Social Media and Self-Advocacy

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The Presenter!

-I’m Kit Mead, ASAN’s Technical Assistance Coordinator!
-I run ASAN’s chapters and PADSA.
-I give help to our chapters and people involved in the PADSA project.
What We’ll Be Talking About in Part One: Basics of Social Media

- What is social media?
- Why use social media?
- Examples and basics of some social media sites
- How should I set up my group’s social media? How should I manage the page(s)? How should I manage?
What We’ll Be Talking About in Part Two: How to Use Social Media in Self-Advocacy

- How to use social media in advocacy!
  - There will be lots of examples, scenarios, and interactive parts to this section!
Part One: The Basics of Social Media
What Is Social Media? (Part One)

-Social Media: places online where people can interact with each other.

-If you can interact with another person or group on it and it is online, it is Social Media!

-Can you think of examples?
What is Social Media? (Part Two)

- Have you seen these around? These are some social media sites!
  - Facebook
  - Twitter
  - Tumblr
  - Pinterest
  - Instagram
  - Online petition sites

- What platforms do you use?
Why Use Social Media? (Part One)

-Social Media can help your group in many ways. It can:
  ◦ Help you find new members
  ◦ Help you keep members and supporters informed
  ◦ Help you look established
  ◦ Example: ASAN chapters might create event pages for their meetings, Autism Acceptance Month events, or Autistic Pride Day events. They might share local disability news from where they are. They connect with other groups and gain new members!
Why Use Social Media? (Part Two)

More reasons to use social media are that it can:

- Help you connect with other organizations and funders
- Help you spread the word about an event or cause quickly
Questions so far?
Some Examples of Social Media
Facebook
Facebook (Part One: Things to Know)

- Facebook is free, but it has a lot of tools that cost money to promote your posts.
- Facebook uses a fancy math problem called an algorithm to figure out what to show users.
- When you post pictures, make sure you describe the picture.
- There’s a difference between a profile, a page, and a group.

Example of a Facebook page - the PADSA page!
Facebook (Part Two: Profiles - Things to Know)

- A profile is someone’s personal account. This means they are posting as themselves.
- This is a place for people to post life updates, pictures, and talk to friends.
- You can ask to add people as “friends,” and people can ask to add you.
- Profiles are best for personal use, not groups.

*This is what a blank profile looks like.*
To make a personal profile, an email address is needed.

Then, go to www.facebook.com. Under “sign up,” enter your first name, last name, and your email (two times). Create a password, select your gender, and select your birthday.

Write down the password if you need to and put it in a safe space.

Facebook sign up page
Facebook (Part Four: Pages - Things to Know)

- A page is a public profile for a person or group.
- Anyone can “like” a page and follow it.
- Pages are good for sharing blog posts, articles, events, and news.
- Pages are not good for sharing really personal news.

Example: PADSA page
Facebook (Part Five: Pages - How to Make a Page)

-To create a page, you must have a personal profile.
-There will be an arrow button close to the “home” button. The “create page” option will be under that.
-Select what type of page you are making. Yours will probably be an “organization.”
Select what category of organization you want. Yours will probably be “non-profit organization.”

- Input the name and click “get started!”

- Fill in as many details about your group that are safe to share once you have the page created.

Example: PADSA "about page"
Facebook (Part Seven - Groups)

- Groups are places where people who don’t have to be friends can talk to each other.
- Groups are usually built around a common interest, organization, or theme.
- Groups can be “secret,” which means no one can find it. Or they can be “closed,” which means people can find it and see its members, but not see posts in it. The last choice is “public,” which means that people can find the group, see its members, and see the posts in the group.

Example is Disability Community: Pride and Culture
Facebook (Part Eight: Why Facebook?)

- You can tell people about disability topics that are important to you and learn about what other disability self advocates are doing.
- You can join a Facebook disability group.
- You can teach non-disabled people about disability.
- Many disability self advocate groups are on Facebook. They use Facebook to talk about the latest disability news.

Here is ASAN’s page as an example.
Tumblr (Part One: Things to Know)

-Tumblr is a social blogging site that is popular with young adults.
-It has text, photos, videos, audio, links, chats, and moving pictures called gifs.
-People can search “tags” for things. The first five tags get counted on a post.
-People often find community in these tags. For example, autistic users and the #actuallyautistic tag.

*Example: ASAN’s Tumblr page*
Tumblr (Part Two: Creating a Blog)

- Make sure you have an email address to use for it. Then, click “get started!”
- You will need a good username. For example, a lot of ASAN chapters with Tumblr blogs use “asan-[insert name of chapter].”
- You will need a password. Make sure to save it in a safe place!

*First image*: the first step, which is clicking on “get started.”
*Second image*: the second step, which is the creation of your password and username.
Tumblr (Part Three: Why Tumblr?)

- It is a good way to reach young self-advocates.
- There are a lot of people who care about disability on Tumblr.
- There are a lot of specific disability communities there.
- There are a lot of young people organizing for change there.
Tumblr (Part Four: Things to Keep in Mind)

- It can be confusing because some sites have text, video, and audio playing at the same time.

- It is difficult to make accessible for screen readers.
- People don’t have to share their real name or tell you who they are.
- There can be bullying on Tumblr because people don’t have to share who they are.
Twitter
Twitter (Part One: Tweeting Basics)

-A post on Twitter is called a tweet.
-To tweet, find the box that says “what’s happening?” and type your tweet. Then, click the “Tweet” button.
-Each tweet should be 140 characters or less.
-Tweets cannot be edited after they are posted.
A hashtag on Twitter is a way to let people group tweets into categories. To use a hashtag, type the hashtag symbol (# - shift key and 3 on most US keyboards). Then type a word or phrase with no spaces. Consider a link shortener so you can stay inside the character limits. If you want your followers to see a response tweet, add a period in front of the @ symbol.
Twitter (Part Three: Other Info)

- Twitter profiles are generally public.
- You can follow disability rights events on Twitter without going to them in person. Many events are “livetweeted.”

- Many tweets are not full sentences and use shortened words.
- Blind people or those with low vision may find it hard for screen readers to work.
Twitter (Part Four: Creating an Account)

- To join Twitter, you’ll need to come up with a display name, your phone or email, and a password.
- Then you will need to create a Twitter username (different than the display name).
- For example, ASAN’s is @autselfadvocacy.

First image: “autselfadvocacy” is the display name and the username.

Second image: The Twitter sign up page.
Example of an organization’s Twitter
Pinterest and Instagram
Pinterest (Part One: General Info)

- Pinterest is a place to organize pictures on “boards.” The pictures are called “pins.”
- Pinterest is used by many people with disabilities that affect how they use words.
- Pinterest can be useful for advocates who don’t speak out loud.
- It can also be useful for people who have a hard time reading.
Example of a Pinterest Board

-This is ASAN’s Pinterest, and a specific board on this year’s theme for Autism Acceptance Month, “#AcceptAllOfUs.”
Pinterest (Part Two: Creating an Account)

- Create an account by having an email address, writing that in, and creating a password! Save the password in a safe place.
- Then you’ll have to select a username.

Pinterest’s sign up page.
Example: ASAN’s Pinterest
Instagram

-Instagram is pictures and captions.
-It is really helpful when pictures tell a story best.

Example: ASAN’s Instagram
Questions so far?
Setting Up and Managing a Page
Setting Up Accounts
Setting Up My Group’s Account

- Join and connect!
- Try to keep the same or similar names for all accounts. That way people can find you easily on new sites.
- Have a logo or group image.
- Provide as much information as you safely can.
Things to Do When Managing a Page
Things to Do When Managing a Page (Part One)

- Like and follow other disability groups to get other content to share.
- Sharing content will make people want to follow your group.
- But only share the opinions of your group.
Things to Do When Managing a Page (Part Two)

-Things to share could include:
  ◦ your own events and meetings
  ◦ disability news
  ◦ resources your group has made

-People will share your content, and their friends might share it too!
Moderating (Part One: Interacting with Readers)

- Readers will interact with your group’s social media. This could mean they make comments, or ask questions.
- Talk to them! This could mean:
  ◦ replying to their comments and answering their questions
  ◦ asking them to comment on something you shared
Moderating (Part Two: Responding to Inappropriate Comments)

- But sometimes people may say hurtful, upsetting, or inappropriate things. What should you do then?
  ◦ Keep in mind that you are acting as the group, not as yourself!
  ◦ Keep calm when responding as your group, even if you feel upset.
  ◦ It is also possible to ban people if they are really hurtful, or mean to people a lot.
Moderating (Part Three: Responding to Threats)

- Most US keyboards have a “Prt Sc” button, which will take a screencap (a screencap takes a picture of your computer screen).
- If you get a threat, take a screencap and save it in a safe space.
- You can report the threat to law enforcement.
- Then you can delete the comment.
Conclusion to Managing a Page

- It takes some work, but can be rewarding!
- Sharing content is key!
- The interactions don’t have to be bad. A lot of times, the comments and questions are really thoughtful and great!
End of Social Media and Self-Advocacy: Part One...
Questions?
Part Two: How Can Social Media be Used for Advocacy?
Twitter as an Advocacy Tool
Twitter Hashtags

- Hashtags let people connect over an issue.
- People can search the hashtag for other tweets. They can also tweet into the hashtag.
- Example: #JusticeForKayleb was a Twitter hashtag. Kayleb was an autistic 6th grader unfairly charged with a felony. Moréniike Onaiwu started a hashtag against this injustice.
“Twitterbombs”

-“Twitterbombs” are organized Twitter events. The people who organize it pick a specific time and day.
-They spread the word about a hashtag and when to use it.
-Then, a lot of people all use the hashtag at the same time. Usually they also involve tweeting at people.
-Twitterbombs are great ways to get people’s attention, especially news outlets.
Twitterbomb Example #1

- #JusticeForKayleb
  - Morénike Onaiwu did an all-out social media bomb for this case.
  - The hashtag was #JusticeForKayleb.
  - People tweeted at the State Attorney General and the Governor to drop charges against Kayleb.

*Morénike’s blog post at one of her websites, Advocacy Without Borders, calling for the social media bomb.*
Twitterbomb Example #2

-#BoycottAutismSpeaks July 2015 Twitterbomb
  ◦ A lot of autistics dislike Autism Speaks, an autism-related non-profit.
  ◦ A lot of businesses give money to Autism Speaks.
  ◦ A group called Boycott Autism Speaks organized a Twitterbomb aimed at those businesses and used the hashtag #BoycottAutismSpeaks.

Posters for an offline protest of Autism Speaks in Atlanta.
Tweet at important people (part one)

- To tweet at someone, use the “at” symbol (@ - press shift key and 2 on most US keyboards) and type their username.
- Type a period in front of the “@” if you want people who follow you to see it.

Example: A conversation on Twitter about the topic of breakfast.
Tweet at important people (part two)

-There are many important people on Twitter. This includes politicians, like Senators and Governors.
-If you want them to take a certain action, like on a law that you want passed, you can tweet at them with other people. This is to try and convince them to take the action you want them to.
-Sometimes these can be part of Twitterbombs.
Scenario One (work for 10 minutes)

-A person with I/DD is shopping at a local grocery store called Bob’s Supermarket. The manager comes down and tells them they are bothering customers, and asks them to leave. The person with I/DD later tells you about it.
-You decide to help the person get an apology from the store, and have the store change the way it treats people with disabilities. The grocery store has several social media accounts, including a Twitter account.
-How can you use social media to advocate here? (see handouts as well!)
Scenario One, Report Back (5 minutes)

What did you come up with?
Growing Your Follower Count
Gain followers and use your accounts to share important issues

- If you have enough money, you can boost your posts on Facebook to reach more people.
- Other ways to reach people include posting content on a routine basis.
- Using hashtags on Twitter and taking part in Twitter chats can increase Twitter followers.
- When you have a lot of followers, you can get more people to take action.
Scenario Two (work for 10 minutes)

- Your group made some social media accounts a few months ago. The pages have some followers. Your group wants more followers.
- Your group shares their events and sometimes posts disability news. But not many people interact with the posts.
- Your group does not respond quickly to messages sent to the group on social media. Your group does not interact with other people or disability groups on social media.
- What would be your suggestions? (see the handout for more!)
Scenario Two, Report Back (5 minutes)

What did you come up with?
Scenario Three (work for 10 minutes)

- Your group wants to do an event online. April is Autism Acceptance Month. What can you do to get your social media followers to celebrate Autism Acceptance Month?

- Think about:
  ◦ hashtag
  ◦ easy things for people to do during April
  ◦ themes for your content
  ◦ what you would do for different platforms (i.e. images for certain ones)
Scenario Three, report back (5 minutes)

-What did you come up with?
More Resources
More Resources!

- How to use a Twitter chat: https://storify.com/RutiRegan/examplechat
- Self-Advocacy through Media Website: https://autisticselfadvocacythroughmedia.wordpress.com/
- Self-Advocacy through Media Webinar (captioned): https://www.youtube.com/watch?v=l yrkZZYzCnY&index=14&list=PLG18VRFaDwLYopkzAF3PmeMJ1inBagxtU
- PADSA Resource Guide “Social Media 101” is upcoming. Check http://pacific-alliance.org/resource-guides every now and then to see when it goes up!
Questions?