

# Developmental Disabilities Awareness Month 2019

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# Today's Webinar

- About the campaign
- Weekly focus areas
- How to get involved
- What to do if you don't use social media
- Simple social media “how tos”
- Questions
- Contact info

# Developmental Disabilities Awareness Month

- March is DD Awareness Month
- President Ronald Reagan proclaimed in 1987
- We highlight inclusion, contributions and togetherness
- We reach out beyond our everyday networks

# About the Campaign

- The goal of the campaign is to **raise awareness** by having people with and without disabilities sharing their stories about living alongside each other
- Participants can share photos, videos and stories.
- Resources will be shared about topics such as education, employment, community living, accessibility, and inclusion

# Before the Campaign

- Visit [the DD Awareness Month webpage](#)
- Visit the [NACDD Facebook page](#) and stay up to date on information
- Spread the word!
- Send your stories, photos, videos and resources to NACDD by February 15 to make sure your content is shared for the entire month!

# DD Awareness Month 2019 Imagery



# How Can I Participate?

- Facebook
  - Post photos, videos or stories about your inclusive life
  - Share posts from other people and pages
  - Use the hashtag #DDawareness19
- Twitter
  - Tweet photos and stories
  - Retweet @NACDD
  - Use the hashtag #DDawareness19

# Other Ways to Participate

- Send your resources to NACDD!
  - We want to showcase the amazing work that you, your family, your Council, your state or your 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, videos, pictures or anything else that you think can be a helpful resource to others!
  - Send your stories, photos, videos and resources to NACDD by February 15 to make sure your content is shared for the entire month!



# Weekly Topics and Sharing Resources

- We have broken the month of March into weekly focus areas to help steer the conversation
  - March 1 – 8: Education
  - March 11 – 15: Employment
  - March 18 – 22: Community Living
  - March 25 – 29: General
- Using the provided resources and images are not required – it is just a way to help you plan your campaign and offer inspiration!

# What if you don't use Facebook/Twitter?

- Email content to your DD Council or NACDD
- Encourage others to post on their social media and use the hashtag #DDawareness19
- Post a link to the [DD Awareness webpage](#) on your website

# 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
  - Diverse Communities
  - News Stations
  - Other organizations
- Enlist your DD council members – they may have connections that you aren't aware of!

# How We'll Raise Awareness

- By using the hashtag #DDawareness19 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

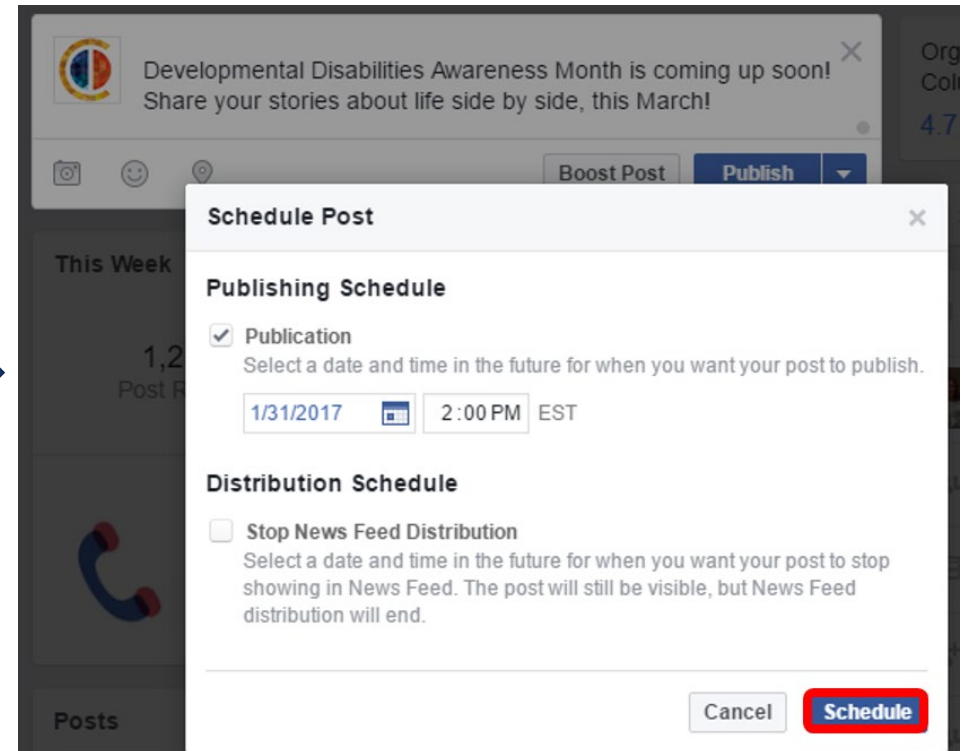
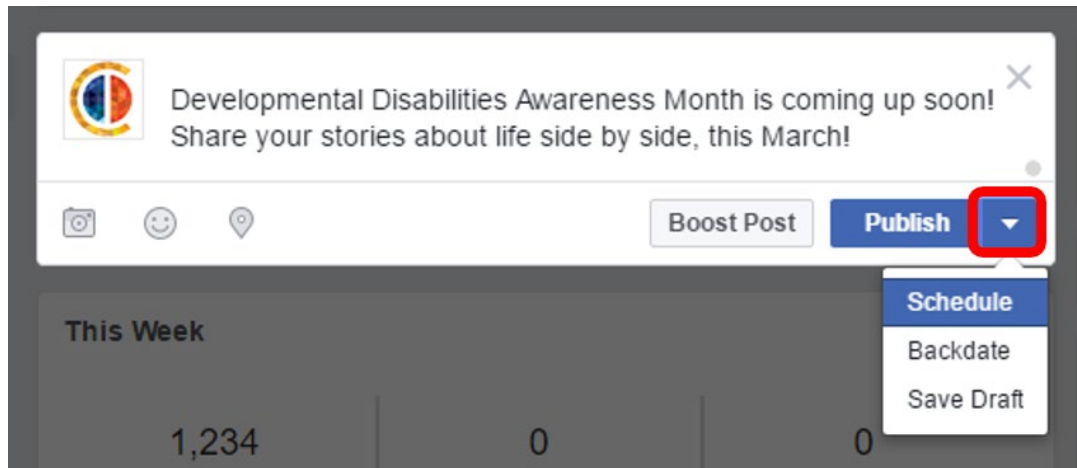
# Social Media How-To Guide

- Facebook:
  - Uploading a cover photo
  - Scheduling a post
  - Tagging
- Twitter:
  - Customize your profile
  - Types of tweets

# Facebook: Uploading a Cover Photo

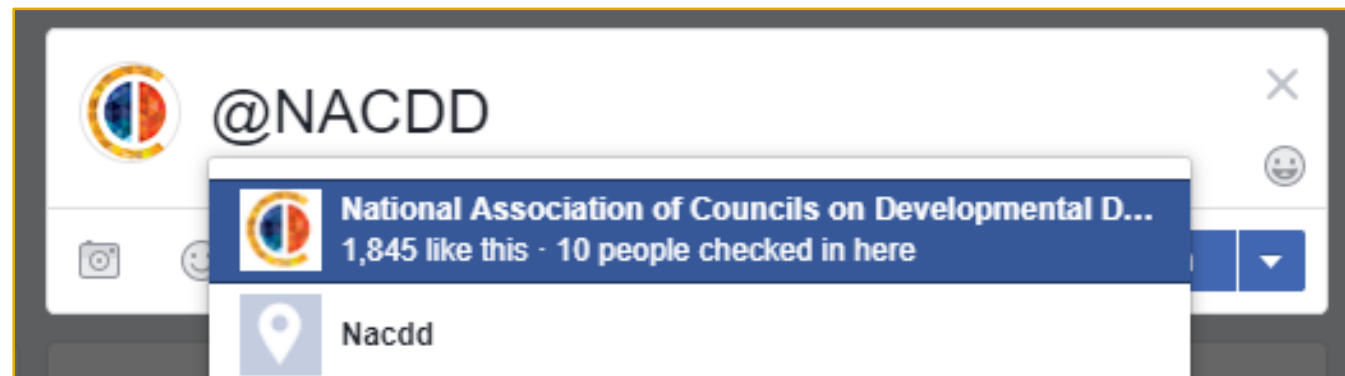
- A cover photo is the larger photo at the top of your profile, above your profile picture.
  - To add or change your cover photo:
    - Hover over in the top-left of your current cover photo.
    - Click Update Cover Photo. If you don't currently have a cover photo, click Add Cover Photo.
    - Choose 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.

# Facebook: Scheduling a Post



# Facebook: Tagging

- 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.
- To tag someone, type the “@” symbol and then type the name of the person or organization you would like to link to.





# Twitter: Customize Your Profile

- Go to your **profile**.
- Click or tap the **Edit profile** button and you'll be able to edit your:
  - Header photo (recommended dimensions are 1500x500 pixels)
  - Profile photo (recommended dimensions are 400x400 pixels)
  - Name
  - Bio (maximum 160 characters)
  - Location
  - Website
  - Theme color
  - Birth date
- Click or tap into any of these areas and make your changes.
- When changing a profile or header photo, click or tap the camera icon and select **Upload photo** or **Remove**.
- Click or tap **Save changes**.

# Twitter: Types of Tweets

## General Tweets

- Definition: A message posted to Twitter containing text, photos, a GIF, and/or video.
- Where it appears for the sender: On the sender's profile page and Home timeline.
- Where it appears for the recipient: In the Home timeline of anyone who is following the sender.

## Mentions

- Definition: A Tweet containing another account's Twitter username, preceded by the "@" symbol. For example: "Hello @TwitterSupport!"
- Where it appears for the sender: On the sender's profile page of public Tweets.
- Where it appears for the recipient: In the recipient's Notifications tabs, which is accessible only by them. Additionally, mentions will appear in the recipient's Home timeline view (not on their profile) if they are following the sender.
- Who else sees it? Anyone on Twitter who is following the sender of a mention will see the Tweet in their Home timeline.
- Places it will never appear: On anyone's profile page, unless they wrote the message.
- Note: When you post a Tweet beginning with a username, only people who follow both you and the account you are mentioning will see the Tweet in their Home timeline. If you'd like all of your followers to see the Tweet, the best way is to Retweet or Retweet with comment.

# Twitter: Types of Tweets cont.

## Replies

- Definition: A reply is when you respond to another person's Tweet.
- Where it appears for the sender: On the sender's profile page.
- Where it appears for the recipient: In the recipient's Notifications tab. Like mentions, replies will also appear in the recipient's Home timeline if they are following the sender.
- Who else sees it? Anyone following the sender and the recipient of a reply will see it in their Home timeline.
- Places it will never appear: On anyone's profile page, unless they sent the reply.

# 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

Questions? Comments?

# Have Questions? Need Help?

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