

Event ID: 2204926

Event Started: 10/16/2013 3:19:28 PM ET

Please stand by for realtime captions

This call will begin in a few minutes. Thank you for your patience.

Welcome to the conference call my name is Vivian I will be your operator. At this time all participants are in a listen only mode. Later we will conduct a Q&A session. I would now like to turn the call over to Mr. David Card to Mr. You may begin.

PICU. I am David Card. I will moderate today's webinar -- Better Writing for Websites, Social Media, and Publications. Thank you for joining us today. The presenter is Sylvia Smith, the director of -- Director of Legislative and Public Affairs at Disability Rights Florida. Her work is been impressive and it has resulted in 10,000 followers on Facebook which will make us turn green with envy. We are lucky to have Sylvia with us today to share her experience and help us learn how to enhance the use of our own social networks. Thank you very much, Sylvia.

The four we get started, I wanted to explain how we will handle questions. Since there is a lot of material to get through, we would like to hold your questions until the end of the presentation. This will save time for questions and.

If you would like to ask the questions using the chat box, you can see in the lower right-hand corner of your screen during the presentation, I will try to bring them to Sylvia's attention at an appropriate time.

That is how we will do this. Sylvia, it is you all yours.

Let's start with a volume test. If you cannot hear me, feel free to use the chat to let Matt know that we are in good hands with the NDRN tech staff and Jeff there is a problem with the technology, Matt will keep an eye on the chat box.

And David will keep an eye on the chat box for substantive Russians so even we are not open the phone lines until later, we will keep an eye on this. If there is something that you need clarification about or have a question about that is a burning question, we don't want you to have to hold it.

We are now going to get started. When you leave today we will spend some time together and the goal is that when you leave today you will be able to do these four things -- the first is to list seven kinds of spaces were good Micro-content is essential all the time. We will talk about what Micro-content is. You will be able to describe 4 likely outcomes of improving the micro-content along with outreach improvements and investments in social media supported post.

You will be able to list six features of effective micro-content that you can use as a checklist for when you are editing or writing materials. You'll be able to list three things that are most important for your P&A to focus on in order to improve the accessibility and readability of your macro and micro content.

Let's jump right in to a polling opportunity. This is so we can exchange words with you guys. This poll reads is it better to use more words to say things -- true or false? It is a little humorous. I still love it. This audience is very sophisticated and has correctly answered false. In large numbers. Good job.

Next pole -- the question is -- it -- it is a statement -- it doesn't matter if anyone else uses the website as long as we like it. True or false?

Once again, our adept audience got all of the correct answers. It is false.

Let's get into the first learning objective -- where is good micro-content essential all the time? Let's make sure we are clear on what it is.

Micro-content is a term that came out of the early web literature around usability and it is defined by a couple of different ways -- one definition is that it is over -- and ultrashort abstract of the macro content which is usually a web page where perhaps there is an article of several hundred words associated with the macro content. It is also defined as a small group of words they can be scanned or scammed by a person to get a clear idea of the content of a webpage, publication, or any associated macro content.

Finally, it is defined as small information chunks that can stand alone or be used in a variety of contexts.

Where it is important is almost anywhere. I've listed 9 places they came to mind. Your task is to remember at least seven of them when you leave today. Let's go through them quickly.

Facebook update -- the content should be scannable and short.

In tweets it is obviously a micro-content writers dream it. The method of communication.

Even newsletters, webpages with petting and subheadings, even e-mail subject lines. Also tag lines such as slogans -- brand taglines.

Many P&A have a tagline.

Places where bold text or hotlinks are considered were used. Even in public input surveys these rules apply. I think one of the successes of our public import survey has been that the claim legal management staff write a concise and easy to understand survey. Also, brochures and publications. It is basically any place where people scan content before they access it only.

-- It only.

-- Fully.

The reason is to be clear and inviting, engaging immediately. It is your first opportunity to engage your audience. It will make your content more accessible and ideally it will start a dialogue with your reader or the individual accessing your content.

Dimension, this work comes from the early work on website usability which is -- the pioneer is Jakob Nielsen. If you write for the web or any of these locations, I think you will find his newsletter from his firm really useful.

It is easy to use because they write and model good micro-content.

The principle of his 1997 article on how users read the web is simple -- Web users scan before they access or read full text. Most readers scan somewhat, but when it comes to the web, the research indicates that pretty much all people accessing the web scan somewhat before they go back to access the full text.

Before we get into -- one of the things that this webinar contains for you are a lot of examples. We want to show you some examples. Examples of good micro-content. We wanted to start by laying out 2 overriding strategies around both macro content and micro-content that you used to get people to read your macro content.

The examples will include macro content as well as micro-content. Bear with me and in a few minutes I will explain what macro content is and I'm sure you will find it to be familiar -- it just may be a term you're not familiar with.

The key strategies commonly recommended involve drawing people through all of your media back to your website. This is the repository of the bulk of your macro content. It's where your staff has invested a tremendous amount of time in writing documents about the legal rights and responsibilities of people with disabilities, how they can self advocates, how our services as a P&A can be access. It is a crucial investment that you and your staff are making to have a website that contains this content.

One strategy is to use micro-content to draw people to the hub that is your website. The path back to your website might include social media, newsletters, videos, tweets, Facebook posts, brochures, or any other media.

The second sort of overriding strategy is engaging people by using content not in your website. We came up with a list of four kinds of content that were relatively easy to use and is operable to use. For example, some things with regard to your legislature or a be a state agency if they have produced something for the website that you think is to get out to your audience. A partner organization like the [indiscernible] or some organization that you are cosponsoring with -- you might want to push out some of their material. Not necessarily hosted on your site.

A lot of times we use staff photos of events, but we use them in micro-content. We don't put them on the website. I listed those.

Also, news articles. We will spend time later talking about a special case presented by news articles and when you use them in your micro-content and social media.

We have talked a little about strategies for using micro-content. We will spend a couple of slides giving you a list of 14 kinds of easy macro content and then we will go into 4 kinds of confiscated macro content.

Just to get into the list, we suggest that you think of your website as macro content. You always want to drive people back to it.

Specifically, on your website there is probably information about how individuals may request help and ways for them to access P&A services -- specific details about online intake and toll-free calling, what have you.

The accessibility features of your services -- whether they are language accessibility or the level of interpretation staff -- interpreters you have on staff that are available. These are easy to describe -- the features of your work that could be macro content.

Existing training content -- to the extent that you of already prepared a website or video or publication, by website I mean an article or a PDF if you still have PDF on the website. Or a video.

The right training content -- if it is already been produced it is ready to go.

Right training events -- the promotion of these -- when you go out into the community and your management team has already approved everything -- the content, staff, travel, that is easy macro content. You don't have to produce or generate the content it is there for you to promote.

This category -- content that can readily be promoted through these spokes using micro-content to draw people back to your spy.

Outreach events attended -- we use this a lot after-the-fact -- we use photographs -- not on the site necessarily, but it is easy to attract people to show an interest in your organization by letting them know places in the community you've been.

Sometimes best practices training events we like to promote if we are cosponsoring them are we are comfortable with the sponsor and we are willing to promote the content.

Photographs with text or captions -- average events attended. These are some examples of what the photos could be -- easy photos to grab because you don't need to consent from a client. A client or a private individual. You may need to consider -- if you use photographs of your staff -- whether you need a policy addressing its use long-term or consent from staff.

That is a question for your legal department.

They are relatively easy to get. We take photos of public officials. We have staff that meet legislators that event and they are fair game because they are public officials. We use them readily.

Information about P&A goals and try areas. We are mandated to get the words out about those.

Here's the second slide and now we are on the third one.

This is the group of 14 easy types.

Information about your P&A goals and prayer needs -- it is ready to go every year.

Testimony and comments from the P&A that are already public record. These have been approved and vetted and your staff has gone to the public event and given the testimony. So, those are nice and easy to use. Anything you can repurpose easily from existing approved content. Such as pages from your website, pages from the NDRN website, or other P&A website.

News articles present a special case and we will talk about those more in a minute.

Let's talk for a second about more complex macro content. I will give you a few examples of content types that are resource intensive. You are familiar with these because you know how much work it takes your P&A to produce this material.

Information specifically about specific laws and policies. It has to be drafted, fact checked, approved, proofread. A lot of work goes into that.

Success stories about specific clients, cases, or efforts. Similarly, there is significant investment of time.

Then when you get into things like videos and publications, more time.

In the examples we will show you, we will use some complex macro content and explain why we have invested in exposing it more to the public and the reason is because the more time your staff put into producing the macro content, the more worthy it is of good micro-content and repeated exposure through all of your digital publication mechanisms.

You don't want to produce great macro content and leave it sitting on your website passively and hope that people find it.

When we gave this webinar at the conference, we received a number of calls afterwards about the use of Facebook ads in Florida. I created some slides to give you an introduction to both -- Facebook ads. These are called supported posts. There are two kinds -- the first kind is called Get More H Like as. This example shows a picture from the Facebook page. It is a picture of the word Hope on somebody's shirt. Then in the text there is a brief -- it is not the whole mission statement -- it is more direct -- dividing free and confidential legal and advocacy services to people with disabilities. That's the entire ad with the name of the agency across the top. If you want to build your overall audience, use this type of ad you can set the budget per day then you will get more people liking your page. If you want to increase the number of people accessing content that you have posted to Facebook, you can use something called promote page post as. These posts not only will result in your content being shared more and I will surely examples of that, but also rumor has it from the experts that NDRN has brought into teach us some of this in the past that if you use Promoted Post of either type -- to get more page like or promote page post, Facebook will put your content into be that a higher frequency. I don't know if that is true.

Things that Facebook change a lot. There was a concern at one point that if you are not purchasing the promoted posts copy your content was getting married. It is one of the reasons why we proactively decided to start to put a little money into these posts.

There is good news about accessibility and Facebook. They had complaints, naturally. They overlooked a number of concerns at their launch, they have a dedicated team of staff and they have made the press report that they have made major improvements they have continued improvements and there is a pretty good health Center on Facebook now for users. Some of the improvements have to do with the presentation of photographs, navigation, color contrast.

The features of the service.

We are not fixating on a spoken this presentation by any means, but we did get a lot of questions after the conference so I wanted to give you some basics about Promote Posts.

This slide goes to what the results were this past fiscal year. We received training from and NDRN speaker, Jeremy , and did some reading on better use of social media and micro-content and at the same time the staff -- the staff was doing increased outreach. These things have combined to give us these result of -- for FY 13.

10,300 Facebook followers -- up from 1000 on the start of the fiscal year -- minimal use of supported posts.

We had an increase of 10,000 more website visitors than in FY 12. We doubled the views of the YouTube content. We experienced an increase in the total number of callers served. Much to the credit of the people that write the surveys, because we think it is as crucial as promoting it, we got 1000 priority setting surveys returned for the FY 14 planning.

Sylvia, I have a quick question.

Sure.

When you created your supported posts, were you able to restrict who saw it -- to just people in Florida?

Great question. We did some experimenting with that, but indeed we did not experiment with that particular feature. With that feature we did limited to Florida. We did not really want to put money in to just getting people anywhere. We wanted it to be people that we conserve and people for whom the information on the website would be germane. It is about Florida law as well as federal law. All of our material covers both. When relevant.

We experimented a little bit with some of the interest areas -- health and education for a while. Disabilities for a while. It is hard to analyze exactly the best way to analyze this by interest, but you have these options. You can limit by age, gender, County, city. We hit all of Florida and picked a couple of interest areas and that is the way we did it.

So, any other P&A that wanted to replicate what you did could do it and restricted just to their state?

Absolutely. That would be an understandable decision.

We did a poll to get you to check in with us.

We have lost the attention of a few people that we hope will come back. This is just a question about social media. Whether it is a good way to engage self advocates and we certainly think that in this era it is and with the advances in accessibility be -- 27 people -- hello, everyone.

We think that the advances in accessibility have made us confident that it is an important means of access for the constituents. We will show you some examples of that we get to this.

What we will do now is go through the six features of what makes your micro-content effective and show you examples. The features are -- that it be short, selective, and specific. That it be easy to understand, personal, relatable. Shareable, likable, or conversation starting. It can be clever as long as it is not crossing the line into risky humor. We will show you some examples. In every instance it should be accessible. When we show you examples, it will be accommodation of the 1 through 5 group -- a lot of times it is a combination of these. But, it is always accessible and you want to think about that and realized that the fact that you are writing better micro-content, it makes your content more accessible and readable.

What makes something short, selective, and specific? To make this as concrete as possible from a writing and editing perspective, make the first word and important permission carrying word. Don't bury the important word. Get it out there as fast as you can in your text. Select stronger and more specific nouns and verbs. Use adjectives rarely and delete articles like Bob and Can.

Avoid formal grammar and keep it concise. Facebook post should be a maximum of four lines and one or two is even better. With twitter, it is important to leave room for the followers to retreat -- re-tweet the content.

Remember, the e-mail subject lines often get caught off on the recipient and box so you want to be thoughtful about how you use the first 20 or 30 characters.

Is an example from a Facebook post back in February. This example is of strong verb use and use of pronouns. The text of the post is -- We testified at yesterday's vocational rehabilitation public forum. We listed delays, high PR staff turnover, the lack of communication, delays receiving needed equipment for self employment small business, and the importance of AA T and modifications as major problems fitting people with disabilities who want to work. The strong verb choice is that we testified at we got right to that verb as quickly as we could in the micro-content. In this case there is no macro content because we did not have the full testimony available as a hot link. This is an example where this is the entire thing.

We had about 80 Likes and 11 shares. You also see the use of a pronoun -- you will see as we go forward -- a standard recommendation for when it is appropriate because it makes the content more relatable.

On the next example, this is an example of us using a newspaper article. I'll have to accept my apology if I repeat this, but it is so important -- don't ever post a newspaper article that you have not read. The about why you are posting it before you posted. You will be assumed to be advancing the message if you don't put and editorial -- a little editorial in micro-content is a useful idea. Useful to the readers -- it gives them something to scan both sides they have led other articles and you didn't get to write the headline. You get to write a micro-content when you post article to help the reader know while the trans I visit posting it -- P&A is posting it.

In this example -- we wrote more great work by dedicated parent advocates. That's the entire post. The article is posted with the photo of the parent -- it is a public event. Like a Commissioner schoolboard or something of that nature. The headline from the Miami Herald is -- parents of disabled kids last Florida care.

This is an example of giving credit to other organizations. We didn't organize this. We probably didn't even attend it, but we were a well aware of it and monitored it. We have a huge state. There is no way we can be present every time parents are testifying on their own about problems. But we try to keep track of this. In this case, we wanted them to know that we were aware of what they did. It was great. We got 33 shares from that. We wanted to make sure that the parents had organized themselves knew that we were watching and supporting from a distance as best we could.

I was happy with the way that that worked out. Some of the comments were from somebody organizes. There is an example on the next slide from another P&A. I love the use of strong nouns choice. The text of the post is in a victory for people with disabilities, then it goes on to say with the judge ruled. It is about a major piece of litigation. They didn't go right into legalese and say -- they could've said judge so and so approved a motion in response to or a reply to -- I'm an attorney I know how it is. A lot of times the title is a mouthful. Rather than giving that information in the post of the Facebook, they went right into a nice strong noun use -- in a victory. It makes you want to read it. Google want to read it. If you read the article, you get the background on exactly what the motion was and the posture of the litigation.

So, litigation that we do -- people are interested and it is important, but you have to be careful to get people to start to read it. Before you get into the more technical content or it may, as an intimidating.

-- It may come off as intimidating.

Is another the church that we suggest. It is easy. It is designed to make it easier for the writers. The feature is using numbers, numbered lists, bullets, presenting the macro content using these features like that would lists or grouping them in a way that is organized in a way that can be described as four types or three types or five types.

Then, be positive and inviting. Make it easy on the eye and ear and access tool.

Use bold and color to improve scan ability.

Here are some examples -- this is an image from our website. It is a page about voting. One of the things that this does is use numbers. We had a fairly complicated information about how many different ways: the state could go. We decided to count them up and laying them by giving it a heading that said four

ways to vote. We wanted to make sure that people read all of them and didn't get overwhelmed by the complexity before they read them all and considered which one was best for them.

That's one thing that using numbers as an organizing principle -- it helps people make it to the end of the macro content if they know -- I need to keep reading.

We used color and bold for the key dates. We used old for teetimes and requirements like whether something had to be in person or with a signature. It also helps to get more scannable because it is surrounded by white space and subtitles.

Here is a Facebook post. This is about numbers. The Facebook post itself is as follows -- 3999 followers. You are all amazing. We can hardly wait for the 4000th to find us.

This was back in February. I have to tell you -- these kinds of posts -- people respond. This is not a promotion -- is a regular post. Hundred and 30+ people responded. 18 people shared it. One of the first comments was -- there you go.

The next comment was 4001. The people want to help the P&A reach more people. We've done this -- people ask a lot of times with social media if you have to plan it all out in fans. No, sometimes you just come to work at look at the Facebook page and say I'm going to do something right now. It is not plan. It has to be a little spontaneous sometimes. This is an example. That number was a great number that I thought would catch people's attention and lo and behold it did. They connected to a.

They proceeded to help us drive up the number.

It is not a paid post.

The next example -- this is from the electronic newsletter. This is an example of micro-content designed to create a little urgency, but nevertheless be easy to read. One challenge with the deadlines is that sometimes you will see micro-content that has scared the reader.

I don't recommend this. You have to take a light touch with deadlines but still be direct. People get so much scary e-mail. This is from so many advocacy groups. It might get their attention if you are cough that a little bit. You have to create urgency. You can do that with direct information like the date or the fact that it this is the images of the newsletter and the text that says only four days left to register to vote -- there is no hyperbole there. It's just the fact.

In the next sample, we use a number to organize the material in the newsletter. The subject line is -- three of your most basic rights -- visit the link below to your rights to use assistive technology, your right inequality and housing, and your rights as a recipient of Social Security. We did this because these three webpages had been updated. We happened to get them all to completion at about the same time. We grouped them to try to create a theme around any able to visit these updated pages.

In the next example, this is from a changed version or newsletter. We got input from a nonprofit marketing person that the newsletter format was not mobile friendly. If you have an electronic newsletter and you don't know whether it is mobile friendly, I would encourage you to check in on a mobile device. We went with a much more simplified look after we got feedback and his is an example. This is the old -- the old newsletter had a photo across the top and the new one does not. It just has the logo and it goes straight into text. This one was about really complex content. The content was developed over a long period of time it was fully accessible PowerPoint that became videophiles on YouTube. This was dedicated to the police around the time of back to school of the complex content. It is an example of the use of numbers. The subject line is six Lessons in Special Education. It goes on to say that we can all use a refresher now that summer is over -- here are 6 short presentations to help us go back to school. You can see all of it, but there are six titles there.

Us to another poll question. Here is the question -- true or false -- everyone wants to stop what they are doing and read our digital and print content. Once again, the audience is correct. 100% if you got the

right answer -- No. How do we get them to do that? One of the strategies is to make the micro-content connected a personal level.

This is easy. One of the easiest ways to do this is simply to use pronouns in your micro-content. You don't want to use pronouns in every piece of micro-content. That would look like overkill. Like the only strategy you have. But, when it is right, it really works. People are more likely to read the content if you make a personal. There are other ways to connect and relate read we showing you one example -- give credit to others as earned. That is a great one. There are other ways to make content relatable. If you are struggling to make it relatable, think about how you can use pronouns and you probably find a path to write the micro-content that is more personal. That is what works for me, anyway.

Here is an example from Louisiana. This is from their Facebook page -- a photograph from jazz last of an interpreter. The text says -- have any of you seen the ASL at Jazz Fest? Someone snapped this -- she can be seen dressed in black and standing on the platform by the big screen. If you appreciate the efforts to make this festival accessible for people with hearing it impairments.

The gotten I traffic on this -- take a crediting used a photo. This is an example of how the Post provided sufficient visual descriptors. Another way to do that is to write the post and put the word image, or caption and put in a description of the image itself. Either method is perfectly fine. Make sure that you do one or the other. Describe the photo in the post or write a small caption or short image descriptor.

In the next example, this is the first example I will show you of a promoted post. This is from September -- it is pretty recent. The post brief three years ago the ADA rules about service animal access were updated. Do you need a refresher on your rights and responsibilities? That's the entire post. And there is a link to a page on the website that has Eagle information about service animals and your rights and responsibilities and it tells you to call us if you need help with a problem with access.

We put some money behind this because it was a page on the website that we put substantial time into updating and we were getting a lot of calls and anecdotal reports that access remains a major problem. It is a big controversy in Florida about businesses complaining that because people have fake service dogs they should be able to be able to ask more than the legally allowable questions about access.

Without it was a high priority. Since we updated the information, we wanted to make sure that we got it out there.

We put about \$400 into this post. A few dollars a day. It reached 60,000 people -- 730 by its organic post and it was shared 161 times. It was Liked 451 times. We were happy with his performance.

The language of the micro-content which is the Facebook post itself is the use of nouns and numbers -- pronouns and numbers. I put use of an animal because I am not above saying that that is a good strategy. The Internet is full of cats and dogs. If the P&A is writing about service animal access, use a photo of a service animal. Don't miss your opportunity. You don't get a lot of these. So we put this photo on the webpage and when we did the post to Facebook it automatically came over and that is a strategy I'm going to talk about in the tips section at the end. It really makes creating an image and an impact on your Facebook page easy.

I don't know if you can tell, but I made a mistake because it doesn't have a caption. There should have been something that said caption or image. It is all text on the website -- when they go to the website they have all text, but you have to constantly critique yourself for where you miss the boat. In this case, I should have added a caption about the image which is a child in a red jacket and a golden retriever service dog in a yellow cape.

Sylvia, I have a question.

Okay.

Since we are entering -- I'm not sure if you be able to answer this -- since we are entering PB our season, I wonder if you thought about how this might affect some of the data that you put into your PPR's. We don't have to get into the details, but I wonder if you have thought about that.

We have been keeping track every quarter of how much we have spent. The total number of followers -- that was kept quarter to quarter. Earlier this week -- Facebook has pretty good analytics and you can export to Excel the performance of every post that you make. I selected certain examples for this PowerPoint based on the performance of the boys. I was able to learn quickly from exporting from Facebook into excel -- Facebook will give you about 18 different analytics. To me, the first four or five are the most important. I just took the post and exported them and sort of them highest to lowest and looked at the top 10 or 15. One thing we will need to figure out -- use an example. You probably cannot sit in your PPR and report on the performance of every single post, but you could give a couple of examples. What is great about the analytics is that when you export to an Excel spreadsheet, for every post there is a hot link. You don't have to scroll through your Facebook feed that you created to find the best performing post. The exported report has a hot link to the post. So, they really make it easy for you to go immediately and look at the post. After you identified that it is one of your top 20 or 30, you can go look at it. If you want, you can look at the low performing post and think now I have been to the training, how would I do this differently next time? That is how I learned. Going back and critiquing earlier work and using Facebook analytics to help me find posts that were not performing as well. When you export, it will not tell you how much you paid for the post. You have to go back to your billing records. But, they make that easy, too, because they give you an image and it you name the ad -- something specific -- a lot of times I can tell from the day. I looked at the ad that it placed on this -- September 4 -- within seconds I was able to clarify how much money went into supporting it.

When you buy a post, you can tell them to spend one dollar a day for a year or \$10 for a week or \$50 for a week. You control the duration and the amount of money per day. We've done a variety of things to experiment with this over the past year.

Does that answer your question?

Yes, absolutely.

We have two questions in the chat box. Can you take them now?

Sure.

The first is -- do you have a notion of how much would cost eight do you have a notion of how much would cost 8P and a to make the bulk of the site mobile friendly? -- Cost a P&A ?

To make the site mobile friendly?

In the last year we have done this. If that person would contact us directly, we can tell you. It wasn't that bad.

We made that change. We were slow. We should've done it earlier. We got it on the past fiscal year.

The example that I showed was of an electronic newsletter. There is no cost. If you have an electronic newsletter and you go to the tablet, they will have some that are appropriate or even designed specifically for mobile.

I think that would be one of the places -- one of the things I would recommend for P&A 's picking about redesigning your website going forward. When you bid out the project, include developing a mobile five. A lot of times -- when NDRN went through this process, it can automatically with the template that we used to build the website. There was a mobile alternative they came with a part of the package and it was incredibly easy. It didn't really cost us anything additional other than what it cost us to do the whole project.

The other question -- where would you -- in the previous slide, where would you have put the caption on the dog post?

I'm looking over my bifocals -- where it says three years ago the ADA rules about service animal access were updated. You need a refresher on your rights and responsibilities? Continuing that you would say image: child using brace greeting service dog.

Or you could say caption: you want to keep the description relatively short, but descriptive. I will show you some examples where we did included in the text of the post. It is a good item to have money checklist. Review it from time to time. We try. We don't always get it 100% of the time.

One more question -- that we will move onto the next slide.

What is the difference in the product/publication between one dollar a day and \$10 a day?

There are many variables to select. What we usually do is allow Facebook to maximize that. There's an option where it says do you want us to maximize your budget? We usually let it do that. Just because we don't want to spend a ton of time getting to know the systems and algorithms.

You can control it more, but we let them do that.

Really, your geographic reason -- the interest groups you identified -- you want to identify some or you end up diluting the budget. If you don't limit at a little bit by interest groups, you are taking the \$10 a day and diluting it across the massive group of Facebook users in your state. Every once in a while you might want to do that. Do it and see what happens. Disability affects all of us. What limited to people that are. Identified fax

-- Preidentified?

If it is about special ed, it might be smart to pick an interest area.

The more you narrow -- as you select filters and variables, it will shows you the size of the audience. You will know that the bigger the audience, the more you are likely diluting the impact of the \$10.

You have to play around with it. I don't think any money do you spend is a waste there. Try it for a week. Try it for a month. Try something a little different. We try to dumb -- to some analytics. We could certainly do more. We are not experts by any stretch of the imagination.

Let me show you one more example in this group.

Couple more examples -- this is an example of relatable personal micro-content.

The post says stories like yours -- that's the entire post.

The content posted is a video that we made on the occasion of our 31st anniversary -- it is called a Legacy of Protection and Advocacy.

We got 34 shares and 100 and -- hundred and 47 Like.

This was back in January when we only had two or three or 4000 followers.

Because it was complex P&A content, it would've been a candidate to put some money behind. That is currently our criteria -- if we put a lot of time into it, it is a good return on investment to put some money into it. For example, the next one is from the same series of videos but later in April we wanted to repurpose the same video that came out in December/January. We took Victor's story which is one of the client success stories that came out in one of the videos. As you can imagine, making a video took a lot of investment of time and effort. We put \$260 into this. It received about 87,000 -- you have to know about the reach -- the bigger the number the better -- the micro-content -- do you need a wheelchair or item of equipment? Maybe your story is like victors.

That is use of a pronoun and it is relatable and personal. The video is 5 min. This got 67 shares and 183. If you look through the comments, it is a lot of opportunity for us to put hotlinks into the comments about how people could do online intake.

The little hard to be sure how much to give the Facebook ad credit because we also promoted the video through the homepage. By the end of the fiscal year it'd been you do it over routine under time that we were happy with that for a starting point.

The next is about a newspaper article. It Facebook post. The article was a depressing article -- as you can imagine, there are a lot of negative press or biased press or just depressing press. This one was very depressing. This was in March -- an article by the Washington Post -- the headline was -- not much progress in the last couple decades getting more people with disabilities into the workforce.

I didn't want to post this and act like it was news. Our constituency knows this. They live this. This is the reality.

I wanted to make it more relatable. Create a bond between the people reading it and the staff. The micro-content is -- a fact already familiar to most of us.

Even though it was negative news, a good dialogue occurred in the comments that follow.

Here is an example of easy micro-content.

This is a photo taken by a staff member at the capital of two of the other staff members at our booth. The micro-content says come see us at the second floor of the Capitol today for DD awareness day. We would like to meet you.

Use of pronouns -- a photo of the staff -- the staff member that took this cropped it and posted it from a smart phone. We missed the caption on this one. But, it was still very well responded to. There was no money behind this, but it got 100 for Likes. People like to know that the staff are out and about.

The fourth feature of good micro-content is that it is shareable and likable and starts conversation.

You've seen examples of this. Literally requesting that followers like or share and ask a question to start a dialogue. With regard to twitter, these are two resources -- these are called URL shorten or is. They are free resources that allow you to shorten your URL that you are posting so that the tweets are short.

Shareable and likable and starting a conversation -- here's a quick example -- this was fairly recent. The micro-content -- Did you know that section 504 of the rehab act is 40 years old this month ask here are a few pages to learn more. It is a link from the website that took staff 1.5 years to put together because

on the website is all 67 county policies and procedures around 504 implementation. These were only written after the office of civil rights open to cases against most of the counties. If you read this, it is also a credit given to another organization because the complaints were filed by a family organization out of Collier County. We can behind them and through public records got all 67 documents which took a long time. Then we put them in the public domain for our constituents. We put a little money behind us and they got 241 shares. I was happy with that because the whole point of doing the public records work -- they did this for many months. Was to get the policies and procedures and people found. I think there are 359 likes. That was \$430 to promote.

The next example -- every once in a while there is a story that is uplifting.

If you see stories -- and the media some of the uplifting stories are pretty stories or superhero stories. A lot of us are offended.

Every now and then there is a perfect story. If you see it, go for it.

This is a fabulous talk given by this woman -- she deep-sea dives in her wheelchair. The imagery and the video taken while she is deep-sea diving is fabulous. Her speech at TEG is fabulous. We like using sports and recreation to get a little positivity into it. We are looking for the right tone to put on Facebook. It is inviting and shareable and positive.

Quickly, of interest to many of you -- how to use these kinds of posts to get more survey answers? We got our survey answers -- we had hundreds collected by just one single member. Social media was not responsible for the integrity of the amazing results we had this year. Our staff in the field had kiosks where people enter their survey answers in real time at the booths. But, we know it was a contribute Inc. factor because we did more than we had ever done before. We put some money behind it. Here are two examples of posts -- this one is about a surveying opportunity.

I don't know how much we spent. We got a lot of shares -- probably a total of 60. It is a super huge priority for any P&A. If you want to put money behind posts with surveys, this would be an easy thing. I think your leadership would understand why the results would be worth a small investment.

There is another feature of good micro-content. It is clever. It is careful and not bordering on what is risky to do -- some humor is too risky. We suggest nothing misleading. Not explicit humor. You want to play it pretty straightforward. You don't want to mislead people by being so clever that when they get to the macro content it is something else altogether. You need to be clear in your description. When they click on it it is going to be what they were led to believe. You don't want to bait and switch. You see that in some industries. It is irritating.

You can improve the cleverness of your verbiage by using alliteration, Rhine, and stronger now than birds. -- Nouns and verbs.

This makes it more clever.

The macro content can be clever, two. His is a post from Ohio -- a famous ad -- a cartoon -- it says it is of an adult standing and speaking to another adult in a wheelchair. The standing adult says what do you prefer to be called handicapped, disabled, or physically challenged?

Joe would be fine.

The most appropriate label is usually the one people's parents gave them. That's the caption.

The micro-content was to remember to put people first. No judgment or blaming, just a good awareness raising. The next one is similar. This is a photo that we stumbled across on the Internet somewhere. A

crosswalk with ramps on either and, but in the middle of the crosswalk is a raised median. You can get into the crosswalk, but you can get across it. The micro-content was -- not even sure what to say about this. This was not a supported post, but it got 47 shares and we had some mobility advocates reached out to us. They loved that we use this. We were careful with what we said. There was no hyperbole or blaming. We just let the image speak for itself with good text in order to make it accessible.

In this case, this is another example -- before I got serious about writing captions for every image.

In terms of accessibility, and readability, which we have lumped together here, there are a number of things that are considered minimal requirements. I will show you a real of not so good -- I'm showing you a few of our mistakes and I've will show you a few others. Minimal requirements for accessibility and readability -- this includes use of whitespace, chunking and line breaks. This is very important.

Use of left justification, not full justification in text. We would urge you to consider that in all documents. The readability of fonts. This is a highly debated topic. Get into the debate and look at what is the latest research. The latest research on what makes fonts more readable. There is brand new research on -- related to a brand new font designed for people with dyslexia literally within the last six weeks. Stay up on that.

Use photo captions or alternative text and used plain concise language and little or no passable voice. Use the tracks -- the wordprocessing program to do readability reviews of your text. Identify passive voice use as well as things like paragraph length and sentence length and grade level for the complexity of your writing and try to get it down by using more concise language and shorter sentences and little or no passable voice, etc.

There is a poll about what you're P&A needs to focus on. To increase your accessibility and readability.

Look at these carefully. After I show you our blooper reel you have a chance to share -- reflect on your P&A -- which of these seven things might be the top three that you're P&A needs to circle back and take a look at. For me it is photo captions. I need a huge sign to remind me. I am hitting them a lot, but not enough.

For you it might be checking your font. Learning how to use the readability tool. Increase the readability scores of your text. Going in and checking whether you are doing some full justification on your digital content. I will show you why that is a problem.

Here is the blooper reel. Several of these are from us. This is of a tweet -- we were excited about the letter -- from the Department of Education -- around students with disabilities and equal access to experience athletics.

The tweet is -- what we want our opportunities for students with disabilities to experience athletics not more tokenism.

We didn't shorten the URL and the tweet became on retreat of will. -- unretweetable.

This is from a partner of ours -- I had told them I am concerned about this -- the issue here is that you can see that when the text is fully justified their are rivers of white space created in the text and this is a major problem for people with dyslexia. It is a significant problem for all readers. Left justified text allows for the spacing between words to be more natural and allows the I to -- allows the eye -- I don't think it interferes with a readers performance, but it interferes with visual scanning.

In this case, the subject line for the newsletter was -- the newsletter was about their new website. There was an opportunity to do something more with the subject line in my opinion.

More than just say the organization has a new website.

Here's another example from us. Use of a newspaper article -- not for a good reason.

We had a theme going in the webinar -- if you are going to post news to social media, have a reason. Be sure you have read it. Have something to say. I was grasping at straws to connect this article about bad nursing home performance. The death of her two children -- this was a huge issue in Florida. Then I wrote this couple get it post. It was two, Katie. There were about five people that noticed it. It was not effective.

This is an example of a photo that the staff took and posted with nice micro-content. Another example of our number one priority -- to get more consistent with captioning. There is the description in the post -- all is not lost, but we felt we should find a clearer caption.

On the next example -- this is from a friendly organization that we work with regularly. We thought that when you do your e-mail newsletter, -- this is another type of electronic newsletter. You really have to rethink whether you want the subject line of every newsletter to be the name of the newsletter. In this case, the subject line is -- Card Connector. That's the name of the newsletter.

There are a lot better ways to name your newsletter than by the name of your newsletter.

This is my opinion and the opinion of the people I've been trained by.

Then, in the text there is nothing scannable. I have no idea what the newsletter is about. I can tell you if that if this was in my inbox I would look at it then less than a second and move on. It doesn't catch my attention is why would want to read it.

We are almost done. We've gone so much longer than when I did this practice by myself. We have a couple of slides of practical tips and then we will open it up for questions. Before we do that, let's take the last pole -- in light of the seven features of accessibility and increased readability, which three of these do you want to hang up and make a note of and put a sticky on your monitor to remember to do more reliably? Again -- whitespace and line breaks, left justification and no bull justification, readable fonts, -- Karen on the research -- checking your website and publication, photo captions, alt text, because the photo caption pieces about social media.

Plain concise language. And the use of passive voice.

I am in great company on photo captioning been my number one priority because it looks like it is an issue for most of us.

There are some other areas that are common. This is good to have, David, because this may give us ideas for other webinars down the road. Plain concise language can be challenging when dealing with the technical content that a P&A is usually writing about.

Passable voice is commonly overused.

Don't forget that with passive voice, when it is a good thing to use, use it. It can be strategically desirable. But, usually that is when you want to obscure who the actor is. Not place direct responsibility or clearly state who the actor was. There are times in our writing what we want to be a little bit obtuse about that. But, most of the time it is better if you don't have a strategic reason, just don't do it.

I think this is good participation. We will move onto some practical tips.

If you have questions about these things -- let David know later and we will send you some resources and you can do some googling and find resources on your own.

For example, one of the tips have to do with using photos. I recommend that if you're not familiar with the rule of thirds -- Google it. When photos had to be cropped in a darkroom, professional photographers used this rule to create interesting [indiscernible]. Now that you can crop a photo and put a rule of thirds grid over the image before you crop it, everyone can crop as well as many professionals. It has got to be hard in the digital era -- digital era to compete with people doing great digital photography. It is easier to do the work when you don't have to have great darkroom skills. Cropping and learning the rules as to how to crop using various kinds of cameras especially for outside photography where you can get nice crisp images with -- even if you move a little -- remember, when you show people, loss of us are more comfortable with head and shoulder shots. We are awkward about where our hands were hanging. If you show peoples whole bodies, sometimes people are not happy that you use their photo. They feel like they look awkward. You have to think about who you are shooting and why. What is important to be visible. For our staff, they are pleased when we crop them before we post their photos. I know I am pleased when people crop my photo when they posted, two.

This is an important issues that I wish we were spending more time on -- in terms of the social media how to get it done within your agency, it is our advised that you consider taking these guidelines about writing micro-content and pick a few trusted staff and tell them where to find easy macro content. We've given you 14 ideas. For other ideas for other macro content that you may have available. Just let them go with it. If they are using these guidelines and using content you have already approved because it is already on your website, then the bureaucracy of looking at every post before they post is probably unnecessary. You are choosing trusted staff that you know can follow the guidelines. It doesn't need to be more than a couple. The people that do the Facebook post report to the CEO -- it just happens to be that way. In your agency maybe that is not the case. If you have trusted staff that would be interested in this that work in any capacity. But, if you meet the guidelines clear enough, they are not writing editorial commentary. The only exception is that when you post a newspaper article and you write a micro-content about it, that is bordering on editorial content. You may want to work with that person for a while before you are comfortable with what they are writing. With regard to most of the other ideas, once they develop habits about how to write the micro-content, you will find that you do not need

much bureaucracy to prove this. That's my suggestion. In the beginning you could ask them to do a screenshot and send it to you. You could ask them to do a screenshot of how the post performed. You've seen examples here of screen chance -- screenshots of how these perform -- this will help you to stay confident about the quality and the choices they are making about macro content. Timing is an important part of all of this. You want people to have an organic feel for -- today we need to post something. Not having to go through four levels of approval.

We have to get to questions. I am running through these tips quickly.

When you use photos and videos on your website, we have been taught to try to have that type of content on all almost every page if possible. Then, when you take the URL of the website over to a social media site like Facebook, most of the time the image comes with it. You have made the work of making a photo be a part of your Facebook post easier. The get it onto your website, when you put on social media, you can just repurpose that without any effort. It is not true with other social media, but it is true with Facebook. It drags a photo for you and you don't have to do extra work.

It is almost as important as your macro content -- I won't go over the news article tips again.

One thing I like to do if the opportunity presents itself is to go to an old website we created two or three years ago and refresh it with an eye toward improving the micro-content. This is been recommended by some trainers. You don't have to wait to apply better micro-content. You go back and refresh the old content and it is not very labor-intensive and you can promote and post that as if it was fresh and new because you do want to repeat the exposure. Your staff put a lot of time in to creating your E content and it needs to be reused and repurposed and repeated because you don't know if when you posted it the person needed to see it sought. -- Saw it. If your staff put time into making good the information, there is no harm in doing the same thing 50 times in the fiscal year or doing 18 Facebook post about it just right fresh micro-content or a fresh image. Repetition is not your enemy, it is your friend as far as efficiency and a return on investment. Use a variety of approaches and exercise restraint. I'll use a pronoun in every single piece. Consider a nominal investment.

These are websites that are sources that have been useful to us in learning over the last year. One is called the Nielsen Norman group and the other is a nonprofit marketing guide. There are many people like this that are experts. This is the one that we have chosen to rely on the most. There are others. There are some great articles on copy blogger including repeats of some of this content. There is an article posted here called 8 incredibly simple ways to get people to read your content.

We have 9 min. left for questions.

Operator, if you could give us instructions to ask questions over the phone --

We will now begin the Q&A session. If you have a question, please press star and 1 on your touch tone phone. If you wished to be removed from the queue, press the #or the hash key.

If you are using a speakerphone, you may need to pick up the handset before pressing the numbers. Once again, if you have a question, please press *1 on your touch tone phone.

While we wait, I will ask a couple of questions from the chat box. How do you feel about the etiquette of using other P&A 's posts?

Well, I would think you would want to use the share -- if you are talking about their social media posts, you would want to share it or retweet it.

Sometimes you can add your own micro-content. If you want to ditch the reader's attention a little faster, you could add a little.

So, I think the etiquette is -- I think people are very appreciated of their content being shared. That is different than going in and hijacking it and making a unique post. However, if there is something on the website that you think is addressed to people in your state and you haven't seen the P&A posted on the social media, I think that they also want more visitors -- we all want more visitors to the website. So, if you generate more visitors to another P&A 's website, I assume that they would be thrilled. Say that a neighboring state had a victory in a lawsuit. You read about it on their website, but you didn't see it in their social media and you wanted to give them a shout out. I think they would love that. There might even be a way in the post to let them know they were tagged somehow. I would try to figure out how to tag them so that they would say you gave them a shout out. Like if the state of Georgia had something and we thought it would be fun to say congratulations to Georgia, I think of her readers would be quite interested. -- Our readers would be quite interested.

Thank you. Any questions on the phone, operator?

I see one question in the chat -- does your organization have a social media policy? I would say that it is to follow the guidance in this presentation with regard to the content.

Then, we have 5 administrators -- their activity level tends to vary -- if they are very active, then these two people are in the highly trusted allegory when it comes to exercising judgment about content. All of the things in this presentation going to would've policy is. Some is written in a special stand-alone policy draft and some is not. Like a lot of P&A 's, we have policies in draft that we are working on. You do get to control -- and other words, we don't have one to share. Sorry. We still have it in draft.

I am pretty sure it is based on a lot of the standard ones that you would see. You do have to individualize it to your own P&A Any questions on the phone, operator?

We have a question from Jodi Rose.

This is Andrea at disability rights in Washington. I wonder what your annual Facebook budget is.

We established a budget for the first year. FY 13 was the first year we did any supported posts and we only spent a third of it.

What we spent -- we ended up spending was \$4725.

For the entire fiscal year.

But, we budgeted 14,000. We were happy with the performance as it was percolating along. I think we will probably stay around 3000 or 5000 going forward.

We are a massive stage, so we have to think about things in scale. This is unusual compared to the smaller states that we recognize that. I don't recommend this budget in one of the minimum states, but if you are in one of the top five states, I would extrapolate that that investment would have similar results.

If you are in a high population state, you could scale back to 500 or 1000, even. Just select your most prized content.

Things you have put a lot into. The survey, for example. I think it might make a difference for some people in terms of the survey.

Any other questions on the phone?

Not showing any further questions at this time.

Looks like we have 2 min. until five o'clock. One of the questions in the chat box, Sylvia, was about the usefulness of continuing to use paper newsletters versus electronic newsletters in Facebook. Any thoughts about that?

I know that the staff here who do outrage are -- outreach -- they are under another division of the agency, but they certainly report back and believe that you have to have both face-to-face and paper. For us, I am in charge of the digital. And the publication. I don't do any face-to-face anymore or distribution like I used to.

For us, it is crucial to have face to face print, digital, and a little bit of radio. Because most recently the US Department of Commerce did a study on the state of digital divide and there is still one.

While it has changed dramatically -- in just the last for three years and will continue to change until saturation of access to the Internet, it has gotten further than it is now.

You absolutely have to do some print.

We don't do large print legal right content anymore because we are concerned about -- the legal director is correct in saying that it becomes stale and out of data we have no way of knowing if people are relying on it five years after the fact.

So, we tend to put the more complex information on the website but use paper products to make people aware of what is available on the website and that way when they do get their opportunity at the public library if they don't have home access which is a problem for most people, for the people that don't have access it is a lack of home access, at least they will have some guide.

All of the legal blights and respond ability information -- we call them topic pages -- they are all principal. When they pretty phone number and logo appears on them as well as the images on them. They are basically webpages that become fact sheets and our staff that does face-to-face outreach to strip its small amounts of those special topics routinely.

Great question.

We are always struggling with where the divide is these days. For people with disabilities it is still a significant divide.

This has to be accounted for.

It is five o'clock. I will squeeze in one more question. There were a couple of people that wanted to know how much time you and your team and coming up with content each week?

It is addictive. You have to be careful. I don't know off the top of my head. You do have to keep an eye on Facebook when you get this kind of volume going. We respond -- a few times every couple of weeks, I would say, with a specific link -- we will post a link in response to a comment and say here is how you can access intake. People put requests for services in there. It is recommended to have a disclaimer -- putting in a request for service -- it is not a request that will be responded to -- you might miss it and you

need to be aware of that. But, as often as you can answer, we may be able to help you contact us here. What is nice now about Facebook is that you don't have to delete posts that are too much confidential information. If you have an idea that this person is over revealed, you can hide it. That is a new feature in Facebook. It means that you can still see it if you need to, if for some reason you need to, and they can still see it -- you can hide it from others. I do this often. This is to protect people's confidentiality because they reveal too much. Then I respond to them with a URL for the part of the page that tells them how to access intake.

Beyond that, try to make the posting of content theory low labor. Because if you use these guidelines you don't have to think about it too much. Once you practice -- develop habits. Around how to write the micro-content and how to grab the macro content. Grab stuff off of your own website is a way to go. At the beginning. It makes it so that you are just repurposing existing content rather than putting in work and creating new content.

If you asked me how much time you put into creating new content, that is a whole different question. We all love to do that. It is information that the constituency needs and we do as much of it as we possibly can. But, in terms of repressing it through getting it out for micro-content, that part is the least labor-intensive part. Creating the macro content is the most intensive.

Does that answer your question, David?

Yes. That about does it for us. Sylvia, I loved your presentation. It was practical and useful information. It was invaluable. PICU so much for taking the time to share it with all of us.

A lot of people have asked -- yes, the PowerPoint and the whole presentation will be archived on our website so you can watch Sylvia do this as many times as you want. It will include a transcript. We will send a link afterward to the e-mails -- the e-mail address -- were to find it on the website. We didn't get to answer all the questions in the chat box. My e-mail in the chat box -- feel free to send me your questions I will follow-up with you after today. Sylvia has volunteered as well to answer questions when she has some time if I don't have the answer for you.

Again, thank you, Sylvia. I believe that the Empress today.

Good luck, everyone.

Thank you. That concludes today's conference. Thank you for participating.

[Event concluded]

Actions