Social Media: New Low-cost Tools for Effective Outreach

Presented by:

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A New Approach to Family Outreach

Case Study

March, 2017 PBSI conference hosted by Family Network on Disabilities, Florida Department of Education Bureau of Exceptional Education and Student Services Discretionary Programs, Florida Center on Inclusive Communities at USF, and Florida’s APBS Network.

Approximate Investment. - $20,000
Number of in-person participants. - 120
Approximate Cost per participant. - $160
PBIS Case Study 2017 #BehaviorSupports

PBIS Case Study
Data analysis: March 23rd – March 30th

Facebook Live

<table>
<thead>
<tr>
<th>Total Reach</th>
<th>Video Reach</th>
<th>Video Views</th>
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<tbody>
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<td>203419</td>
<td>55818</td>
<td>28334</td>
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2017 LEADERSHIP CONFERENCE
Social Media: Amplify & Maximize

Amplification:

From **120 in-person** participants to over **50,000 online viewers**

Resources Maximization:

- From **$160 per person** to an approximate of **$0.40 per person**
- Automatically becomes evergreen content
- Keeps reaching people through online searching
Don Kincaid - Director of Florida Center on Inclusive Communities at USF
Even most important: Accessibility

Why families fail to participate in person..

- Childcare costs or lack of services
- Not ready to show up in person
- Younger parents communicate in different ways
- The ability to leave and come back at anytime

According to PEW research, nearly seven-in-ten Americans now use **social media**: 86% of 18- to 29-year-olds are social media users.

But a substantial majority of those ages 30-49 (80%) and 50-64 (64%) use social media as well.

http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/
New Ways To Measure Impact

Family Care Council Area 11 shared FND PEN's live video.
March 25 · 🌐

Positive behavior supports workshop by FND PEN
https://www.facebook.com/FNDPEN/videos/1296304817128409/
Show Attachment

Julie Sullenszino · Thank you!
Like · Reply · Message · Remove Preview · March 25 at 12:04pm
Like · Reply · Message · 1 · March 25 at 12:05pm

Write a comment...
Keynote Analytics #BehaviorSupports

PBS Case Study
Keynote Presentation by Rich La Belle

- In Person: 5361%
- Facebook Live: 2388%

Video Reach
- In Person: 100%
- Facebook Live: 100%

Video Views
- In Person: 100%
- Facebook Live: 100%

Family Network on Disabilities was live.
Published by @ Mimi Pollaro on 3/24.

Welcome: Rich La Belle

Keynote 1: PBS: Defining Features and Evidence of Effectiveness – Don Kincaid & Meme Heneman
Presentation Link:

6,433 People Reached
2,866 Video Views
175 Reactions, Comments & Shares
105 Likes
88 On Post
17 On Shares
69 Loves
59 On Post
0 On Shares
21 Comments
21 On Post
0 On Shares
28 Shares
28 On Post
0 On Shares
136 Post Clicks
67 Clicks to Play
14 Link Clicks
65 Other Clicks

NEGATIVE FEEDBACK
2 Hide Post
0 Report as Spam
1 Hide All Posts
0 Unlike Page

2017 LEADERSHIP CONFERENCE
Free & Low Cost Tools
How Twitter Can Help

#BehaviorSupports

Estimated Reach

292,804

Accounts Reached

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Let’s go FB LIVE!
Diversity in Outreach

With FND PEN in Immokalee, Florida presenting on #SpecialEd Presentando las bases de Educación Especial en Immokalee Highlands Elementary School Thanks to Golisano Children’s Hospital of Southwest Florida for inviting us. Tara Tallaksen, Autism Navigator.

3,255 people reached

2.4K Views
Give Me a Boost...

Family Network on Disabilities

FNDUSA.ORG

Organic 1,826  Paid 4,607

6,433 people reached

31 Likes 21 Comments 28 Shares
Give Me a Boost...
Finding The Right Partners
Engagement
Steps to Succeed:

Conference Goal & Target Reach
Identify Social Media Expert Partnership
Social Media Plan
Get your Gear…
  Webcams-Phone-Tripods
Go LIVE
Data Collect Post Conference
Enjoy the ride!

Be human
Promote collaboration
You can always reply by email
Take it slow at first
Good and bad comments can help your organization succeed!

You can do it!
Questions?
Thank You. Now... Let’s Take a SELFIE!