Did You Share That?
#AdvocacyTrainingBootcamp

An Interactive Social Media Activity
By Julie Gerhart-Rothholz and Rachel Mast
The Rothholz Family
What We’re Doing Today

• Discuss social media basics.
• Learn the what, who, why, and how of social media use.
• Discover how to find your legislator on social media.
• Commit to using social media to advocate.
• Learn to tweet/post/make videos.
• Remind ourselves/others to ask “did you share that?”
Activity 1: Did You Share that?

• Open Twitter.
  – Tap the blue circle with a + and a feather in it.
  – Type on the “what’s happening?” line.
  – Click the photos icon (2 mountains and a sun).
  – Click the camera & take a picture.
  – Click Tweet.

• Open Facebook.
  • Tap “what’s on your mind”?
  • Type your message
  • Click add to your message.
  • Click Photo/video.
  • Click the camera & take a picture.
  • Click share; pick your audience, then share now.

I am learning from many advocates at the @NDSC
#AdvocacyTrainingBootcamp
Social Media—What?

- What is social media?
- What is a hashtag?
- What’s the difference between like/share/retweet?
- What is tagging?

- What are social media’s uses in advocacy?
  - Sharing information/storytelling
  - Connecting/networking
  - Calling for action
  - Creating data

- Social Media is a supplement to a personal relationship.

*Tweets with hashtags receive 2X more engagement than those without hashtags.
*Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.
*Tweets that use more than two hashtags actually show a 17% drop in engagement.*
# Social Media At a Glance

<table>
<thead>
<tr>
<th>Platform</th>
<th>Description</th>
<th>Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinterest</td>
<td>Social site that is all about discovery</td>
<td>250 million active users</td>
</tr>
<tr>
<td>Twitter</td>
<td>Micro blogging social site that limits each post to 280 characters</td>
<td>326 million active users</td>
</tr>
<tr>
<td>Facebook</td>
<td>Mobile is Facebook’s cash cow</td>
<td>2.23 billion active users</td>
</tr>
<tr>
<td>Instagram</td>
<td>Social sharing app all around pictures and 60 second videos</td>
<td>1 billion active users</td>
</tr>
<tr>
<td>Snapchat</td>
<td>App for sending videos and pictures that disappear after being viewed</td>
<td>300+ million active users</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Business oriented social networking site</td>
<td>260 million active users</td>
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</tbody>
</table>

- 69 million Twitter users
- 6,000 tweets on average happen every second
- 1 million links shared every 20 minutes
- 50%+ of new signups are men
- 25% of U.S. Facebook users are age 25 to 34
- Many brands are participating through the use of #hashtags and posting pictures that consumers can relate to
- Roughly 70% of users are female
- Most followed brand is National Geographic
- Most used platform among 12-24 year olds
- 70%+ users are outside the U.S.

Statistics as of 12.27.2018

Designed by: Leverage - leverageost.com

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Social Media—Who?

- POLL: Who in this room is using social media?
- Who in the US is using social media?
  - 69% of adults; 88% of those aged 18-29
  - Almost every member of Congress
    - Twitter: House: 97%; Senate: 93%
    - Facebook: House 98%; Senate 88%
  - Twitter > Facebook > Instagram
Social Media—How?

• Find and follow your legislators on social media.
  – [www.house.gov/representatives/find-your-representative](http://www.house.gov/representatives/find-your-representative)
    • Enter your zip code
    • Click on your US Representative’s name
      – Click on the social media icons on his/her page.
  – [www.senate.gov/senators/contact](http://www.senate.gov/senators/contact)
    • Select your state in the drop-down menu
    • Click on the name of your US Senators.
      – Click on the social media icons on their pages.

• Plan your message.

• Commit to posting regularly.
Social Media—How?

• Make sure to take that first step and post/tweet.
  – Keep it short.
  – Keep it civil.
  – Include pictures and/or videos.

• Follow others with similar advocacy interests.

• Like AND share/retweet others’ tweets and posts—and add your own commentary.

• Include self-advocates.
Social Media Tips from Rachelspinkhouse

• My first social media was Twitter.
• Now, I have Instagram and Snapchat.
• My parents monitor my social media for safety.
• They also help me with my posts sometimes.

• The main reasons I started on Twitter:
  – To advocate
  – To spread Down syndrome awareness
• People love to see my posts.
Social Media Tips from Rachelspinkhouse

My accounts are Rachelspinkhouse because when I first met Senator Moran, I told him he should sponsor ABLE because I wanted to live in a pink house.

My Representatives follow and tag me!
Make a video and Tweet and post on Instagram & Facebook

I don’t have Facebook so my mom posts there.

Tag your elected officials

Be nice

Say thank you and then say thank you again

Social Media Tips from Rachelspinkhouse
My New Representative

• Sharice Davids was elected as my new representative.
• My mom tagged her in a tweet, and she sent my mom a message.
• I met her over spring break.
• She danced with me and my dad did a boomerang. It was fun.
• I am building a relationship with her now.
• She has co-sponsored two bills already.
How to Make an Advocacy Video

• My mom and dad help me write a message on a dry erase board.
• Then, we make a video on my iPhone. Sometimes we have to do it several times.
• Then, I upload to Instagram or Twitter.
• If I do Instagram, I can share from there on Twitter.
• Sometimes I just do it on Twitter.
• My mom usually saves them to YouTube.
Hello Senator Moran,
Thank you for being my friend.
I am showing my friends at the National Down Syndrome Congress how to tweet at their Senators.
I would like you to please sponsor the Transformation to Competitive Employment Act.
I love my job at the Olive Garden.
I think my friends should be able to have jobs in their communities and make money like their friends, too.
This bill would help make that happen.
If you would sponsor, it would make my heart happy.
Thank you.
Tweet or Instagram Message (Goes with the video)

• Thank you Sen @jerrymoran for being my friend. My friends need your help so they can work in the community & make good money. Please support SB 260 and please retweet my video. #Downsyndrome #NDSC2019
Social Media—Why?

• Sometimes others join in.

Karen Rose
October 30, 2016

I'm coming in at the end of this month but I wanted to share: October is Down Syndrome Awareness Month, a time to celebrate people with Down syndrome and to make people aware of the abilities and possibilities for those with Down syndrome. People with Down syndrome are capable of great accomplishments which can include driving a car, going to college, managing a business, living independently, and marriage. I've been honored to have a few characters with Down syndrome in my books, like Holly Carter in DID YOU MISS ME and WATCH YOUR BACK. I love Holly's character because she's a member of the Carter family and they love her. She's not a cause. She's a piece of their heart. (And she's getting married soon!)

It’s so important to view people with disabilities as people. first and foremost, looking at all the things the CAN do, not the things they can't. If you own a small business, please open your consideration to applicants with disabilities. Sure, you may have to put some accommodations in place, but you may enrich your business far more than you ever anticipated!

As this video says, we're more alike than different 😊

http://youtube.be/6KUjk7Pmk_0

Brian Fitzpatrick
@legBrianFitz

Today is World Down Syndrome Day, and I am proud to stand with advocates to seek further awareness and help Americans live more independent and fuller lives. Together, we can achieve full inclusion!

#WorldDownSyndromeDay #WDSD19

Jim Donovan
@jimdonovancs3

It's Day #21 in #BattleOfTheNewsroomSocks. In honor of #WorldDownSyndromeDay I'm wearing 2 different socks as part #RockYourSocks. Join the celebration by rockin' mismatched socks! I've chosen what I call my Partridge family sock & my super hero sock from @JohnsCrazySocks

100 PM - 21 Mar 2019

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Stay Informed through Social Media

#321Advocate Group & Other Facebook Groups

State Coalitions/Facebook Groups

- California Down Syndrome Advocacy Coalition
  [https://cdacblog.wordpress.com/](https://cdacblog.wordpress.com/)
- Pennsylvania Down Syndrome Advocacy Coalition
- Down Syndrome Policy Network of Tennessee (DSPNT)
- Massachusetts Government Affairs Committee
  [http://www.mdsc.org/programs/LegislativeAdvocacyTaskForce.cfm](http://www.mdsc.org/programs/LegislativeAdvocacyTaskForce.cfm)

#321Advocate
[https://www.facebook.com/groups/288431281601785/32](https://www.facebook.com/groups/288431281601785/32)

This is not a complete list. Some other states have Facebook Advocacy Groups. Look for your state on Facebook or consider starting a state group.
Thank You and Contact Information

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