



March 10, 2019

Enhancing Advocacy through Social Media

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



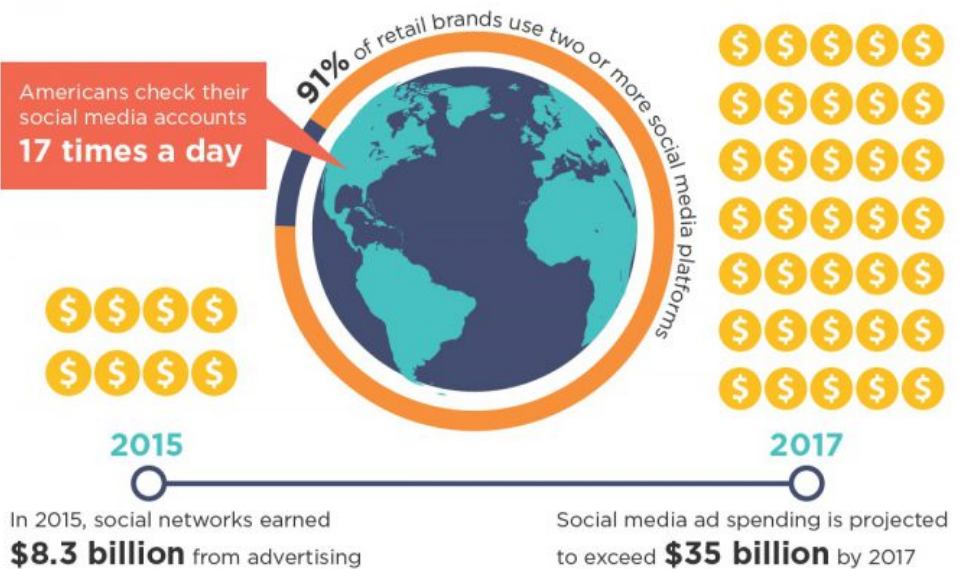
Why Social Media Matters

- 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



Social Media 101

Facebook vs. Twitter



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

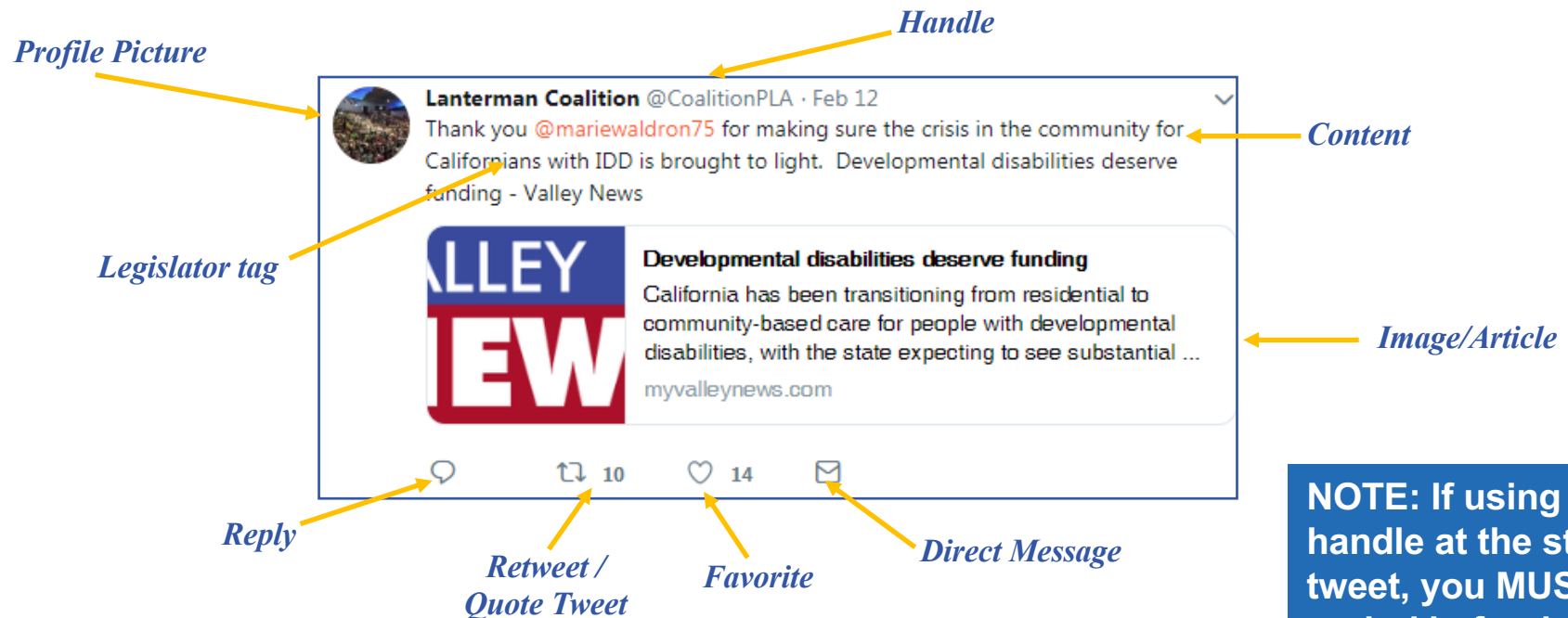


TheArc of California @ArcCAadvocacy · Feb 12

Join Ann O'Leary, Chief of Staff to Governor Gavin Newsom, as she gives her keynote address on March 19th at the 12th Annual Developmental Disabilities Public Policy Conference. To learn more and register click on this link: tinyurl.com/DDConference



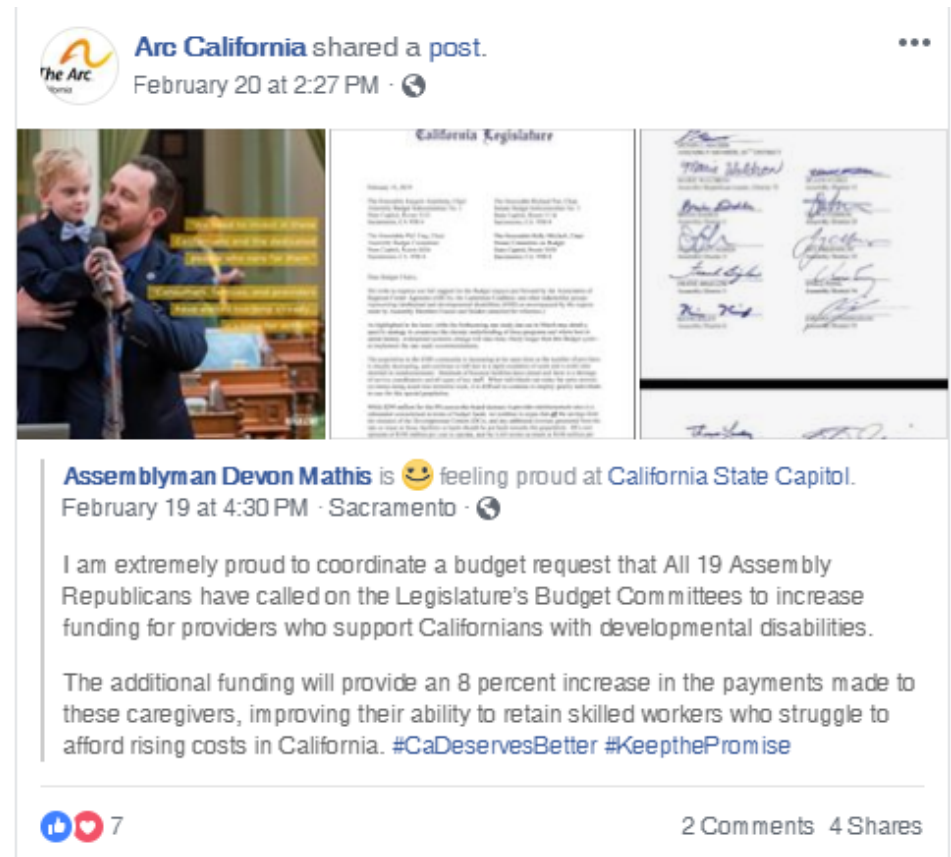
Anatomy of a Tweet



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

**Handles are located under profile picture on main page*

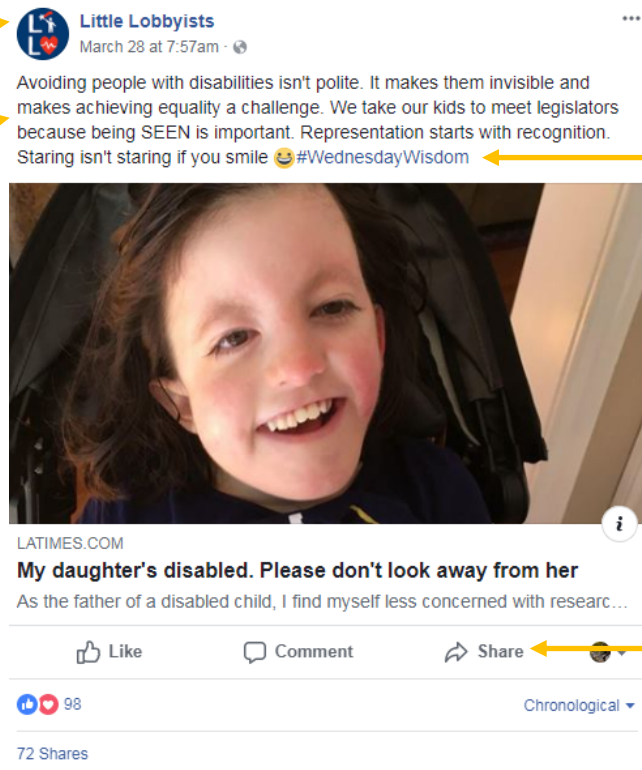
Profile Picture

Content

Relevant Hashtag

Image/Article

*Share Post Now /
Share...*



Engaging & Mobilizing

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

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



CH1LDREN NOW



Lantermancoalition.org

Family  Voices of California



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



The Arc @TheArcUS · Feb 26

Advocating with children is a unique experience & opportunity. Read how Julie & her family are working to make sure her Members of Congress know what's at stake when they vote—and building the next generation of grassroots advocates in the process [#HandsOff blog.thearc.org/2019/02/26/feb...](https://blog.thearc.org/2019/02/26/feb...)



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

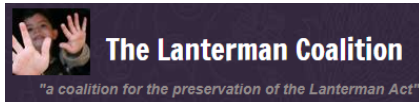
Making Families' Voices Heard

- 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

The background is a solid orange color. On the left side, there are several concentric circles of a lighter orange or yellowish hue, creating a ripple effect that extends towards the center.

Social Media Exercise

Suggested handles to follow



@coalitionPLA

Family  Voices of California

@FamilyVoicesCA

CH1LDREN NOW

@ChildrenNow



@CACHronicCare



@MyHealthRights



@ArcCaAdvocacy



@FamilyVoices



@CalDisability



@HealthAccess



@LittleLobbyists





Questions?

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