Expanding Your Social Media Knowledge #AccessandEngagementforALL

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Tools for Life

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www.gatfl.gatech.edu

International Learning Disabilities Association Conference 2015

Georgia's Assistive Technology Act Program

Today's Session

- Within the world of social media, students are well beyond Facebook. In order to connect with this generation, student affairs professionals must be social media savvy.

- In this session the presenter will discuss and demonstrate the basics of using social media tools to share necessary information and engage students.

- Handouts: http://www.gatfl.gatech.edu/tflwiki/index.php?title=Main_Page

AMAC Accessibility

AMAC Accessibility is a social change organization on a mission to create affordable services for governmental, private and non-profits organization working with individuals with disabilities. Services include e-text, braille, captioning, assistive technology, office management software and consulting.

Accessibility Made Smart

AMAC creates practical solutions that work, with a focus on utility, ease of use, and high quality.

- **Accessibility Consulting** focuses on organizational accessibility needs with evaluation, technical assistance, customer support, and website accessibility solutions.
- **Braille Services** produces customized projects from both print materials and electronic text including partial books and chapters or graphics only using cutting-edge technology.
- **Captioning Services** makes classrooms, meetings, labs and other audio environments fully accessible for deaf or hard-of-hearing.
- **Professional E-Text Producers** provide high-quality e-text in many formats such as PDF, DOC, DAISY, and HTML.
- **Certified Assistive Technology team** provides on-site and remote assessments, demonstrations, training and technical assistance for education, work, and daily living environments.

For more information, please visit our website at www.amacusg.org

Tools for Life Mission

We're here to help Georgians with disabilities gain access to and acquisition of assistive technology devices and assistive technology services so they can live, learn, work, and play independently in the communities of their choice.

AMAC
Accessibility for All

TOOLS for LIFE
Georgia's Assistive
Technology Act Program

Tools for Life
Georgia's Federal AT Act Program

- TFL developed Georgia's Plan for AT
- We serve individuals of all ages & all disabilities in Georgia
  - Over 50,000 thru various activities throughout the year
- TFL Network
  - Assistive Technology Resource / Outreach Centers
  - Lending Libraries
  - Training and Demonstrations
  - AT Reuse
  - AT Funding Education/Assistance and Resources
- Online Resources
  - www.gatfl.gatech.edu - ~5,000 unique visitors a month

Innovation

Welcome to the Assistive Technology revolution! The world around us is evolving at an astounding rate. Assistive Technology developments have been foundational in this evolution and a catalyst producing positive life-changing results for individuals with disabilities. This includes tablets and other mobile technologies and the mechanisms that our society uses to instantly exchange information.

Join the Conversation

Social media can be an effective way for anyone to socialize and network for a career, but can be especially powerful for people with disabilities.

What is Social Media?

Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.

Communicate!

Organize!

Organize - Wiki

What are you using?

How are you using it?

- Connecting with Friends
- Connecting with Family
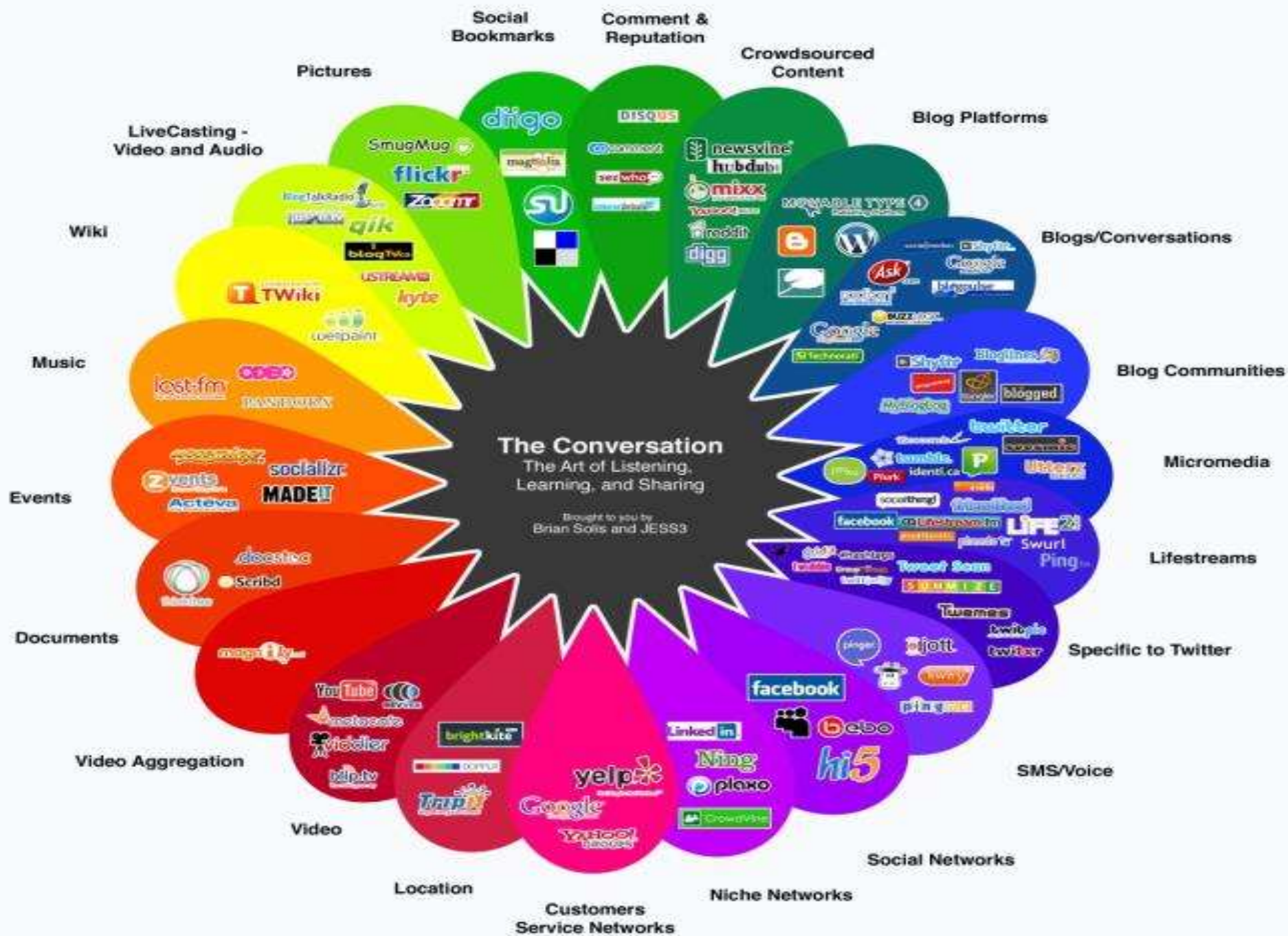- **Self Information**
- Planning Events
- Posting Photos
- **Brand Building**

- **Networking**
- Making Friends
- "Lurking"
- **Disability Awareness**
- Chatting
- **Research**

Social Media Revolution

There are more than 200 social media sites out there!

The Conversation
The Art of Listening, Learning, and Sharing

Brought to you by
Brian Solis and JESS3

The Popular Choices

A Quick Look

PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES

decor babies
recipes wedding
fashion

USERS ARE:

32% MALE
68% FEMALE

70 MILLION ACTIVE USERS

TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION in the US

BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS

FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES

COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS

INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS MTV

150 MILLION ACTIVE USERS

GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY

400 MILLION ACTIVE USERS

LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT

79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS

The Facts: Facebook

What? Facebook is a personal social media channel including: people, companies, locations, and groups. This gives the user a true social community feel through user-friendly browsing and ability to comment

Content? Very visual. Newsfeeds can feel cluttered. There are lots of photos and videos.

Audience? The average age of 55+ has grown 80.4% in the last 3 years. The average use of teenagers on Facebook has declined 25.3% over the last 3 years.

Is it right for you? Your target is a mass-market. Your content is very visual. Use this if you want to tell a story through photos/albums. This is for you if you are ready to build a community and stay engaged.

Advocate for your Project

Advocate for your Cause

The Facts: Twitter

What? A scrolling instant newsfeed of updates that are 140 characters or less. Everything is organized based on time of posting.

Content? Text heavy, but concise and to the point. Updates are frequent and steady. There are images and video, but you need to click to expand. All users rely on hashtags for searching and filtering through content.

Audience? There are 1 billion registered users. 31% are between ages 18 and 29. There are many world leaders and business owners on Twitter.

Is it right for you? You have somewhere to point your users, click to expand links for content. You are publishing timely news and are ready to engage in active conversation.

Promote Your Business

The Facts: Pinterest

What? An online scrapbook and bulletin board where you can save ideas, images, and webpages into categories (boards). Users can follow you and "pin" quote to their own board.

Content? Static images that are in high resolution and full of color. Very eye-catching and can draw attention quickly. Users click on image to be taken to the webpage that contains that image to learn more information.

Audience? There are 70 million registered users on Pinterest, 84% are female. Many users use Pinterest through their mobile app.

Is it right for you? Your content must be visual and able to drive traffic to your own website or another online destination.

Drive Traffic to Your Website

The Facts: Instagram

What? An app featuring feeds of images or short videos. Users follow each other to see photos. Feed is based on time of posting.

**Content?** Static images with artistic filters & effects and short videos (15 seconds or less).

Audience? There are 150 million users on Instagram. This video feed is becoming very popular.

Is it right for you? Your target audience is primarily younger. The information you want to portray is very visual and tells the story. You must have the ability to post on a mobile device.

Tell Your Story
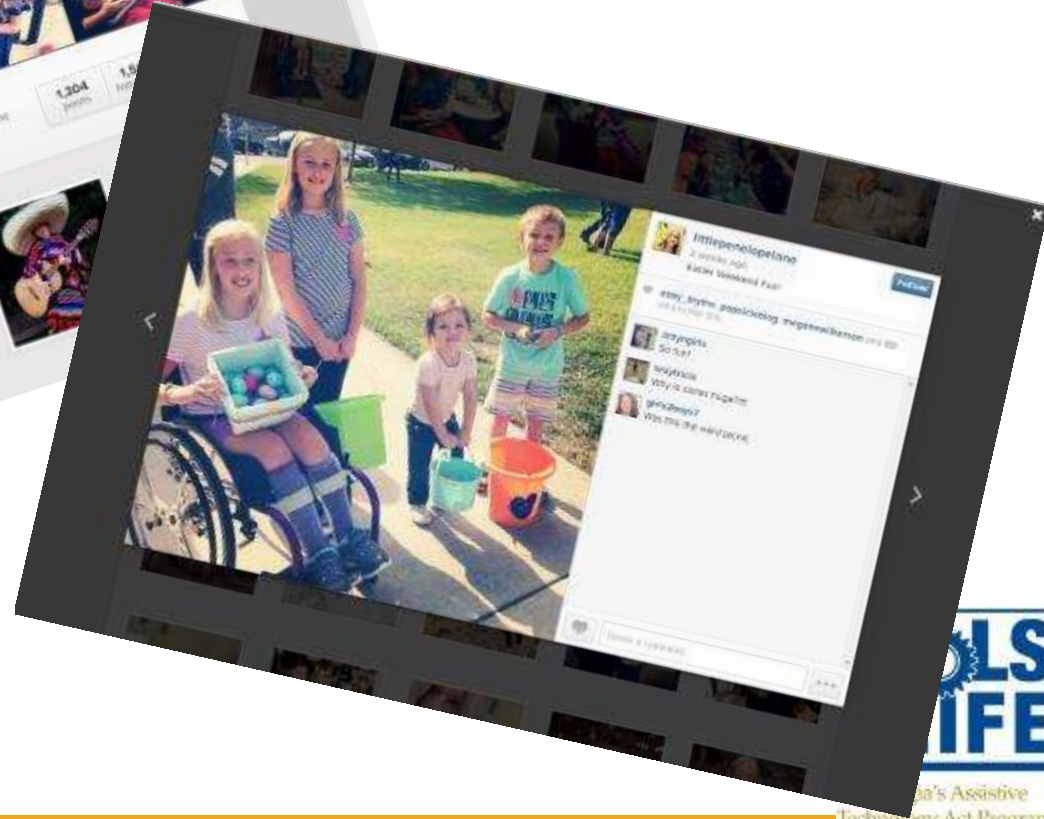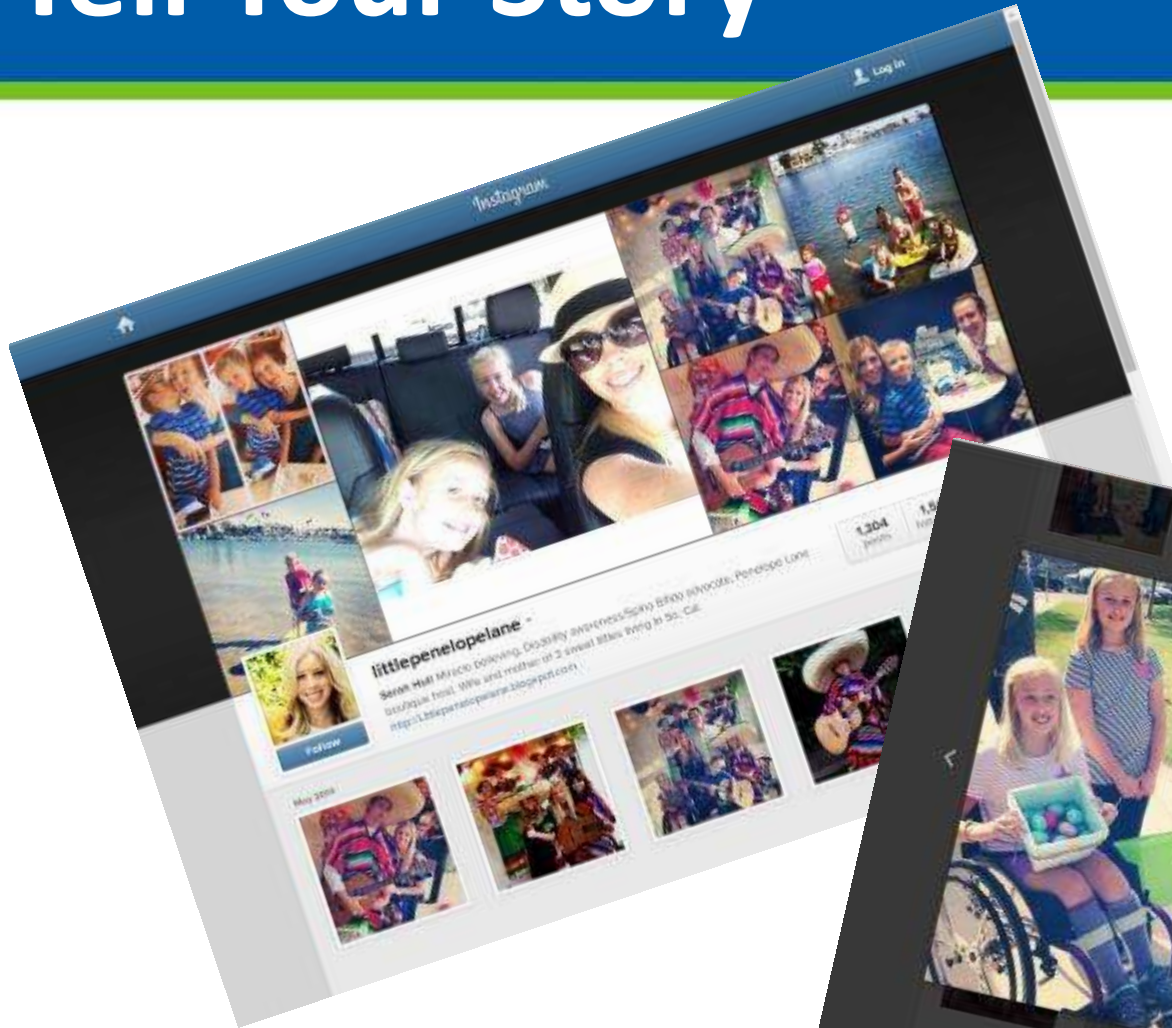
The Facts: LinkedIn

What? A professional online community for job seekers and companies to engage in conversation and networking.

Content? Individual and company profiles, business resources and job availability.

Audience? There are 277 million users on LinkedIn.

Is it right for you? If you're looking to engage with other professional groups/organizations. If you are looking for a job or recruiting for your business.

Network or Find a Job

The Facts: Google +

What? Google+ is a social networking and identity service. It is an authorship tool that associates web-content directly with its owner/author.

Content? Google Plus is a package deal. Create a user profile, place people in circles (family and friends), stream (newsfeed) Hangout (free videoconferencing with up to 10 people), +1 button (recommend sites), Google+ pages (create one for your business or brand), locations , communities (conversations about particular topics), events (add events & invite people), photos and YouTube.

Audience? There are over 1 billion users on Google plus. 42% of users are between age 18 and 24.
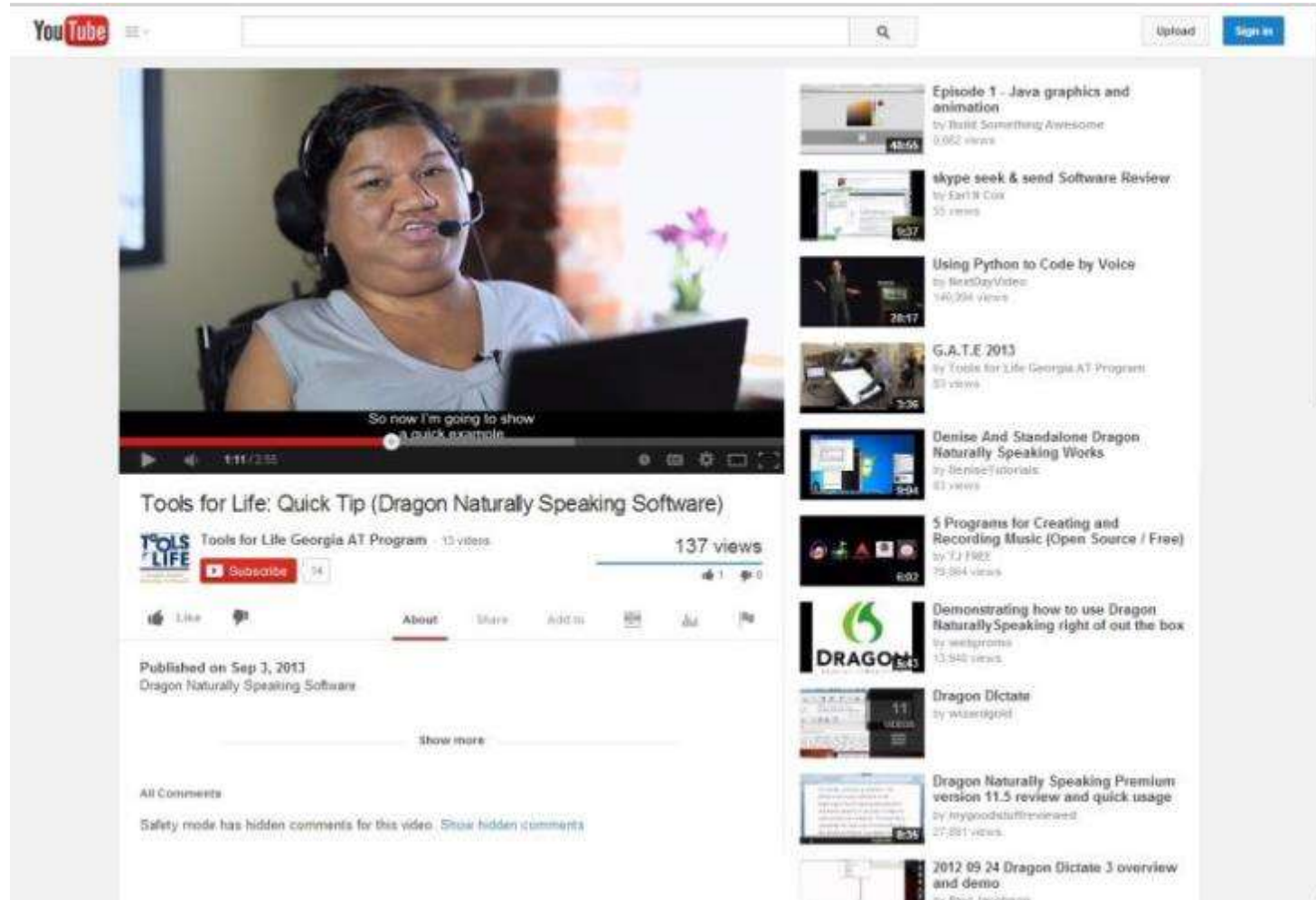
Is it right for you? Ideal if you want to create a community, post videos, send updates and receive comments.

Create a Community
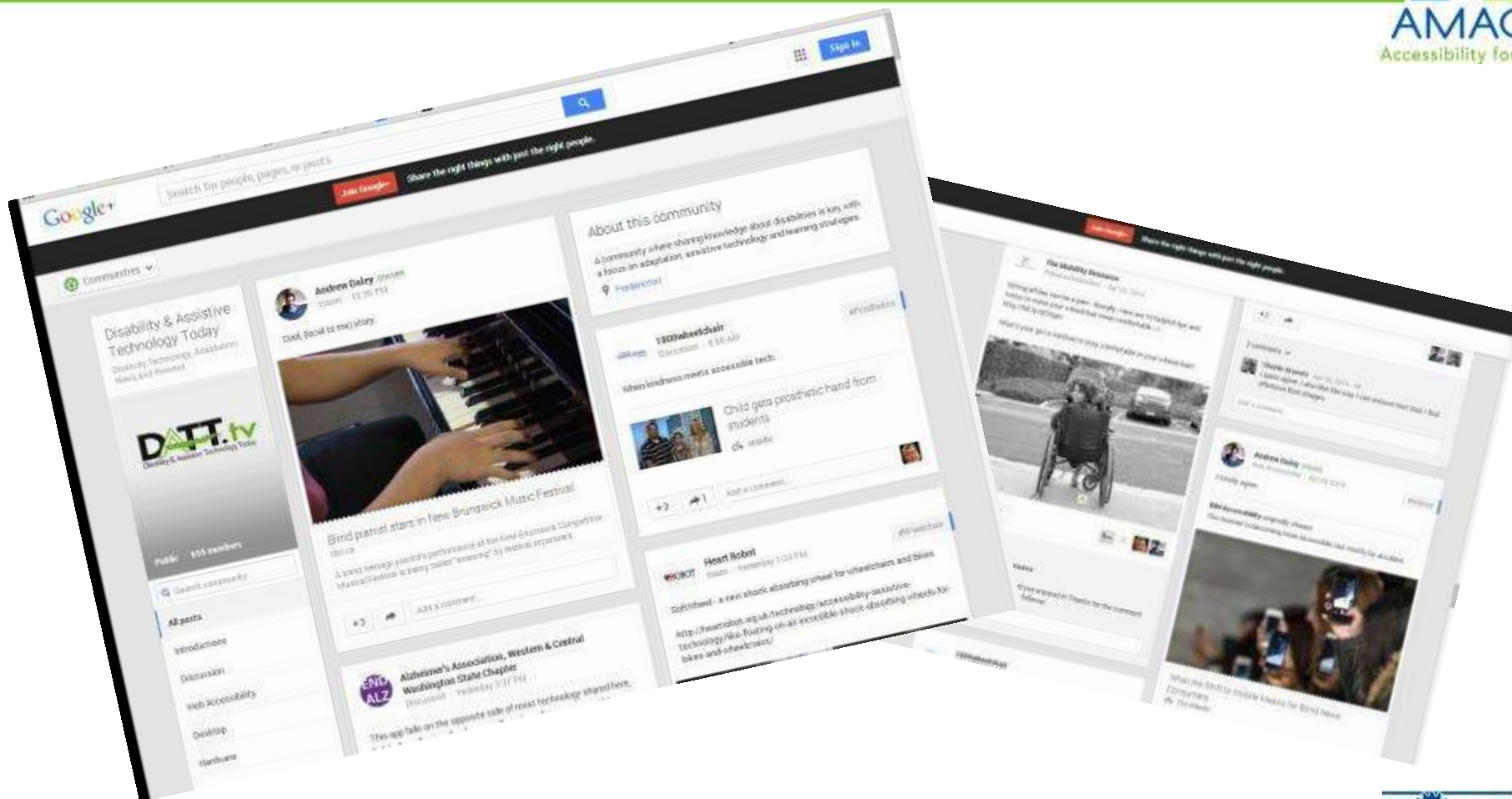
Share Your Story through Video

Let Social Media Work for You

- **Brand Building.** Around 15 percent of people with disabilities in the workforce are self-employed, compared with only 10 percent of the rest of the workforce. Small business owners can make the most of social media to highlight their products and services and marketing on these platforms is inexpensive or free. Even if you work for someone else, having a social media presence is a great way to establish yourself as an expert in your field which will help your career long term. **#getyourselfoutthere**

- **Self Information.** By following reputable blogs and websites through social media, you always have access to the latest news about the things that interest you. This is also a great way to keep up on your industry, legislation, research or news that pertains to living with a disability. **#stayuptodate**

Let Social Media Work for You, cont'd

- **Like-minded Networking.** Perhaps you are the only person in your circle of family and friends that lives with a disability, or one of a very few. There are online groups and forums where you can talk about your health and seek advice and camaraderie from people who really do understand. You may find that your closest allies are people who you have never actually "met," but become part of your personal journey and family of choice. **#meetnewpeople**

- **Disability Awareness.** Using social media is also an excellent opportunity to spread awareness about the issues people with disabilities face on a daily basis. Through the normal course of social media activity, you can shed some light on what life is like with a disability and helpful resources. You can raise awareness in the form of everyday photos, status updates or even the links that you share from others. Family, friends and acquaintances can learn a little more about what life is like with a disability through your social media posts. **#educate**

Where Innovation & Ethics Collide!

As new technology develops, professionals are challenged to create new and innovative ethical boundaries to accommodate these advancements.

Technology & Ethical Considerations

There are numerous points of ethical considerations for technology

- Accessibility

- Computers – Personal? School owned? Business owned?

- Cell Phones - Smart Phones
    - Apps?
    - Voice Mail – How transmitted?
    - Texting – Where is that kept?
    - Telepresence (Skype, FaceTime, Google Hangout, etc.)

- Internet
    - Websites
    - Social Media
    - Chat Rooms
    - Private vs. semiprivate email accounts

Consider this: Telecommunications

- Cell phones have been found to lack security regarding the transmittal of confidential information
  - Avoid the use of cell phones when discussing confidential information
  - Occasionally, conversations on cell phones can be picked up on other electronics

Consider this: Computers

- Personal Computers
  - Hardware: hard disk, disks, CD-ROM's, etc...
    - Hardware can be protected with a mechanical lock/key.
    - The hardware should be locked when unattended or not in use.

  - Software: Microsoft Word, Excel, Medisoft, etc...
    - The documents created with software can be protected with passwords for authorized personnel.
    - Authorized personnel should "log off" when the computer is unattended.

Consider this: Email

- Email
  - Confidential information transferred by email should only be transmitted to secure locations
    - Password controlled systems
    - Mechanically locked systems
    - [Psychologists' Use of E-mail with Clients: Some Ethical Considerations](#)
  - Are you using gmail? yahoo? Other?
  - How are you sending files?
  - What files are you sending?

Consider this: Social Media

- Why use?
  - To share information
  - To keep in touch
  - To connect, re-connect

  - Legitimate form of sharing & communicating.

  - Assists many individuals with disAbilities

  - But! - Allowed (encouraged) us to become "overly casual"

What is "Public?"

- Information "collected, assembled or maintained" in connection with official business.

- Includes:
  - Books, paper, letter, document, printout, photo, film, tape, microfiche, microfilm, photostat, sound recording, map, drawing, voice, data, video representation in computer memory.

Keep In Mind…

"Keep in mind that existing laws apply equally to online and offline conduct. Is the content you post on a social networking site being reviewed and scrutinized prior to its release in the same manner as other content that is published by your organization on a more formal basis?

- Who owns your social networking profile page?

- If you delete your page, is the content truly gone or does the social network retain the right to access, use or share your deleted information?

- Have you read the terms of use/service (TOU or TOS) for the social networking site?"

- http://www.millercanfield.com/

Do You "Agree?"

- "Social media and social network (Web-based) [Terms of Use](#) (TOU) are often overlooked as we, the users, scramble to get started [sharing](#) and liking and [pinning](#), all in the interest of promoting products and services–or increasing public awareness. We click through the legalese in our impatience to get started. Yet what we ***don't read***, and ***don't know***, **CAN** hurt us."

- http://allenmireles.com/

Research the Tools!

- Make an Informed Choice
- Check them out & see which ones:
  - Are accessible
  - Are safe
  - Protect privacy
  - Are effective

Communicating the Options

- Tell students at the beginning of the semester that you might (e-mail, text, use social media) to communicate with them.
- Give them the opportunity to "opt-out."

Social Media Thoughts

- Check personal sites regularly if the public has access to them.

- Consider professional and personal sites

- Even if you don't post inappropriate material – your friends and/or students may

What's being said about You?

Google.com

SocialMention.com

WhosTalkin.com

Technorati.com

If you think –

"Should I post this?"

Then don't.

Tips & Strategies to Remember

✓ Ask yourself, "What are my/my student's goals?"

✓ You're in control.

✓ Only you can tell your story.

✓ Ask yourself, "Who is your audience?"

✓ Use multiple Social Media platforms.

✓ Be comfortable (and safe) and have fun!

Questions?

Resources

- Social Media: Finding the Right Platform, Blair Brady, WITH/Sims
- MediaBistro
- iStrategyLabs
- Marketingcharts.com
- Business Insider & Digital Marketing Ramblings
- Business Insider
- Wikipedia
- Hope for Steve Documentary - Facebook page
- Andrew Needs a Kidney - Facebook page
- 3E Love - Twitter
- Utah AT Program - Pinterest
- littlepenelopelane - Instagram
- Innovative Solutions with Disability For Business People - LinkedIn
- Disability & Assistive Technology Today - Google +
- Tools for Life - YouTube
- Disability Blog

Resources: Keep Learning!

1. http://www.ethics.org/
2. http://www.counseling.org/knowledge-center/ethics
3. http://www.crccertification.com/filebin/pdf/CRCCodeOfEthics.pdf
4. http://www.ncsc.org/Topics/Media/Social-Media-and-the-Courts/
5. http://www.counseling.org/docs/ethics/2014-aca-code-of-ethics.pdf?sfvrsn=4

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