

## Developmental Disabilities Awareness Month 2017: Life Side by Side

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### Today's Webinar

- About the campaign
- How to get involved
- What to do if you don't use Facebook
- Simple social media "how to's"
- Questions
- Contact info

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### Campaign Partners



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### Developmental Disabilities Awareness Month

- March is DD Awareness Month
- We highlight inclusion, contributions and togetherness
- We reach out beyond our everyday networks

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Thank you to our partners at AUCD and NDRN for your help in spreading the word and all of your great ideas for the campaign!

## About the Campaign

- The goal of the campaign is to raise awareness by having people with and without disabilities sharing their stories about their lives, side by side.
- Participants can share photos, videos and stories.
- Resources will be shared about topics such as accessibility and inclusion

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## Before the Campaign

- Send your stories, photos, videos and resources to NACDD
- Visit [the DDAM webpage](#)
- Spread the word!

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Before the campaign begins, start spreading the word! Send your photos, videos, stories and resources to NACDD so that we can share them with everyone! We will have a webpage dedicated to DD Awareness Month resources and information. This page will have all social media links, images to share, this archived webinar and a list full of resources for you to share and learn from!

## How Can I Participate?

- Facebook
  - Post photos, videos or stories about your life side by side
  - Share posts from other people and pages
  - Use the hashtag #DDawareness17
- Twitter
  - Tweet photos and stories
  - Retweet @DDAwareness, @NACDD, @AUCDnews, @NDRNadvocates
  - Use the hashtag #DDawareness17

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## Other Ways to Participate

- Send your resources to NACDD!
  - We want to showcase the amazing work that you, your Council, state or organization are doing!
  - Send us your resources so we can share them with everyone else!
  - Resources can include blog posts; studies; information about education, community living, families, health/healthcare; or anything else that you think can be a helpful resource to others for living side by side!

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Make sure that you are using the hashtag #DDawareness17 across all social media sites so that our conversations become linked!

## What if you don't use Facebook?

- Email content to your council or NACDD
- Encourage constituents to post on their social media using the hashtag #DDawareness17
- Post a link to the DD Awareness webpage on your website

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If you don't use Twitter or Facebook, it's okay! Email your Council or network and tell them about the campaign! Spread the word so that others can get involved. Post links and resources from the campaign to your website so others can see if there, as well!

## Expand Your Network

- To truly make this a public awareness campaign, we must go beyond our current network.
- Consider reaching out to:
  - Businesses
  - Legislators
  - Schools
  - News Stations
  - Other organizations
- Enlist your council members – they may have connections that you aren't aware of!

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For this campaign to extend as far as possible, we have to go beyond our every day networks. Talk to businesses, schools, local legislators, news stations and any non-disability organizations. Don't forget – people in your Council might have connections that you don't know about!

## Who Participates?

- EVERYONE!
  - DD Councils (staff & councils)
  - Your constituents
  - People in your network and partners
  - People outside of your network
  - Other DD organizations
  - Anyone who wants to!

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This campaign is for everyone! Like we said, we want this to reach as far and wide as possible. NACDD invites anyone who wants to join in, to jump in and spread the word about Developmental Disabilities Awareness Month!

## How We'll Raise Awareness

- By using the hashtag #DDawareness17 to link posts across all social media platforms
- By sharing stories, photos and videos of people with and without disabilities living side by side on social media
- By sharing resources about living inclusive lives

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The hashtag #DDawareness17 will link all of our conversations across social media. It will allow us to track how many people are talking about Developmental Disabilities Awareness and help us find new stories and resources to share.

## Social Media How-To Guide

- o Facebook:
  - o Uploading a cover photo
  - o Scheduling a post
  - o Tagging

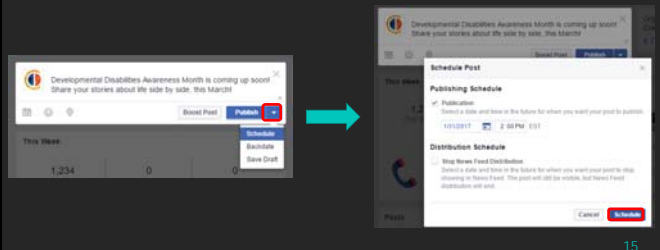
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## Facebook: Uploading a Cover Photo

- o A cover photo is the larger photo at the top of your profile, above your profile picture.
  - o To add or change your cover photo:
    - Hover over in the top-left of your current cover photo.
    - Click Update Cover Photo. If you don't currently have a cover photo, click Add Cover Photo.
    - Choose whether you want to upload a new photo or pick a photo from one of your existing photo albums.
    - Once you choose a photo, you can reposition it by clicking the image and dragging it up or down.
    - Click Save Changes.

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## Facebook: Scheduling a Post



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## Facebook: Tagging

- o When you tag someone, you create a link to their profile. If you tag a friend in your status update, anyone who sees that update can click on your friend's name and go to their profile. Your status update may also show up on that friend's Timeline.
- o To tag someone, type the "@" symbol and then type the name of the person or organization you would like to link to.



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## Social Media How-To Guide Continued

- For more social media how-to guides and best practices, visit the [DDAM webpage](#) and read our Social Media Guidelines

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A more in-depth social media guide, along with some best practices, will be available on the DD Awareness Month webpage soon!

## Questions? Comments?

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## Contact Us!

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Please don't hesitate to contact us with any questions that you may have! We are here to help you and are more than happy to do so!

## Survey

- Please be sure to complete the webinar survey directly following the webinar! Thank you!

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