



WISCONSIN BOARD FOR PEOPLE
WITH DEVELOPMENTAL DISABILITIES

Social Media Manual

April 2014

SOCIAL MEDIA STRATEGY

The Wisconsin Board for People with Developmental Disabilities (BPDD) currently utilizes the following platforms to keep members and followers up-to-date with BPDD opportunities, resources, and events, and also disability-related news and information:

- Facebook
- Twitter (and TweetDeck)
- YouTube
- LinkedIn
- Slideshare

Basics

Knowing what we're doing with social media and why we're doing it will help guide our strategy so we're providing the right content for the right people.

- Audiences: constituents, disability community, legislators, general public
- Purpose of communicating via platforms:
 - Provide information that helps the audience participate in BPDD events, projects, and activities
 - Highlight how BPDD is working to improve the lives of people with developmental disabilities in Wisconsin
 - Raise awareness about disability advocacy opportunities
 - Promote resources that will inform the audience and/or increase the likelihood that advocates will be effective
 - Share BPDD or other disability-related news and information

Branding & Consistency

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

- Profile image: BPDD will use the organization's logo consistently across its social media platforms. This logo will be used for profile pictures.
- Cover photos: BPDD will use a consistent image (not the logo) for additional space across platforms. For example, if there is an engaging photo BPDD event, the photo could be used on all of the platforms. Cover photos will be changed regularly.
- About: Information about BPDD, including contact info, will be the same across platforms.

Content

BPDD will only post content that falls into the above purposes. BPDD content and assets will be leveraged whenever possible. Content from outside groups will be considered for sharing on a case-by-case basis.

Content will be posted in order of priority:

- Priority 1: time-sensitive advocacy opportunities
- Priority 2: time-sensitive BPDD opportunities
- Priority 3: breaking news that directly affects the disability community
- Priority 4: BPDD news, opportunities, and highlights
- Priority 5: news, opportunities, and highlights from other disability organizations
- Priority 6: external links to other disability-related news and information

Hashtags will be used whenever possible.

PLATFORMS & TOOLS

Facebook will continue to be the hub of social media activity for BPDD. In 2014, Twitter will be used more and we will make an effort to increase followers. LinkedIn, YouTube, and Slideshare will continue to be utilized to leverage content from Facebook, Twitter, and our website. – but Facebook will be the primary focus of the chapter’s outreach through social media in 2014. Other tools will be branded in conjunction with the Facebook page and content posted to Facebook may also be shared on Twitter.

Facebook

Posting protocol

- Post at least once per day
- Posts that include a photo, video, or link will include text that explains the relevance of the content and, when possible, encourages engagement
- Comments and suggestions will be addressed within 24 hours
- When possible, posts will be scheduled for the page’s highest traffic time for that particular day
- Include hashtags when possible

2014 goal: increase page “Likes” by 25% to 1836 by end of 2014 (~91 new “Likes” per quarter)

“Likes” at start of 2014: 1469

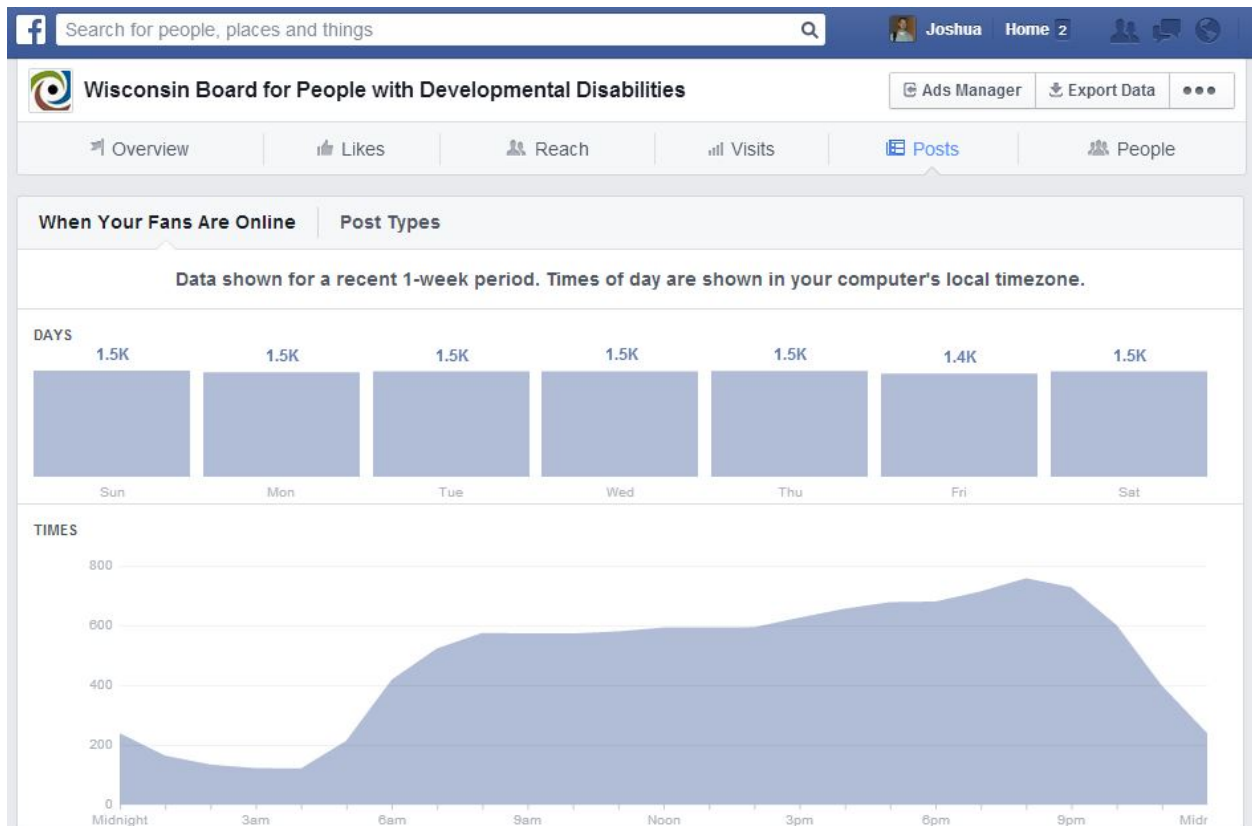
Strategies to expand Facebook network

- Ask for “likes” from:
 - BPDD board members
 - Project participants: Partners in Policymaking, Youth Leadership Forum, SPARKS Grants, Take Your Legislator to Work Campaign, Let’s Get to Work
 - Members of LinkedIn group and Twitter followers
 - Event participants: Disability Advocacy Day, Self-Determination Conference, Employment First Conference, Circles of Life Conference
- 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
- Experiment with paid ads and contests
- 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 BPDD website

Fan Demographics (5-11-14)



Fans Online (5-11-14)



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 follows 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 when possible

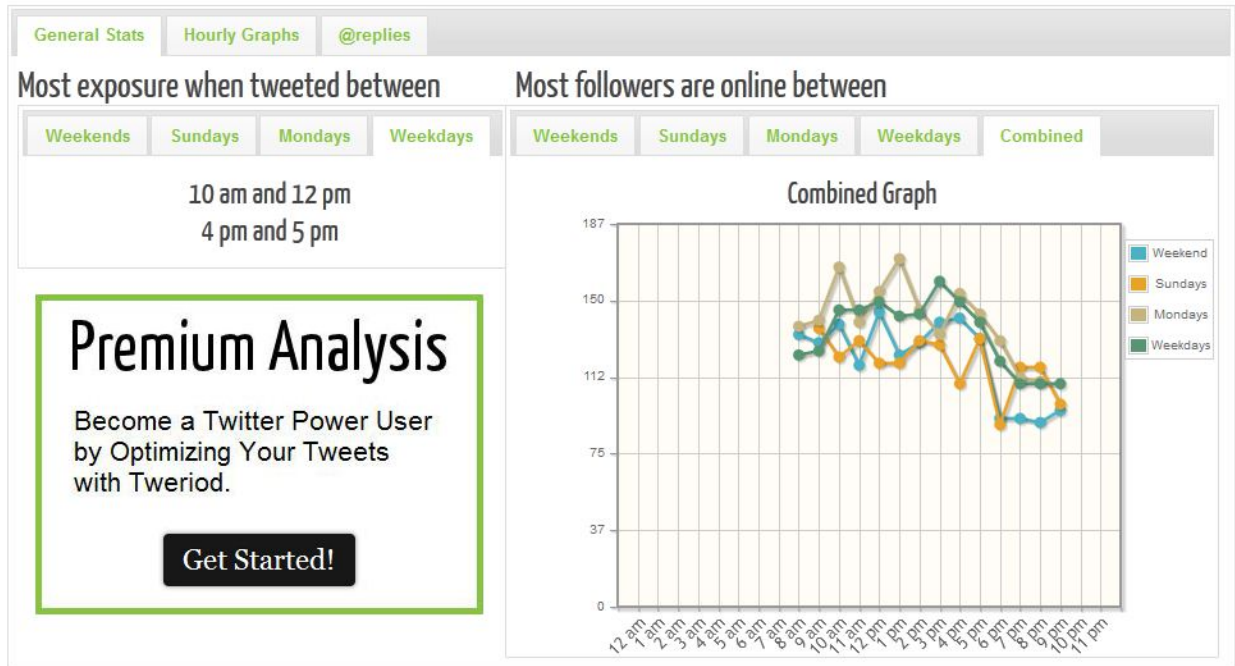
2014 goal: increase “follows” by 50% to 166 by end of 2014 (~14 new follows per quarter)

Follows at start of 2014: 111

Strategies to expand Twitter network

- Ask for follows from:
 - BPDD board members
 - Project participants: Partners in Policymaking, Youth Leadership Forum, SPARKS Grants, Take Your Legislator to Work Campaign, Let’s Get to Work
 - LinkedIn followers and Facebook “likes”
 - Event participants: Disability Advocacy Day, Self-Determination Conference, Employment First Conference, Circles of Life Conference
- Twitter feed and live tweets on display at the Self-Determination Conference
- Tag: Use Twitter handle of people whenever possible
- Create memes and infographics that have the potential to go viral
- Retweet content that includes BPDD-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 BPDD website

Tweriod Report (5-12-14)



LinkedIn

Posting protocol: The page will feature BPDD news, resources, and opportunities

2014 goal: increase "followers" by 50% to 96 by end of 2014 (~8 new follows per quarter)

Follows at start of 2014: 64

CONTENT

Below is a list of content ideas that can be incorporated into BPDD's social media marketing content calendar. Many of the ideas below include information and activities that BPDD is already doing or has access to and just needs to be leveraged.

Welcome new Board and staff 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 BPDD

People First Wisconsin (PFW)

- Highlights joint events and also PF meetings
- PFW asks its members to follow/like BPDD
- Highlight the new PFW board members (photo and a quote)

News 'N Notes

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

Partners in Policymaking, Youth Leadership Forum & SPARKS Grants

- Highlight participants/grantees when accepted (name, town, project/goal)
- Highlight graduation (photo & quote) or project impact

Take Your Legislator to Work

- Highlight visits before and after
- Promote opportunities to participate

Policy briefs, infographics, memes, and publications

Mosaic Art Contest

- Promote opportunities to participate
- Highlight artwork

Self-Determination & Employment First Conference

- Promote opportunities to participate
- Photos, video, resources

Non-BPDD events: photos

DAWN Alerts

Annual Report



2014 SOCIAL MEDIA MARKETING CONTENT CALENDAR

<p><u>JANUARY</u> Board Meeting (photo) News 'N Notes</p>	<p><u>FEBRUARY</u> Policy Briefs Infographics</p>	<p><u>MARCH</u> Disability Advocacy Day (photos) Change branding Developmental Disabilities Awareness Month Apply for Youth Leadership Forum</p>
<p><u>APRIL</u> News 'N Notes Employment First Conference Disability Policy Seminar Present at the SD Conference</p>	<p><u>MAY</u> Board Meeting (photo) Partners in Policymaking graduates (photo, quote) Apply for SPARKS Grants Survey for People with Disabilities</p>	<p><u>JUNE</u> Change branding</p>
<p><u>JULY</u> Board Retreat (photo) New Board members (photo, bio, quote) News 'N Notes APSE Conference (photos) NACDD/ITACC (photos)</p>	<p><u>AUGUST</u> New Board officers Take Your Legislator to Work - apply</p>	<p><u>SEPTEMBER</u> Board Meeting (photo) Change branding Take Your Legislator to Work - apply</p>
<p><u>OCTOBER</u> News 'N Notes SPARKS Projects Take Your Legislator to Work Campaign visits National Disability Employment Awareness Month Annual Report</p>	<p><u>NOVEMBER</u> Board Meeting (photo) New Partners in Policymaking participants Take Your Legislator to Work Campaign visits Mosaic Art entries Self-Determination Conference</p>	<p><u>DECEMBER</u> Change branding Take Your Legislator to Work Campaign visits</p>

Ongoing/other: DAWN Alerts, policy briefs, infographics, publications, memes