

Social Media: New Low-cost Tools for Effective Outreach

Presented by:

Monica Verra-Tirado, *Bureau Chief of Exceptional Education and Student Services*

Eliana Tardio, *Director of FND's PEN PTI & Global Social Media Influencer*

Joe La Belle, *Assistant Director of FND's PEN PTI*

2017 LEADERSHIP CONFERENCE



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

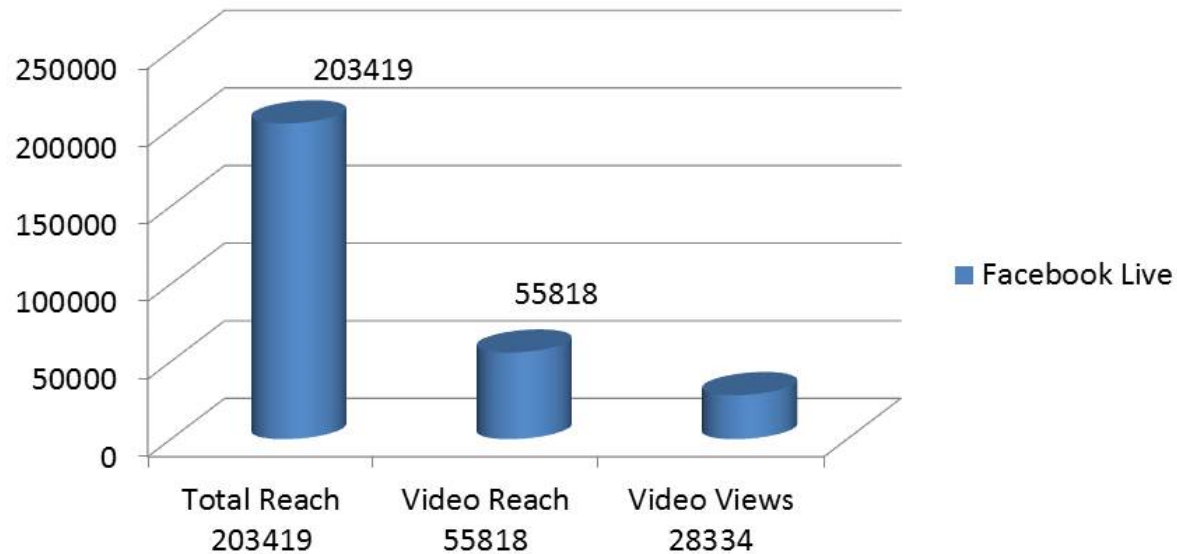


PBIS Case Study 2017 #BehaviorSupports

PBIS Case Study

Data analysis: March 23rd – March 30th

Facebook Live



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

Like · Reply · Message · Remove Preview · March 25 at 12:04pm



Julie Sullenszino · Thank you!

Like · Reply · Message · 👍 1 · March 25 at 12:05pm



Write a reply...



home Aba!!



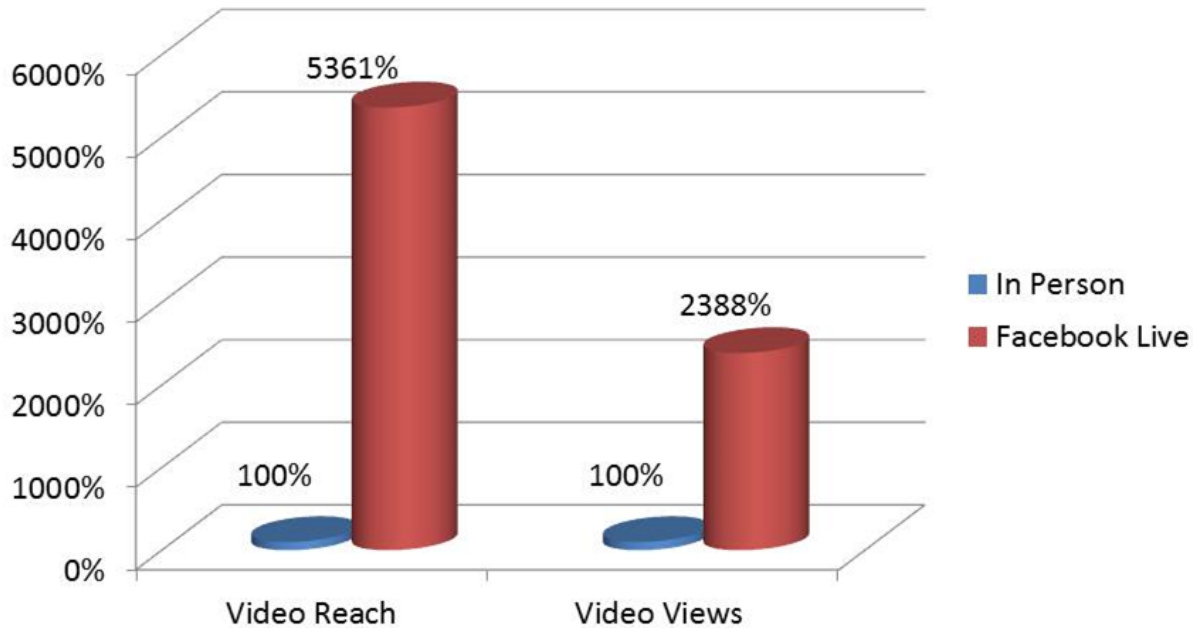
Write a comment...



Keynote Analytics #BehaviorSupports

PBS Case Study

Keynote Presentation by Rich La Belle



The screenshot shows a Facebook Live post from 'Family Network on Disabilities' published by Misti Pollaro on March 24. The post includes a video player showing Rich La Belle presenting. The post has 6,433 people reached, 2,866 video views, and 175 reactions, comments, and shares. The reaction breakdown is: 105 Likes, 59 Loves, 21 Comments, and 28 Shares. The share breakdown is: 88 On Post, 17 On Shares, 21 On Post, 0 On Shares, 28 On Post, and 0 On Shares. The post also shows 136 post clicks, including 67 Clicks to Play, 14 Link Clicks, and 55 Other Clicks. There is 2 negative feedback (Hide Post) and 1 Hide All Posts. The post is from FNDUSA.ORG and includes a 'Learn More' button.



Free & Low Cost Tools



How Twitter Can Help

#BehaviorSupports

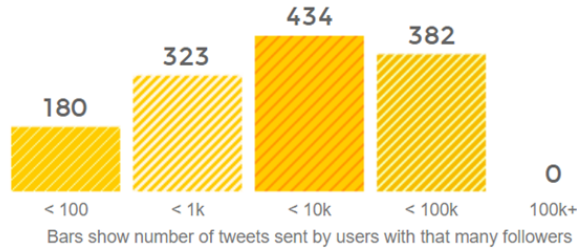
ESTIMATED REACH

292,804

ACCOUNTS REACHED

EXPOSURE

15,046,954 IMPRESSIONS



ACTIVITY

1,319 TWEETS

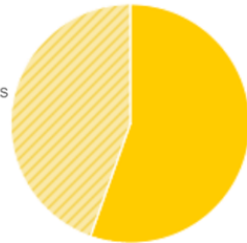
52 CONTRIBUTORS

4 DAYS



588 retweets

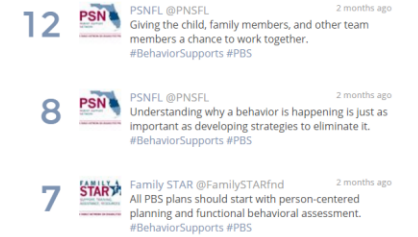
731 tweets



TOP CONTRIBUTORS



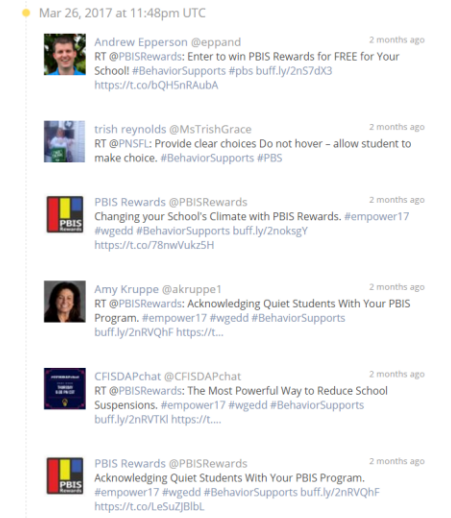
MOST RETWEETED TWEETS



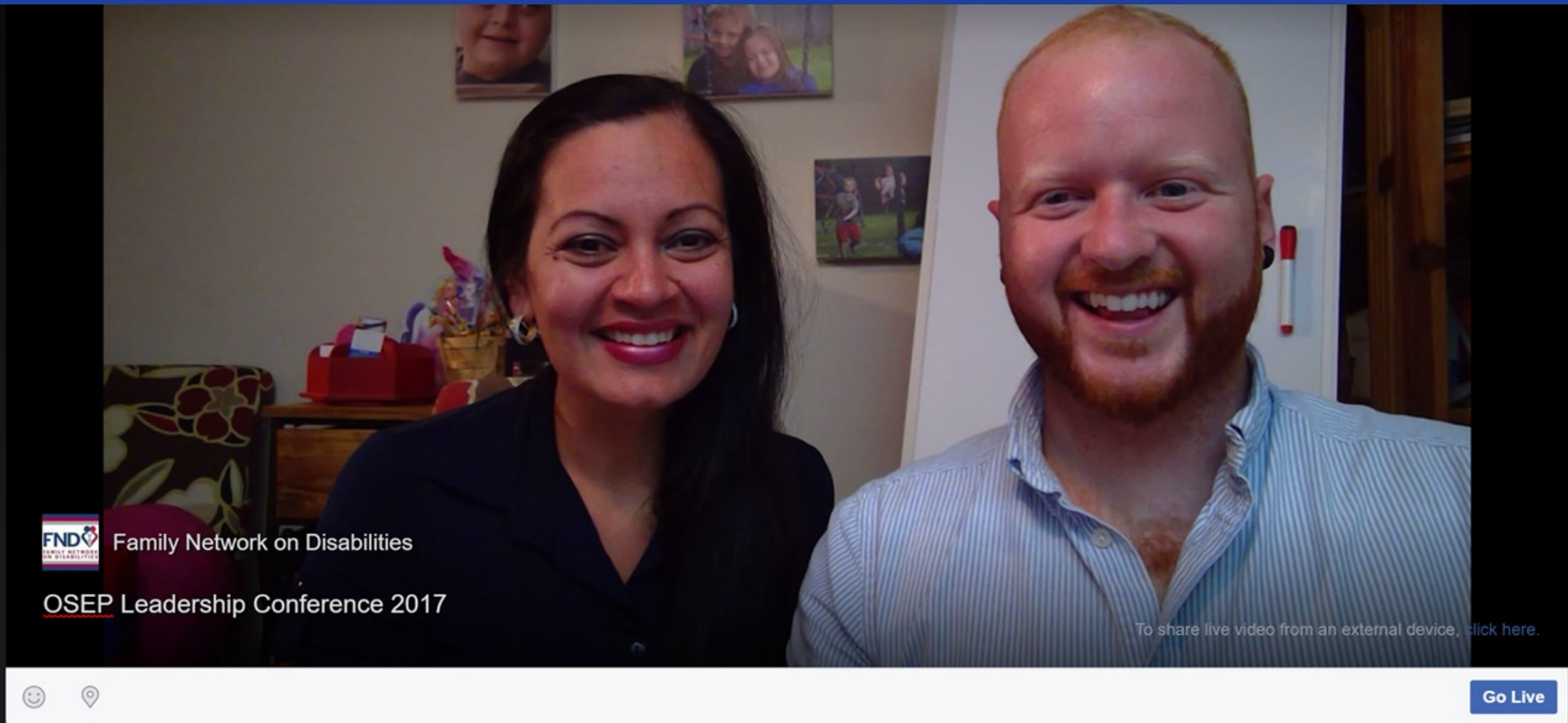
CONTRIBUTORS

Contributor	Tweets	RTs	Impressions
ELIANATARDIO	265	0	10.6M
GrowUpBilingual	18	0	1M
EileenCCampos	54	0	948.3K
Iorrainecladish	6	0	528.7K
comprasyhogar	32	42	402.8K
MommyT3aches	54	0	348.2K
momofambition	33	0	315.2K
FND_USA	137	88	157.8K
vivafifty	4	0	152.4K
POPINFL	137	69	141K
justivaluc1	24	0	117.6K
PENFL	139	79	67K
Chef_Ronaldo	1	0	33.1K
DownSynAdvocacy	7	0	28.1K
Lauralcb1	1	0	28K
FamilySTARfnd	135	81	27.1K
PadresLatinosUS	4	0	23.8K
pbischat	3	11	20.6K
jeejily	14	0	18.6K
richlabelle	31	0	18.5K
leesmileyman	3	0	14.6K
DiversityUS	1	0	14K
PNSFL	134	201	7.6K

TWEETS TIMELINE



Let's go FB LIVE!



Diversity in Outreach



FND PEN

Published by Eliana Tardio [?] · April 26 · 🌐

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



[View Results](#)

2.4K Views

Like

Comment

Share

FND PEN, Patty Diaz De Miranda, Aung Koko Aung and 4 others



Write a comment...

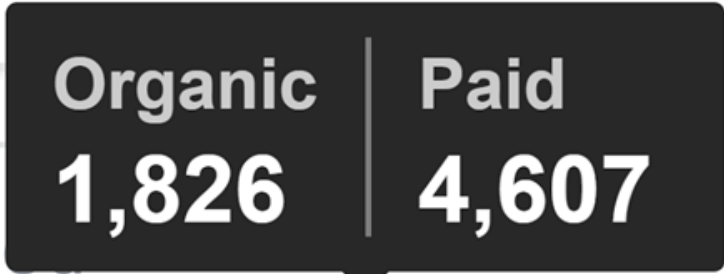


Give Me a Boost...

Family Network on Disabilities

FNDUSA.ORG

Learn



6,433 people reached



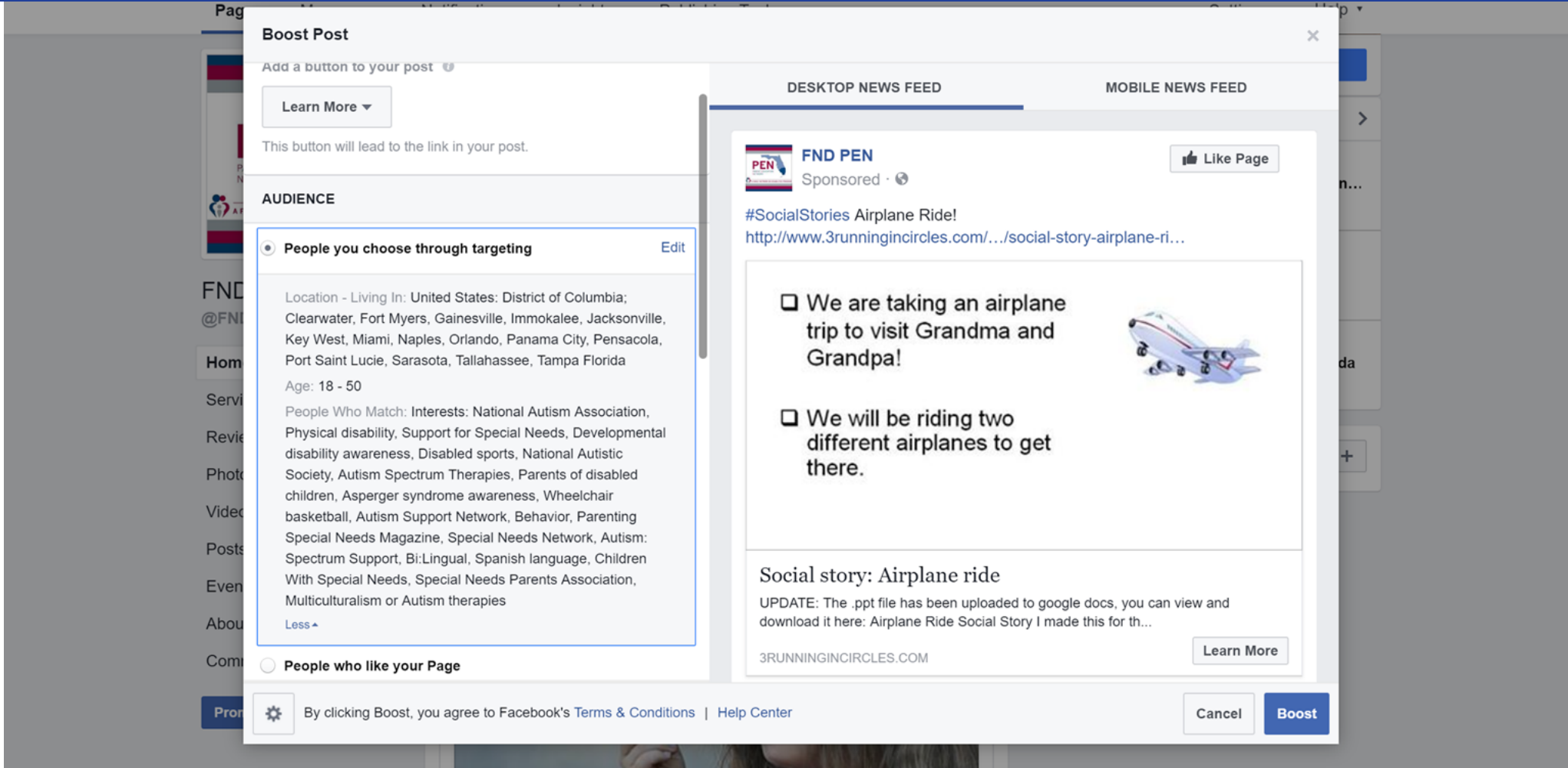
View

31

21 Comments 28 Shares



Give Me a Boost...



The image shows a screenshot of a Facebook Boost Post dialog box. The dialog is titled "Boost Post" and has a close button (X) in the top right corner. It is divided into several sections:

- Add a button to your post:** Includes a "Learn More" button and a note: "This button will lead to the link in your post."
- AUDIENCE:** Two options are shown:
 - People you choose through targeting:** Selected. Includes details: "Location - Living In: United States: District of Columbia; Clearwater, Fort Myers, Gainesville, Immokalee, Jacksonville, Key West, Miami, Naples, Orlando, Panama City, Pensacola, Port Saint Lucie, Sarasota, Tallahassee, Tampa Florida"; "Age: 18 - 50"; "People Who Match: Interests: National Autism Association, Physical disability, Support for Special Needs, Developmental disability awareness, Disabled sports, National Autistic Society, Autism Spectrum Therapies, Parents of disabled children, Asperger syndrome awareness, Wheelchair basketball, Autism Support Network, Behavior, Parenting Special Needs Magazine, Special Needs Network, Autism: Spectrum Support, Bi:Lingual, Spanish language, Children With Special Needs, Special Needs Parents Association, Multiculturalism or Autism therapies".
 - People who like your Page:** Unselected.
- DESKTOP NEWS FEED / MOBILE NEWS FEED:** Shows a preview of the boosted post. The post is from "FND PEN" (Sponsored) and is about an airplane ride. It includes a "Like Page" button, a "Social story: Airplane ride" title, a "Learn More" button, and a "3RUNNINGINCIRCLES.COM" link. The post content includes two checkboxes:
 - We are taking an airplane trip to visit Grandma and Grandpa!
 - We will be riding two different airplanes to get there.
- Footer:** A gear icon, a disclaimer "By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center", and "Cancel" and "Boost" buttons.



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!

