HEAR OUR VOICE!

SO HOW DOES ADVOCACY FIT?
HEAR OUR VOICE!

SO HOW DOES ADVOCACY FIT?
Natalie Belva
Digital Media Manager
The public support for or recommendation of a particular cause or policy

Typical forms of advocacy

What does advocacy mean to us?

Why is it important?

Who can share their advocacy efforts?
Social Media

A connection website; the idea that people connect and maintain relationships with their circles.

- Follow other organizations
  - not only helps to promote them
  - highlight issues that are important to you
  - can share photos and articles related to this
  - access to other resources, make connections with others in that same circle

- Offers the shorter version of a blog, up to 140 characters
- Post what you’re doing, where you are and what’s going on around you
- Regular posts from events and meetings can keep your followers informed
- Followers need to be established in the same way as Facebook; it tends to be more “distant” than Facebook friends
- Many mobile users have Twitter push updates directly to their mobile devices
- Utilize hashtags to join a larger conversation
- Can directly tag someone (@nabilbelaly) and they’ll be alerted

Power of Social Media and Your Voice
A connection website; the idea that people connect and maintain relationships with their circles

Follow other organizations
- not only helps to promote them
- highlight issues that are important to you
- can share photos and articles related to this
- access to other resources, make connections with others in that same circle
- Offers the shorter version of a blog, up to 140 characters
- Post what you’re doing, where you are and what’s going on around you
- Regular posts from events and meetings can keep your followers informed
- Followers need to be established in the same way as Facebook, tend to be more "distant" than Facebook friends
- Many mobile users have Twitter push updates directly to their mobile devices
- Utilize #hashtags to join a larger conversation
- Can directly tag someone (@nataliebelva) and they'll be alerted
Power of Social Media and Your Voice

Natalie Belva
@nataliebelva

Felt like I handled a 2.5 hr red eye delay well but now waiting over 40 minutes for my bag? @JetBlue you're killing me, I gotta get to work!

3 likes
8:50 AM - 30 Nov 2015
Felt like I handled a 2.5 hr red eye delay well but now waiting over 40 minutes for my bag? @JetBlue you're killing me, I gotta get to work!

JetBlue Airways @JetBlue · 30 Nov 2015
@nataliebelva We understand your frustration, Natalie. Thank you for being so great. We'll forward this to airport leadership.
Hey @hellofresh you forgot my nutmeg! Don't worry, I handled it. And literally lol'ed, but you robbed me.

#nutmegbandit

@cozybear @mamabelva4 So have you gotten any free stuff yet? 😊

@cozybear @mamabelva4 😊

@hellofresh SO sorry about the nutmeg we'll be contacting you via email to help make this right :D
SO HOW DOES ADVOCACY FIT?
1 in 6

- or about 15% of children aged 3-17 years have one or more developmental disabilities
- While self-advocacy is growing and emerging, much of the population needs people to speak up on their behalf
• Parents, siblings and loved ones are natural advocates
• As a constituent, you're the most important people to elected officials
• Social media can help you
  • reach a broader audience
  • share your story
  • globalize your cause
  • easily communicate with a large range of people
  • help others to mobilize
  • can connect you with other activists
  • allow you to share information with ease
• Something put out via social media is harder to ignore
“When the whole world is silent, even one voice becomes powerful.”

-Malala Yousafzai
March 2013
Robert Ethan Saylor went to see a movie at a Frederick, Md. theater, wanted to watch it again after the showing was over. Refusing to leave, three off-duty sheriff’s deputies working security restrained him and he died within minutes.
#JusticeforEthan

- Change.org petition earned nearly 380,000 signatures
- Got the attention of the Governor of Maryland
- Executive Order issued in September 2013 to improve training for law enforcement and first responders so they know how to work with people with intellectual and developmental disabilities.
- Justice Department began developing law enforcement training focused on people with cognitive disabilities in 2014
You know what’s insane to me? This whole minimum wage increase fight and discussion- Governor Andrew Cuomo proposes to raise the minimum wage to $15, but offers no way of funding that through government dollars. Let’s think about employees like direct care workers- people who are directly supporting those with disabilities 24/7. They’re working for organizations that rely a great deal on government funding. If there’s an increase that isn’t funded by the government SERIOUS damage could be done to agencies supporting THOUSANDS of individuals with disabilities.

These people are out fighting for the staff that support them, how can that be ignored? #fairwagefordirectwork

end rant.
make an impression
#WHOTOFOLLOW

@NYSOPWDD
@NYGovCuomo
@INCLUDEnyc
@HealthNYGov
@NYS_DOB
@Disabilitygov
Follow and engage with other organizations
  - UCP, ARC, YAI, AHRC
Connecting to groups and support outside of your service provider grows your circle, your reach and the opportunities available to you
All news organizations have an online presence
Legislators will have social media accounts
When using social networks, drill down your communications as much as possible.
Forming your message
TOP DOWN APPROACH

The inverted pyramid puts the most newsworthy information at the top, and then the remaining information follows in order of importance, with the least important at the bottom.
Don't just make-up a #hashtag

Everything on social has to make sense
Put some research into your messaging
Search the topic/s in the Twitter and Facebook search bars to see HOW people are talking about something
Look at who you follow to see how they're talking about it

ex: #bFair2DirectCare addressing Gov Cuomo to increase the minimum wage for Direct Support Professionals
Be personal

What resonates with all of us is a personal story
More connection, more emotion
Draws more attention
- My son will lose his fav employee if #minwage is not increased for #dspworkers #bfair2directcare
- #dspworkers need higher wage, so important! #bfair2directcare
News outlets may reach out for a story or quote
No one method is the answer

*Don't rely on one advocacy tool, regularly use all of them!*
- Use Twitter as a news source, to directly target reporters or legislators
- Use Facebook to share your personal story, tagging others in your post
- Continue to call, e-mail and write letters
WE HAVE THE TOOLS
Let's use them!

questions?
questions?