

**DEVELOPMENTAL DISABILITIES
AWARENESS MONTH 2018:
SEE ME FOR ME**

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TODAY'S WEBINAR

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

CAMPAIGN PARTNERS



AUCD

ASSOCIATION OF UNIVERSITY CENTERS ON DISABILITIES
RESEARCH, EDUCATION, SERVICE



NACDD

National Association of Councils
on Developmental Disabilities

NATIONAL
DISABILITY RIGHTS
NETWORK

Protection & Advocacy for Individuals with Disabilities



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 their lives, side by side.
- Participants can share photos, videos and stories.
- Resources will be shared about topics such as education, employment, community living, accessibility, and inclusion

SEE ME FOR ME!

- This year's theme is "See Me for Me!"
- Looking beyond any disability to see everyone for who they are as a person, and not just as a person with a disability

SEE ME FOR ME IMAGERY



BEFORE THE CAMPAIGN

- Send your stories, photos, videos and resources to NACDD
- Visit [the DDAM webpage](#)
- Spread the word!

WEEKLY SUBTHEMES AND SHARING RESOURCES

- We have broken the month of March into weekly subthemes to help steer the conversation
 - March 1-9: See Me As Your Classmate – Education
 - March 12-16: See Me As Your Coworker – Employment
 - March 19-23: See Me As Your Neighbor – Community Living
 - March 26-30: See Me As Your Friend – General
- Using the themes and provided resources are not required – it is just a way to help you plan your campaign and offer inspiration

HOW CAN I PARTICIPATE?

- Facebook
 - Post photos, videos or stories about your life side by side
 - Share posts from other people and pages
 - Use the hashtag #DDawareness18
- Twitter
 - Tweet photos and stories
 - Retweet @NACDD, @AUCDnews, @NDRNadvocates
 - Use the hashtag #DDawareness18

OTHER WAYS TO PARTICIPATE

- Send your resources to NACDD!
 - We want to showcase the amazing work that you, your Council, state or 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; or anything else that you think can be a helpful resource to others for living side by side!

WHAT IF YOU DON'T USE FACEBOOK/TWITTER?

- Email content to your council or NACDD
- Encourage constituents to post on their social media using the hashtag #DDawareness18
- 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 council members – they may have connections that you aren't aware of!

WHO PARTICIPATES?

- **EVERYONE!**
 - DD Councils (staff & councils)
 - Your constituents
 - People in your network and partners
 - People outside of your network
 - Other DD organizations
 - Anyone who wants to!

HOW WE'LL RAISE AWARENESS

- By using the hashtag #DDawareness18 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

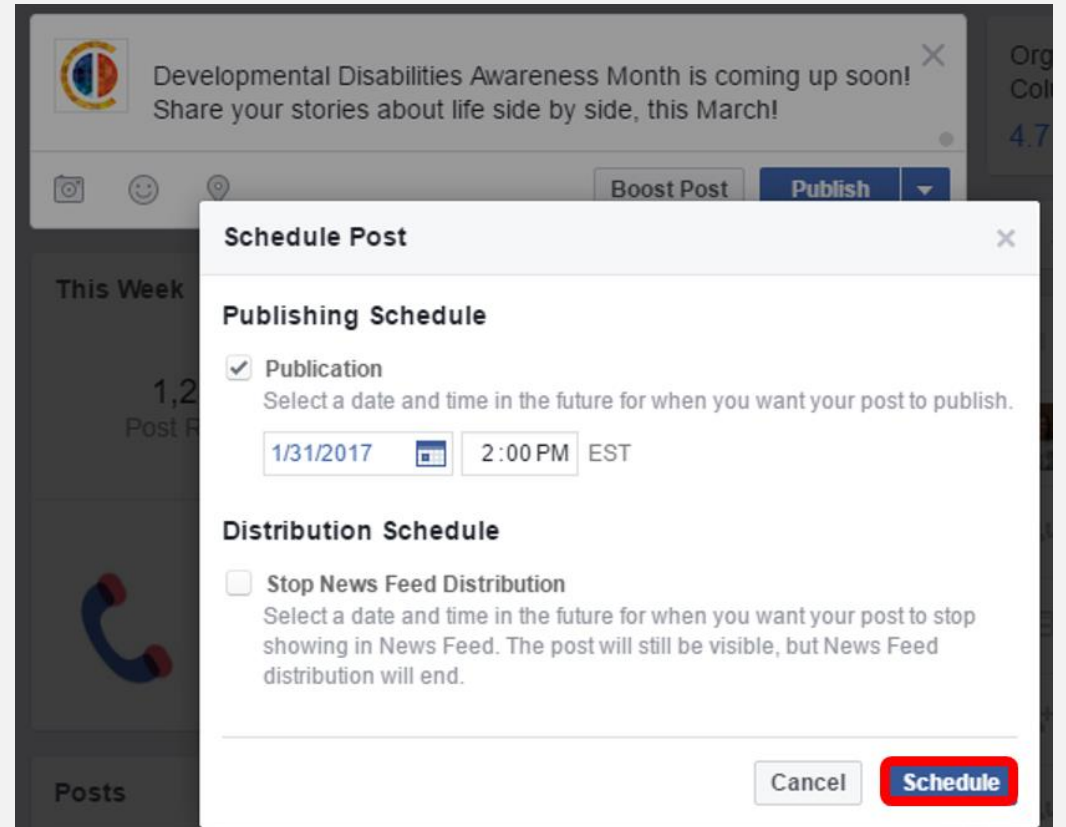
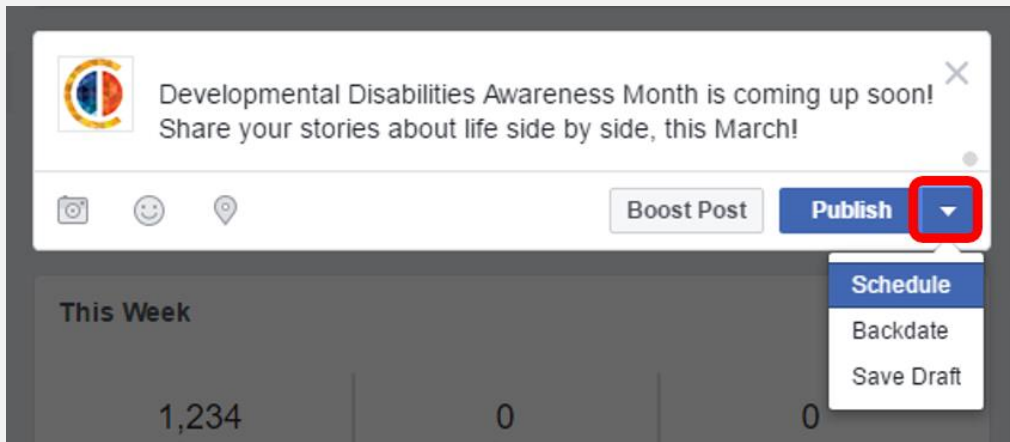
SOCIAL MEDIA HOW-TO GUIDE

- Facebook:
 - Uploading a cover photo
 - Scheduling a post
 - Tagging

FACEBOOK: UPLOADING A COVER PHOTO

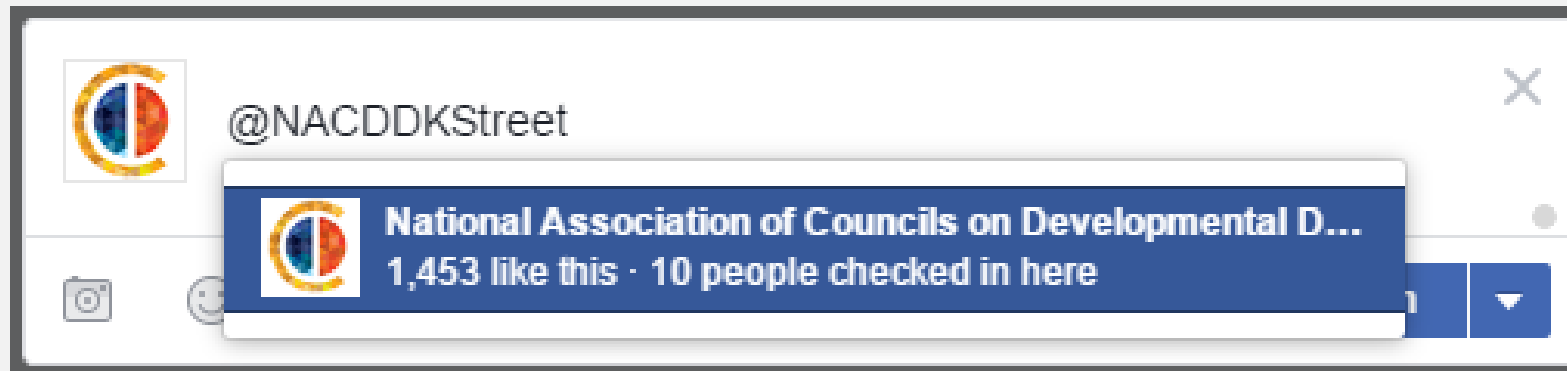
- A cover photo is the larger photo at the top of your profile, above your profile picture.
 - To add or change your cover photo:
 - Hover over in the top-left of your current cover photo.
 - Click Update Cover Photo. If you don't currently have a cover photo, click Add Cover Photo.
 - Choose whether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



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?

CONTACT US!

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