



Social Media Policy

advocacy | inclusion  systems change

COLORADO DEVELOPMENTAL DISABILITIES COUNCIL



March 6, 2015

SOCIAL MEDIA STRATEGY

The Colorado Developmental Disabilities Council (CDDC) currently utilizes the following platforms to keep members and followers up-to-date with CDDC opportunities, resources, events, and other disability-related news and information:

- Facebook
- YouTube
- Blog
- Web Site
- Twitter (currently under review by the Social Media Committee)

Basics

Knowing what we are doing with social media and why we are doing it will help guide our strategy so that we are providing the right content for the right people and supporting the Council's mission of Quality of Life through Inclusion in the Community (Goal 5 Objective 1 of the current Five Year Plan).

Audiences

People living with disabilities and their family members, including their siblings and friends, Council and its individual committee members, educators and community service providers, legislators, and the general public.

Purpose of communicating via these platforms

- Provide information and resources that support the accomplishment of the CDDC's Five Year Plan;
- Educate the community about issues that are important to the lives of people with disabilities, their family members, siblings, and friends;
- Provide information that helps the audience participate in CDDC events, projects, and activities;
- Highlight how CDDC is working to improve the lives of people with developmental disabilities, their family members, and siblings in Colorado;

- Raise awareness about disability advocacy opportunities and systems change efforts;
- Provide Action Alerts on public policy and legislative issues;
- Promote resources that will inform the audience and/or increase the likelihood that advocacy and systems change efforts will be effective;
- Share CDDC or other disability-related news and information;
- Provide access to personal stories from people with disabilities, their family members, siblings, and friends.

Branding and Consistency

To convey a consistent feel across our social media platforms, CDDC will maintain a consistent look across platforms.

- Profile Image: CDDC will use the organization's logo consistently across its social media platforms. This logo will be used for all profile pictures.
- Cover Photos: CDDC will use consistent images other than the logo for additional space across platforms.
- About: Information about the CDDC, including contact information, will be the same across platforms.

Content

CDDC will only post content that falls into the above purposes. CDDC content and assets will be leveraged whenever possible. Content from outside groups will be considered for sharing on a case-by-case basis. When relevant, postings will include information that will support readers to engage in advocacy and taking action.

Tags will be included in content to support media searches and will vary with the material being posted.

Content will be posted in order of priority:

Priority 1: supports the accomplishment of the CDDC's Five Year Plan;

- Priority 2: time-sensitive advocacy, legislative and public policy opportunities;
- Priority 3: outreach to the community about issues of relevance to the disability community;
- Priority 3: time-sensitive CDDC opportunities;
- Priority 4: breaking news that directly affects the disability community;
- Priority 5: CDDC news, opportunities, and highlights;
- Priority 6: news opportunities, and highlights from other disability organizations;
- Priority 7: external links to other disability-related news and information.

PLATFORMS AND TOOLS

Facebook will provide the hub for social media activity for the CDDC. In 2015, the Social Media Committee (Committee) will consider adding Twitter as an additional tool; the Committee will also continue to explore ways to increase followers. The blog, and YouTube will continue to be utilized to leverage content from Facebook and the web site, but Facebook will be the primary focus of the CDDC's outreach through social media in 2015. Other tools will be branded in conjunction with the Facebook page and content posted to Facebook may also be shared on Twitter if the Committee recommends utilizing it.

Facebook

Posting protocol:

- Post at least once per day;
- Posts that include a photo, video, or link will also include text that explains the relevance of the content and, when possible, encourages natural engagement and linkages;
- When possible, posts will be scheduled for the page's highest traffic time;
- Include hashtags when possible (is this just applicable to Twitter?).

2015 goal: expand the "views" of the Facebook page 25% to 1894 by the end of 2015.

"Likes at start of 2015: 1515

Strategies to expand Facebook network

- Ask for “Likes” from:
 - Council and committee members;
 - Project Participants: DRMAC, Access and Ability, Valley Life for All, Eastern Colorado Services, Denver Metro CPRC
- Cross promote with other disability organizations’ pages;
- Tag: Friend members / “Likes” and tag them in photos;
- Ask people who like the page to post a link to the page and ask their friends to “Like” the page;
- Develop an outreach letter requesting participation from disability-specific organizations;
- Create memes and infographics that have the potential to go viral;
- Share and cross promote posts with legislators;
- Print marketing: include Facebook logo on all printed materials;
- Website: feature link to page on CDDC website;

YouTube

Posting protocol

- Post as material from CDDC activities or Council members becomes available or as material that supports the Council’s Five Year Plan is known;
- Material developed by the Council will be closed-captioned before posting;
- The preference will be to post materials from other sources that are closed or open-captioned

Strategies to expand views on YouTube:

- Ask people to subscribe to YouTube channel on Facebook;
- Post on Facebook when a video is added;
- Ask Council and committee members to subscribe and/or view when new videos are posted;
- Ask Council Grantees to share with their project participants when a new video is posted (for grant year 2016, ask grantees to provide a video of no more than five minutes describing the work they are doing to post on YouTube).
- Track views and subscriptions in 2015 to establish a baseline for outcomes.

Blog

Posting protocol:

- Seek out and post blogs that support the Council’s Five Year Plan;

- Reach out to CDDC and Committee Members, grantee participants, CO Sibling Leadership Network;
- Post at least twice a month.

Strategies to expand views:

- Post on Facebook when a new blog is posted (attach link to individual blog);
- Ask Council and Committee members to read the blogs when they are posted;
- Ask Council Grantees to share the blogs with their project participants when a new blog is posted and ask their participants to develop blogs for posting;
- Staff will provide support to blog writers as needed.

Insert viewing data for 2014 and add a 25% increase for 2015.

Twitter

Tweeting protocol

- Tweet at least once per weekday;
- Tweets that include a photo, video, or link will include text that describes the content and, when possible, encourages retweeting;
- Messages and mentions will be addressed within 24 hours;
- New followers and retweeters will be thanked via tweet once we have three for the respective category;
- When possible, tweets will be scheduled for high traffic times (9 a.m. – 7 p.m.);
- TweetDeck will be used to schedule future tweets;
- Include hashtags whenever possible.

Goal: track the number of people who are following our tweets

Strategies to expand Twitter network

- Ask for “follows” from:
 - Council and committee members;
 - Program participants: Access and Ability, Denver Metro CPRC, Denver Regional Mobility and Access Council, Eastern Colorado Services, and Valley Life for All;
 - Facebook “Likes”.
- Twitter feed and live tweets on display at the Legislative and Public Policy Weekend;
- Tag: use Twitter handle of people whenever possible;
- Create memes and infographics that have the potential to go viral;

- Retweet content that includes CDDC-related information or disability-related information (use appropriate MT/RT protocol);
- Print marketing: include Twitter logo on all printed materials;
- Website: feature link to page on CDDC website.

NOTE: Insert Tweriod Reports as Appropriate

CONTENT

Below is a list of content ideas that can be incorporated into the CDDC's social media marketing content calendar.

Welcome new Council members

- Post photo, handle, and short bio (including a quote about why they joined and/or what they hope to get out of their membership)
- The new member shares the post and asks their followers to follow/like CDDC.

Between the Lines Newsletter

- Leverage content in newsletter
- Notify followers that they can subscribe

Local Leadership Development Projects

- Highlight participants/grantees when accepted (name, town, project/goal) include photos from the beginning and the end—include section on the website about this
- Highlight end of the projects (photo and quote) or project impact
- Highlight participants that interacted with their legislators

Policy Briefs, infographics, memes, and publications

Development of New Five Year Plan

- Public Forums
- Public Input on Draft Plan
- Submittal of New Plan

Council Meetings

- Date, time, location, invited speaker/s (add events to facebook)
- Dan B. Davidson—save the date, nominations, award recipients
- Council retreat

Lunch and Learns

- Date, time, location, topic and speaker (add to events on facebook)



2015 Social Media Marketing CONTENT CALENDAR

<p><u>March</u></p> <p>Council Meeting <i>Between the Lines</i> Published</p>	<p><u>April</u></p> <p>Legislative & Public Policy Weekend First Public Forum for 5 Year Plan Development (Denver) Save the Date—Dan B. Davidson</p>	<p><u>May</u></p> <p>Public Forum – Montrose Public Forum and Council Meeting—Fort Morgan Request nominations for Dan B. Davidson Local Leadership Projects Completed</p>
<p><u>June</u></p> <p>Public Forum – Alamosa Save the Date – Sept Lunch & Learn <i>Between the Lines</i> Published</p>	<p><u>July</u></p> <p>Council meeting dates set for upcoming year Council meeting and Dan B Davidson Awards</p>	<p><u>Aug</u></p>
<p><u>Sept</u></p> <p>New Council member training Full day Council meeting to develop goals, objectives, strategies for next state plan Lunch and Learn <i>Between the Lines</i> Published</p>	<p><u>Oct</u></p> <p>Council retreat Save the date—Dec Lunch and Learn National Disability Employment Awareness Month Local Leadership Development Projects Begin</p>	<p><u>Nov</u></p> <p>Review and approve draft state plan at Council meeting for Public Comment Publish draft version for 45 day comment period on Nov 23rd</p>
<p><u>Dec</u></p> <p>Lunch and Learn Completion of annual federal reports</p>	<p><u>Jan</u></p> <p>Submittal of annual federal reports Draft state plan comment period ends January 4th Council meeting</p>	<p><u>Feb</u></p> <p>Save the date—May Lunch and Learn</p>

Ongoing/other: Action alerts, legislative and public policy initiatives, publications, memes

Beginning of every month on facebook, on the first let people –coming up: events etc. plug in all of the things that are happening on the events calendar.