Enhancing Advocacy through Social Media

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PREPARED FOR
Family Voices of California

PRESENTED BY
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Overview

• Why Social Media Matters
• Social Media 101
• Individual Advocacy to Systemic
• Making Your Voice Heard
Why Social Media Matters

- Primary News Source
- Advocacy Launchpad
- Impact Public Policy
- Amplify Voices
- Quick and Easy

SOCIAL MEDIA BY THE NUMBERS

There are currently 2.3 billion active social media users in the world

91% of retail brands use two or more social media platforms

Americans check their social media accounts 17 times a day

In 2015, social networks earned $8.3 billion from advertising

Social media ad spending is projected to exceed $35 billion by 2017
Social Media 101

Facebook vs. Twitter

1-2x a day
Friends
Timeless
Community

“I like donuts”

3-5x a day
Followers
Instant
Political

“I like #donuts”

Keep your eye on the goal
Facts not fiction
Be personal
Be social
Twitter

• 280 character limit
• Use pictures/graphics
• Tag lawmakers & media (@handle)
• Use hashtags (#) to join the conversation
• Follow accounts & lists
• Reply, retweet, favorite

The Arc of California • Feb 12
Join Ann O’Leary, Chief of Staff to Governor Gavin Newsom, as she gives her keynote address on March 15th at the 12th Annual Developmental Disabilities Public Policy Conference. To learn more and register click on this link: tinyurl.com/DDConference

KEYNOTE SPEAKER:
ANN O’LEARY

Ann O’Leary is Chief of Staff to Governor Gavin Newsom. Earlier in her career, Ann served as a senior policy advisor in the Bill Clinton Administration and as legislative director to Senator Hillary Clinton. Following her federal government service, she helped establish multiple non-profit organizations promoting policies related to income inequality, healthcare, education, and workforce development.

Join Ann and many more this March
Anatomy of a Tweet

NOTE: If using a handle at the start of a tweet, you MUST use a period beforehand. (@mariewaldron75)
Facebook

- Highly shareable content the “holy grail”
- Use hashtags (#) for engagement
- Follow & “like” organizations/legislators/media pages
- Drive traffic from off-platform sources (blogs, etc.)
- Respond to comments, shares, etc.
Anatomy of a Post

Profile Picture

Content

Relevant Hashtag

Image/Article

Share Post Now / Share…

*Handles are located under profile picture on main page
Engaging & Mobilizing

Following, sharing, retweeting, liking posts from trusted organizations:

• Raises awareness of your issue
• Amplifies reach & traction
• Builds your network

Lantermancoalition.org

CHILDRen NOW  The Arc
Family Voices of California
Perry Communications
Individual Advocacy to Systemic

- Larger approach to enact specific change for a wide population
- Personal + active + succinct = compelling
  - The system that provides services for more than 330,000 individuals w/ #disabilities in CA is in crisis. Our kids deserve access to high-quality community-based programs. #KeepThePromise #FamilyVoicesCA
Individual Advocacy to Systemic

“As 1 individual voice, we’re easy to silence. But if 1 million people stand together, we can be heard.”
Making Families’ Voices Heard

- FVCA is a collaborative of parent-run centers working to ensure quality health care for Children and Youth with Special Health Care Needs (CYSHCN) and disabilities
- Families are on the front lines – policymakers must hear from them
- Ensure CYSHCN have timely access to quality care/services
- Maintain California Children’s Services (CCS) program standards
- Strengthen access to high quality, community-based services, providers and programs through 8% increase in funding
Social Media Exercise
Suggested handles to follow

- @coalitionPLA
- @FamilyVoicesCA
- @ChildrenNow
- @CACheatCare
- @MyHealthRights
- @ArcCaAdvocacy
- @FamilyVoices
- @CalDisability
- @HealthAccess
- @LittleLobbyists