

# SHAPING THE FUTURE

STRATEGIC PLANNING,  
MEMBERSHIP ENGAGEMENT,  
SOCIAL MEDIA PRACTICES

## Positive Practices when Using Social Media



### Overview of session goals:

- Explore social media platforms and strategic adoption
- Addressing negative comments effectively
- Learn the importance of a social media policy and disclaimers
- Identify the creative building blocks for success

# Why Social Media Matters for DD Councils

- Increase awareness, **amplify messaging**, and advocacy efforts
- **Builds trust** through transparency and ongoing communication
- If you don't **lead the narrative**, someone else will
- **Highlights impact** by sharing real stories, programs, and achievements



Strategic use of social media helps Councils build momentum around priorities outlined in their **five-year plan.**

# Overview of Common Platforms

**Facebook:** Great for events, news, and community engagement

**Instagram:** Reels and graphics visually highlight impact

**LinkedIn:** Professional updates, networking, and partnerships

**YouTube:** Shorts (vertical format), Long-form video to showcase programs and testimonials

Other Platforms: TikTok, Threads, Bluesky, and X (Twitter)



# Platforms: Link Economies and Storytelling

## Link Economies

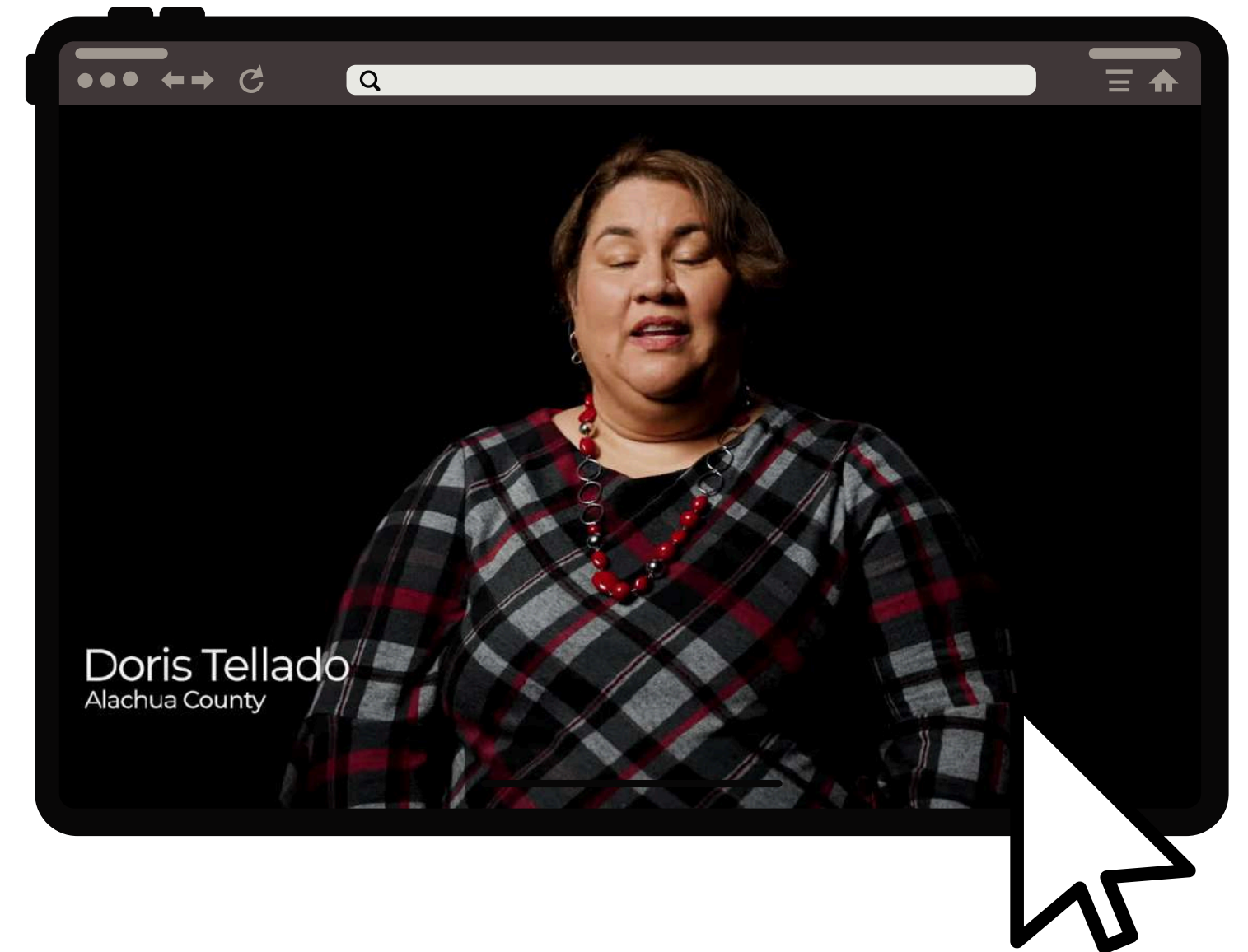
Platforms that support link sharing to drive traffic to websites, resources, and public engagement tools.

→ Facebook, LinkedIn, and X (Twitter)

## Video as Storytelling

Using short or long-form videos to share experiences, highlight impact, and connect emotionally with your audience.

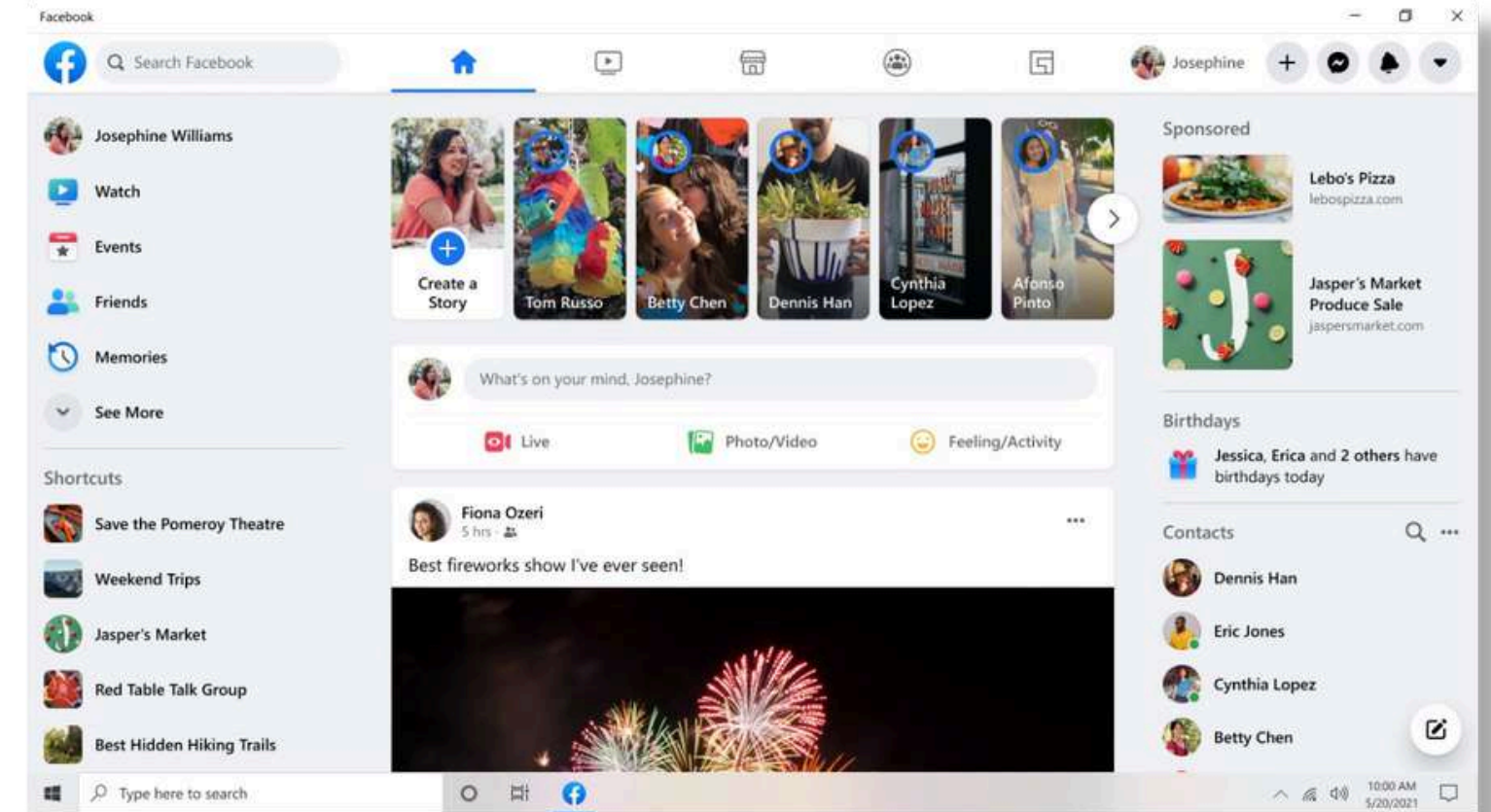
→ Instagram, Facebook, YouTube, and TikTok





# Facebook: Community and Engagement

- Build a sense of community through comments, shares, and interaction
- Promote Council events and announcements in real time
- A trusted space to show impact, gather input, and demonstrate public value



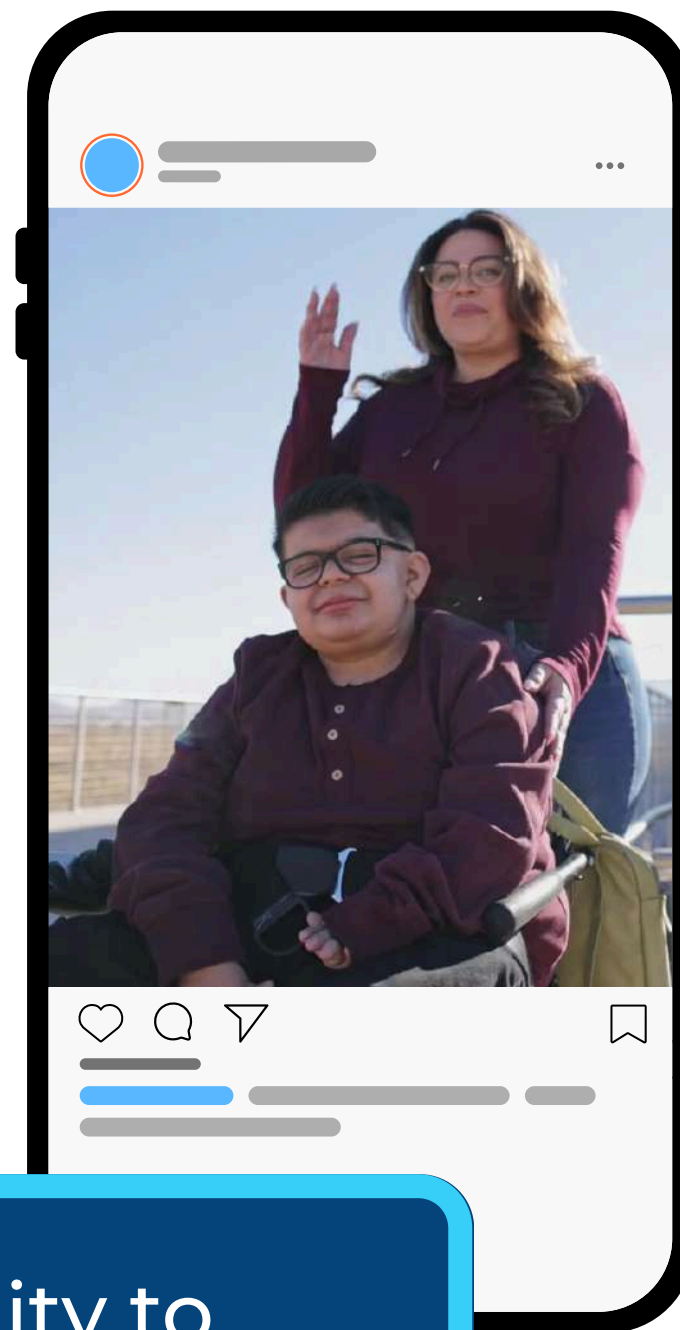
✓  
Broad reach among key audiences (especially caregivers and families)

✗  
Public comments can require active moderation



## Instagram: Visual Storytelling

- Ideal for storytelling through visuals — events, member spotlights, community wins
- Reels and Stories help boost visibility and engagement with younger audiences
- Builds awareness by showing, not just telling, what your Council does



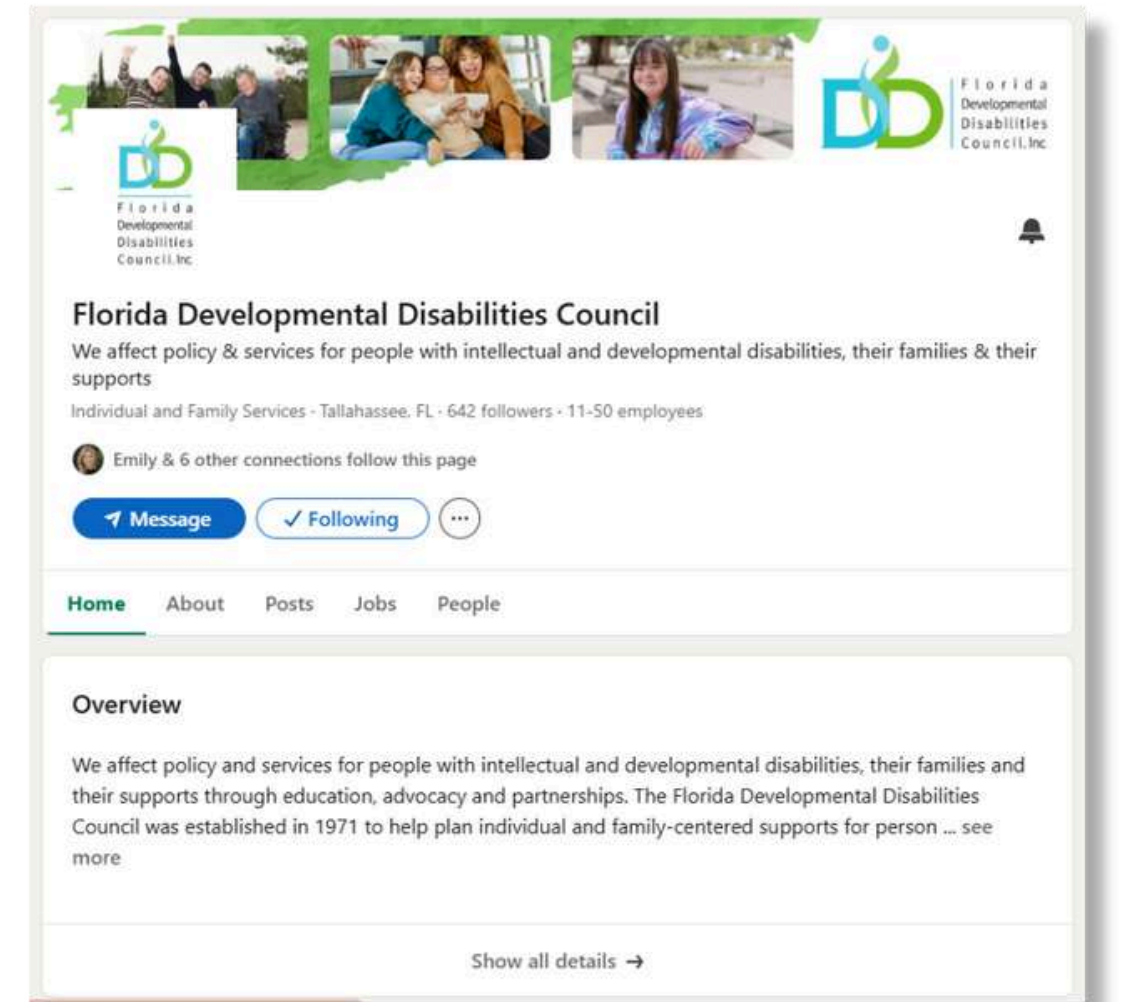
High engagement through visuals and short-form video

Limited ability to share clickable links in posts



# LinkedIn: Professional Network

- Best for sharing reports, Council updates, and policy-related insights
- Builds credibility with agencies, policymakers, and potential partners
- Useful for thought leadership and open career opportunities



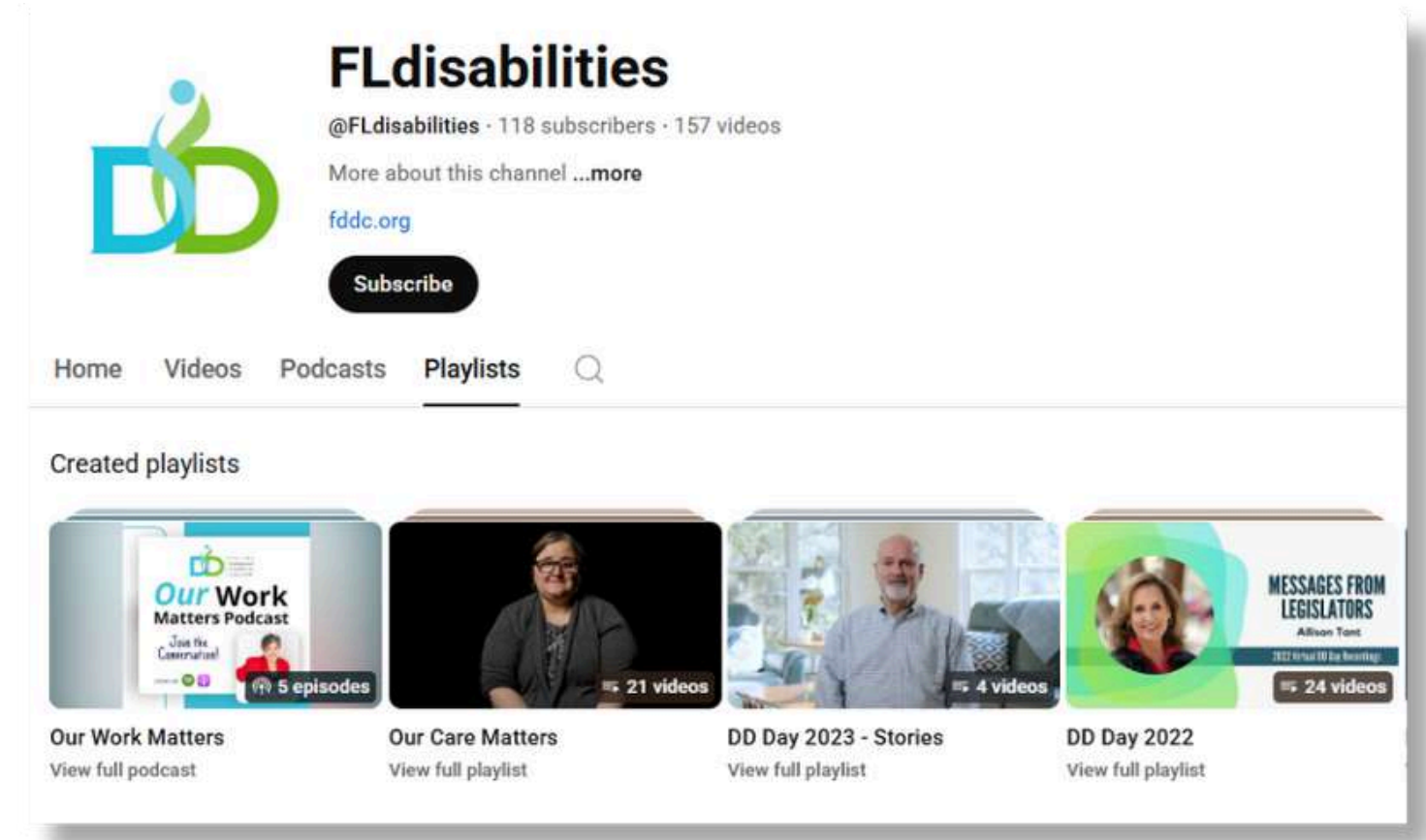
Builds trust and visibility with decision-makers and partners

Smaller, more niche audience compared to other platforms



# YouTube

- Ideal for visual storytelling of impact
- Provides access to global reach via organic search, suggested videos, and easy sharing
- Allows for a more personal connection with I/DD community, podcasts and playlists



Builds trust and visibility with decision-makers and partners

Smaller, more niche audience compared to other platforms

# When to Adopt a New Platform

1

Does your content align with the platform's format?

2

Is the platform active among your priority audiences?

- Have a clear purpose: Who are you trying to reach, and why?
- Match platform strengths with your content type (e.g., video, links, visuals)
- Strategy first—don't adopt a platform just because it's trending



# How to Adopt a New Platform

- Align messaging with your Council's five-year plan and core messaging themes (i.e., health and independence)
- Define successful outcomes to shape your content strategy
- Use scheduling tools to save time and stay consistent
- Consider staff capacity and resources — **who can manage this consistently?**



**Link economy platforms only work if you have compelling content that gives people a reason to click.**

# Managing Negative Content



Recognize shifts in positive and negative comments and have a plan to address each

- Differentiate **constructive feedback** from harmful content
- Respond with clarity and respect when **correcting misinformation**
- Establish a protocol and internal **social media policy**



# Recognizing and Responding to Negative Feedback

Common types of **negative content** you may encounter:

- Misinformation – incorrect or misleading claims
- Trolling – provocative or inflammatory comments meant to derail
- Disagreement – respectful (or not) opposing opinions
- Irrelevant or automated comments

**When correcting misinformation,  
inform without debating.  
Not every comment deserves a response.**



# De-escalation and Brand Responsibility

## Quick **De-escalation** Tips:

- Stay calm, professional, and brief
- Acknowledge concerns without arguing
- When appropriate, invite further discussion **offline**
- Flag legal risks if necessary; reduce reputational harm from unaddressed comments
- Many are watching how you respond — your tone builds trust

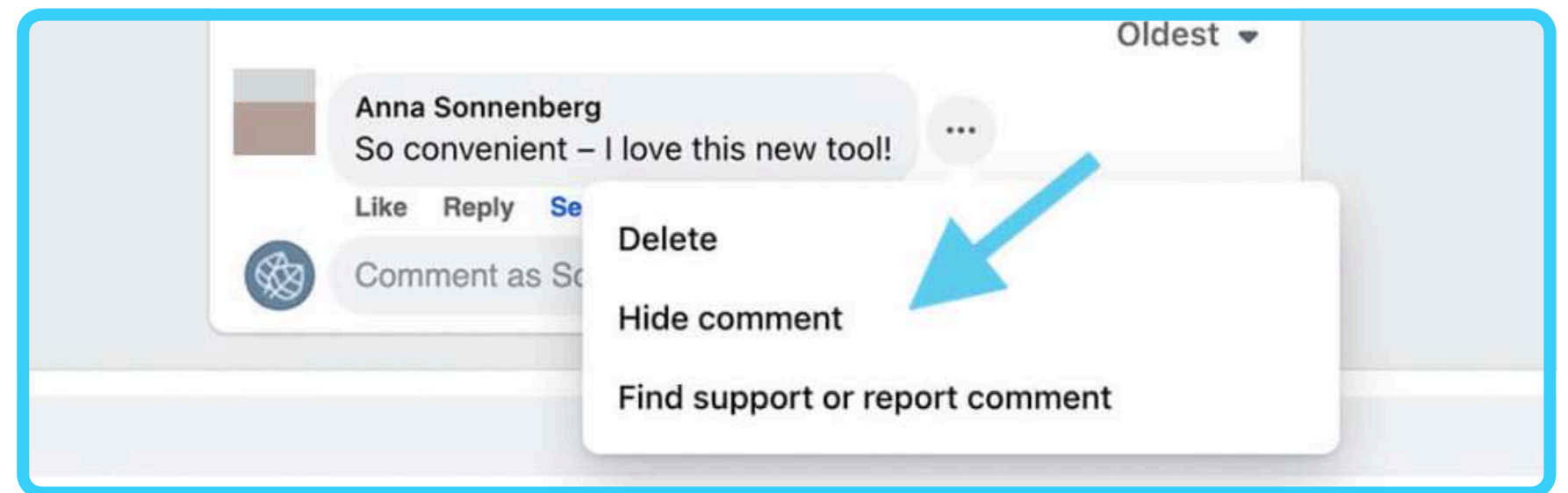


### **Know Your Line in the Sand:**

Comments that include discrimination, hate speech, or threats must be removed.

# Facebook: Handling Negative Comments

**Facebook Content Management Option:**  
When posts are off-topic, inflammatory, or violate community standards, tools like "**Hide**", "**Delete**", or "**Ban**" are available to help you maintain a respectful environment.



*Always refer to your Council's social media policy before taking moderation actions.*

# Social Media Policies and Guidelines

- **Defines roles and responsibilities**

- Who will create posts? Who approves?  
Who will monitor comments?

- **Outlines tone, branding, and accessibility**

- Ensures content aligns with your Council's voice and accessibility standards

- **Establishes a content approval process**

- Helps prevent errors and off-brand or unvetted messaging

- Important for member or partner posts

**! Example:**  
[US Department of Health and Human Services](#)



# Sample Social Media Disclaimer

A social media disclaimer helps clarify that posts or comments do not necessarily reflect the views of the Council or its partners.

## “About” Section Sample Disclaimer:

The views expressed on this page and in the comments are those of the individuals and do not necessarily reflect the views of the [Council Name], its staff, or partners.

We reserve the right to remove comments that include hate speech, discriminatory language, misinformation, or spam.

- **Best practice:** Remember to link to your full social media disclaimer hosted on your Council's website

# Building Blocks for Social Media Success

- Social media used to be about follower count. *Now? It's about how far a single post can go!*
- Platforms like **TikTok** have redefined success—algorithms push content to users, not the other way around



**Video Views**  
31,809



**Video Views**  
33,507

## **Key Takeaways:**

- Algorithms now bring your content to people
- Creative is your most powerful variable
- Virality can outperform audience size

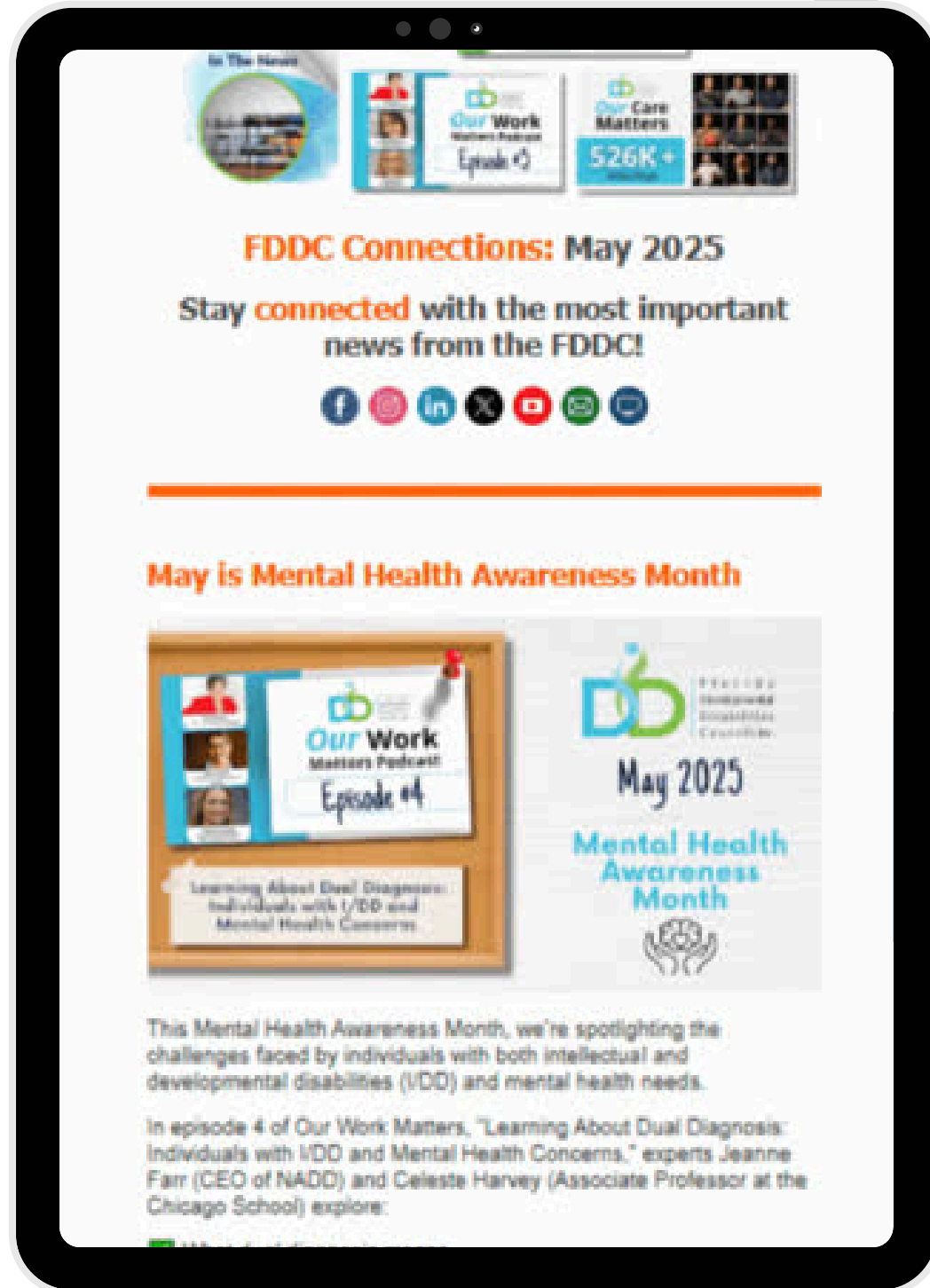


**Link Clicks**  
274

# Defining Measurables

**Is it worth it?** The answer is in the metrics.

- Tracking metrics (like views, link clicks, shares, etc.) helps us show real outcomes—like increased visibility, stronger advocacy, and community connection



## Connections Newsletter April 2025 Metrics

**Sends**  
29,670

**Opens**  
9,998

**Clicks**  
452

# Defining Measurables

- Ultimately, metrics translate into **measurable impact** depending on your council's goals
- Whether it's policy influence, public engagement, or service awareness—**define success first**, then **measure what supports it**

Florida Developmental Disabilities Council, Inc.

**Our Care Matters**

**500K+**  
Video Plays

## *Our Care Matters* Video Campaign April Metrics

**Video Plays**

526,900

**Reach**

349,089

**Link Clicks**

1,323

# Final Thoughts and Questions

What **strategy** from today's session will you implement first?

**1** Be familiar with platforms that best support Council goals

**2** Think strategically before adopting new social media tools

**3** Know how to respond effectively to negative content

**3** Learn how to establish clear policies and disclaimers

# Thank you!

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Digitally Driven  
**MARKETING**