help people communicate with friends and prospective employers.
- Offer people the chance to choose which photos and phrases they like best.

"Social Media" in a ~~nutshell~~ Donut

Twitter — I´m eating a #donut
Facebook — I like donuts
foursquare — This is where I eat donuts
Instagram — This is a vintage photo of my donut
YouTube — Here I am eating my donut
LinkedIn — My skills include eating donuts
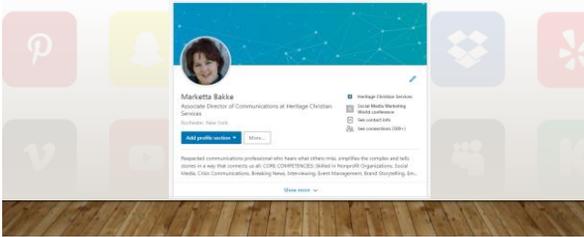Pinterest — Here´s a recipe for making donuts
Last FM — Now listening to "Donuts"
Google+ — I´ve joined a circle of donut-eating enthusiasts
Reddit — There´s a conspiracy around donut eating

Source: Many   @stephendale   Collaboration Now!   (Dale, 2012)

Use of different online platforms by demographic groups

EMPLOYMENT

- Create connections through online peer groups to learn of job openings
- *Linkedin*

BENEFITS OF LINKEDIN

"LinkedIn can give you exposure and access to important people, help you attract new prospects, keep you in front of existing clients and vendors, spark marketing or business partnership possibilities, generate more introductions and referrals, provide invitations to speak at events or conferences, uncover media or press inquiries and much more." – SocialMediaExaminer.com

EXAMPLE: LINKEDIN PROFILE

BENEFITS OF TWITTER

Try these tips from CareerBuilder.com for standing out to potential employers:

- **1. Make a list of influencers.** Carefully construct Twitter lists of the people you'd like to emulate – or just learn from.

- **2. Curate content.** Great industry leaders collect or curate resources that will be useful to their followers. Try to share your own insights and add your own voice to what you've read. Be a student of your industry or field and make a conscious effort to continually learn and grow.

- **3. Build a following.** Becoming an industry resource on Twitter is part of establishing yourself as a leader in your industry. After all, 44 percent of employers say they've found content on a social networking site that caused them to hire a candidate.

EXAMPLE: TWITTER PROFILE

BENEFITS OF TIKTOK

TikTok is a Chinese social network that puts video first. People can post short videos (15 to 60 seconds), edit them, add music, and post them to their TikTok followers. It's estimated that over 500 million people use TikTok, meaning the network is larger than Twitter and Pinterest.

TikTok is the best platform to promote your personal brand because if it is true that personal branding is about talent, then short videos give you the chance to showcase your skills-art-abilities-ideas in a fast- and smart-consuming way.

– NealSchaffer.com

EXAMPLE: TIKTOK PROFILE

FACEBOOK

INSTAGRAM

- Visual content is key, because people remember 80% of what they see, compared 20% of what they read and 10% of what they hear.
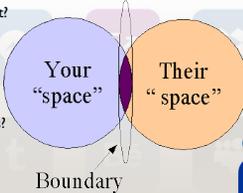
SELF PROMOTION

- Do you include your profiles on resumes?

- Is your handle or profile pic something you would share with everyone?

BOUNDARIES

- Who is on your friend list?

- What do you share?

- Is this reducing otherness?

Your "space"   Their "space"

Boundary

RISKS

- Vulnerable to "Mate Crimes" – people can be exploited financially, sexually, or physically without oversight that is **appropriate to the person's level independence**.

(Learning Disability Today, NA, 2018)

SHARE THIS:

We were afraid people would be taken advantage of in the workforce and in their own homes.

WE FOUND A WAY.

HOW TO KEEP LEARNING

- SocialMediaExaminer.com
- Facebook.com/help
- Follow people who are doing a great job
  - Sally Leadbetter (@wheelingalong24 on Instagram)
  - Cory Lee (@curbfreecorylee on Instagram)
  - Lee Ridley (@LostVoiceGuy on Twitter and Instagram)
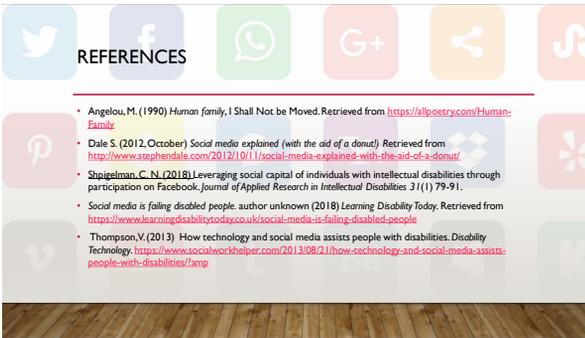
UNREALISTIC EXPECTATIONS

- People tend to share their joyous moments – that doesn't mean life is perfect.
- Don't be afraid to share the ups and downs, but always promote dignity.

#NYSAPSE

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