

Establishing & Management of Social Media Presence*

*Prepared by **AAIDD SECP Social Media Group '18-'19 Cohort**

People:

- Hatice Uyanik (Senior Co-Chair): huyanik@ku.edu ; hatice.uy@gmail.com
- Chung-eun (Emily) Lee (Senior Co-Chair): celee1212@gmail.com
- Christina Gushanas (Junior Co-Chair): cgushanas@tamu.edu
- Kristina Rios (Junior Co-Chair): kr6@illinois.edu

Social Media Outlets

- **Official email address:** Get an official email address from a provider (i.e., Gmail). Use it for Medium, Twitter, YouTube. Use your own accounts for the Facebook group by creating the Interest Network group in the Facebook, and simply adding the people in the social media team as group admins.
- **Twitter Handle:** <https://buffer.com> website was linked to twitter account to schedule tweets. (Buffer-free version gives 10 tweets in the queue per account).
- **Medium:** <https://medium.com/aaidd.secp/> (Connected via the email and password). Medium 'how to publish' pages will help!
- **YouTube Channel ID:** AAIDD SECP Interest Network (Gmail account information can be used as the Google parent account to sign in to YouTube)
- **Facebook Account:** Facebook [AaiddStudentAndEarlyCareerProfessionals] Social Media officers will be added to the FB group as page managers.

Distribution of Roles: Distribution type=>Blog Types Chung Eun (Group D), Kristina (Group B), Christina (Group C), Hatice (Group A)

Blog type A: Guest Blogger

- **Duties:** Contacting with guest bloggers, edit the post, make sure everything is in order, post it to Medium for public availability, as well as advertise the blogpost on Facebook & Twitter. You can connect university and/or organization FB and Twitter pages while you are advertising (consider the guest affiliation), send a thank you note to the guest blogger with affiliated blogpost link 😊 (3-4 hours at most per month, will be published every other month)
- If this person is not posting any blogposts, he/she can help others with advertisement of events/webinars, pictures from events (i.e., AAIDD conference TBTs, etc.), funny, relaxing posts 😊, call for proposals for articles, participation in any activity or conferences related to SECP and AAIDD, and/or IDD field. Retweets from organizations are encouraged as well (i.e., AAIDD).

Blog type B: Upcycle Project

- **Duties:** Contacting with guest bloggers for upcycle project (AAIDD conference poster session attendees), use the release form so that we can use their materials (posters, etc.) on our social media pages, edit the post (if necessary),

make sure everything is in order, post it to Medium for public availability, as well as advertise the blogpost on Facebook & Twitter. Make sure to upload the video to our YouTube page if any guest blogger used video. You can connect university and/or organization FB and Twitter pages while you are advertising (consider the guest affiliation), send a thank you note to the guest blogger with affiliated blogpost link ☺ (3-4 hours at most per month, depends on how many people agree to be guest blogger, will be published every other month)

- If this person is not posting any blogposts, he/she can help to others with advertisement of events/webinars, pictures from events (i.e. AAIDD conference TBTs, etc.), funny relaxing posts ☺, call for proposals for articles, participation in any activity or conferences related to SECP and AAIDD, and/or IDD field. Retweets from organizations are encouraged as well (i.e., AAIDD).

Blog Type C: AAIDD 2018 Awardee Blogpost

- Duties: Contacting with guest bloggers for awardee project (AAIDD conference poster session attendees), use the release form so that we can use their materials (posters, etc.) on our social media pages, edit the post (if necessary), make sure everything is in order, post it to Medium for public availability, as well as advertise the blogpost on Facebook & Twitter. Make sure to upload the video to our YouTube page if any guest blogger used video. You can connect university and/or organization FB and Twitter pages while you are advertising (consider the guest affiliation), send a thank you note to the guest blogger with affiliated blogpost link ☺ (3-4 hours at most per month, depends on how many people agrees to be guest blogger, will be published every other month)
- If this person is not posting any blogposts, he/she can help to others with advertisement of events/webinars, pictures from events (i.e. AAIDD conference TBTs, etc.), funny, relaxing posts ☺, call for proposals for articles, participation in any activity or conferences related to SECP and AAIDD, and/or IDD field. Retweets from organizations are encouraged as well (i.e., AAIDD).

Blog Type D: 'Hot Release research'

- Contacting with guest bloggers for hot-release research, edit the post (if necessary), make sure everything is in order, post it to Medium for public availability, as well as advertise the blogpost on Facebook & Twitter. Make sure to upload the video to our YouTube page if any guest blogger used video. You can connect university and/or organization FB and Twitter pages or publication links while you are advertising (consider the guest affiliation), send a thank you note to the guest blogger with affiliated blogpost link ☺ (3-4 hours at most per month, depends on how many people agrees to be guest blogger, will be published every other month)
- If this person is not posting any blogposts, he/she can help to others with advertisement of events/webinars, pictures from events (i.e. AAIDD conference

TBTs, etc.), funny relaxing posts ☺, call for proposals for articles, participation in any activity or conferences related to SECP and AAIDD, and/or IDD field. Retweets from organizations are encouraged as well (i.e., AAIDD).

Total Average Blogposts: 6 group A posts, 6 group D posts, at least 2 (maybe more) group B & C, at least 48 general advertisement posts/reposts (~ 9-12 hours at most)

Blog schedule:

- If there is no any prompt coming from anyone via email (call for proposals, meetings, etc), we can post/repost from affiliated/related organizations, PWD and their social circles, NGOs, and professors a& colleagues. If you have time and want to pick group members' morale up, you may post funny posts (protecting the professional manner since we are affiliated with a larger organization– a.k.a. AAIDD ☺) as a mindfulness, positivity exposure. Although official year ends on June 30th, we will continue to post in social media up to August 30th.
- Hatice's note: I & Cheng eun will be on the front up to the end of 2018, so that Kristina & Christina can get used to the process. After our 2nd kick off meeting on January '19 (first was at the end of previous summer), we will equally contribute to the process. Please let us know if you feel you can contribute more, so that we can revise the schedule.
- Example social media managing calendar template:

Month	Date	Task	Assigned Person	Details	Status
September '18	3 rd week	TBT post	Chung-eun	Photo	Done
		Ad post-Call for papers	Chung-eun	European Journal of Disability Research	Done
		Ad post in FB & Twitter	Chung-eun	AAIDD webinar	Done
October '18	1 st week	Ad post in FB & Twitter	Chung-eun	AAIDD Research Colloquium Proposals	Done
		Ad post in FB & Twitter	Chung-eun	AAIDD webinar	Done
	2 nd week	Ad post in FB & Twitter	Hatice	KUCDD job application	In process Done
		Ad post	Hatice	SECP monthly meeting reminder	In process
	4 th week	General ad post	Hatice	AAIDD '19 Conf. & research colloquium proposal reminder	Scheduled (10/22/18)
		Ad post	Hatice	The Society for the Study of Social Problems (SSSP) Annual Meeting-Call for Proposals	Scheduled (10/26/18)
		General ad post	Hatice	SECP reach out	Scheduled (10/21/18)
		Ad post	Hatice	Halloween	Scheduled (10/31/18)
November '18	1 st week	General ad post	Hatice	AAIDD '19 Conf. & research colloquium proposal reminder	Scheduled (10/29/18)
	2 nd week	Ad post	Hatice	The Society for the Study of Social Problems (SSSP) Annual Meeting-Call for Proposals	Scheduled (11/09/18)
		General ad post	Hatice	AAIDD SECP Meeting Reminder	TBD Done

	3 rd week [Any day: 11/18 – 11/25]	Blog post	Hatice	Joshua Allison-Burbank	In process	
	3 rd week	General ad post	Hatice	AAIDD '19 Conf. & research colloquium proposal reminder	Scheduled (11/17/18)	
		Ad post	Hatice	Thanksgiving	Scheduled (11/22/18)	
		General ad post	Hatice	AAIDD '19 Conf. & research colloquium proposal reminder	Scheduled (11/23/18)	
	4 th week	General ad post	Hatice	SECP reach out	Scheduled (11/26/18)	
December '18	1 st week [Any day 12/01– 12/09]	Blog post – Group B/Group C	Kristina/Christina	Upcycle project/Awardee project	TBD	
	1 st week	Ad post	Hatice	Hanukkah	TBD (12/03/18)	
	2 nd week	General ad post	Hatice	SECP reach out	TBD (12/14/18)	
	3 rd week [Any day 12/16– 12/23]	Blog post – Group D	Chung eun	–	TBD	
	3 rd week	General ad post	Hatice	AAIDD SECP Meeting Reminder	TBD (12/16/18)	
	4 th week	Ad post	Hatice	Christmas Eve	TBD (12/24/18)	
		Ad post	Hatice	Kwanzaa	TBD (12/26/18)	
		Ad post	Hatice	Happy New Year! ☺	TBD (12/31/18)	
January '19	1 st week [Any day: 1/1 – 1/12]	Blog post – Group D	Chung eun		TBD	
	TBD	Social Media Kick-off Meeting II	Organizer: Hatice	Will discuss the Spring 2019 schedule	TBD	
	2 nd week	General ad post	Hatice	SECP reach out	TBD (01/14/19)	
	3 rd week	Blog post – Group C			Awardee project	TBD
		General ad post	Hatice		AAIDD SECP Meeting Reminder	TBD (01/13/19)
	4 th week	General ad post	TBD		Maybe can be related to AAIDD '19 conference accepted proposals &/or call for judging procedures	TBD

How to post a blogpost?

Get in touch with the guest blogger(s): At least 5–8 weeks prior to the publication date.

- Securing a potential guest blogger for a month:** Our guest bloggers generally want advance time (even 2 months in some cases) for scheduling their time. Occasionally, they are too busy that either they don't respond or want a semester time to contribute (only happens rarely). If you don't hear from a potential guest blogger within 3-days of emailing them, try to send one or two reminders to them about the guest blogger proposal email by allowing at least 5 days between them (so, hypothetically, you would be spending at most 10 days for a potential guest blogger). If they don't respond after the second reminder, please pursue another potential guest blogger. If you think it is getting late for a month to publish the blogpost due to not securing a guest blogger, please reach out to the other members of social media family, so that we can arrange another post/topic. Generally, almost all potential guest bloggers we've contacted were eager to

participate immediately after the first email, so the above scenario is very rare to happen.

- **The publishing process after securing a guest blogger:** Please send a reminder 7-10 days prior to publication date if the guest blogger has not contacted with you with a draft yet. The general process of posting a blogpost occurs like this:
 - Determining potential blogger(s): Determine 1-2 people appropriate for the topic (colleagues, professionals, professors, PWD &/or people in their social circles, etc.). Start contacting with one of them 5–8 weeks advance of the scheduled time for the publication. The second person would be contacted only after no-response of the first contacted potential blogger.
 - If the second person/people are in the same organization or might be working in the same department, please make sure that you are politely making aware the second person that you made contact the first person on the blog (only if they are working closely in the same department–out of courtesy).
 - Send an invitation (an example email can be found in the examples section) and start the contact. Then just wait 😊 Waiting might take a lot of time so organizing blogs in advance per semester is highly suggested!
 - After you secure the guest blogger for a specific assigned time to you as your duty for the month, please fill the blogpost schedule in this document as, in the process or done with details of the guest blogger. If there are specific notes, add them as well (i.e., guest blogger might specify the date of the draft which might be sooner/later than the specified publication date) so that other members of social media would know everything is under control 😊
 - If there are unexpected problems, please reach out to the other social media members so that we can approach the problem with the most efficient solution. If the blogger does not send you the draft in the specified date(s), please reach out to them with a reminder.
 - Immediately start your draft on Medium after you receive the response. Please try to be responsive to the potential guest blogger by responding him/her/them within 24 hours of the receipt of their email. Please try to choose appropriate professional hours (not sending an email after 10 pm, etc.).
 - Read and make edits for the publication of the Medium account. Don't change the structure of the draft, only provide basic grammar edits if needed, then save it as a draft in the Medium page with structural design (you will get used to the structural design of the blog in the Medium, it is pretty easy 😊). Generally, Medium edit involves a structural edit of the draft, and an addition of a picture (please use a free common resource or provide the reference to the owner of the image), and social media links with a short bio of the author. Add links if available, for the specific resources mentioned in the draft. Add social media links via icons if the person provided any (if not, try to find the affiliated research centers instead of personal social media accounts). Finally, add keywords (please

check our posts on Medium, and you will see there are specific keywords we add in every post)

- Here are some resources for the Medium step:
 - <https://help.medium.com/hc/en-us/articles/225168768-Write-post>
 - <https://help.medium.com/hc/en-us/articles/115002870328-Publisher-s-Guide-to-Medium>
 - <https://blog.hubspot.com/marketing/how-to-use-medium>
 - <https://help.medium.com/hc/en-us/articles/214964248-Links> => to be used for the images & social media icons ☺ Social media icons that we use in our Medium posts can be found in the SEC-Social Media folder.
- Finish the draft & send the link to the guest blogger for the last revision/view. Send the first draft to the blogger(s), ask for more photo and twitter and additional social media accounts if you need so, a blurb for closure about themselves, and any further change that they desire in the Medium draft. If a person wants some changes/ edits, apply them. After their confirmation, add your final photos, twitter /social media/ additional information and 5, keywords. Publish it in Medium. Simultaneously, advertise the post on Twitter & Medium. It automatically publishes it in the AAIDD Twitter account as well because it is connected. You also need to copy the Medium address to AAIDD Facebook group and advertise this blog post in the Facebook group as well with some blurb on it. Use tags for FB, and twitter handle for Twitter for the specific person or their research center or organization so that they will be informed about the blogpost and it will increase the reaching out percentage.
- If you direct a role related to YouTube videos you might need to promote it in Medium, Twitter, and Facebook. If you used video, please make sure to add an additional step for the person to give written consent to you to use the video (may be applicable to the v-logs, upcycle projects, etc.). Same is applicable if a person gives you a specific picture for the post. Make sure that they understand this picture/video/audio-recordings/ any other media will be published on our social media outlets (Medium, Twitter, Facebook, YouTube) for the AAIDD SECP use-purpose only. They should give consent to the use of any media even after the current leadership changes. Please make a note of these consents in the Consent form by opening a new page in the Excel sheet for the specific year that you serve.
- After publishing the blog post, save all the relevant pieces of the blog post (Word.doc drafted by the blogger, and 2nd Word.doc if you edited the draft –save as edited, image that you used in the blogpost, any additional media item/source) to the AAIDD SECP social media folder (SECP SIG=> Social Media and Blog=> Blog Posts => 2018-2019 folder => the appropriate folder that you work on)
- Send a thank you email to the blogger with appropriate links to the blogpost.
- Please take some me-time after finalizing these steps to publish the blogpost before you start other tasks in your to-do list. Good job! ☺

Webinar creation (1 webinar per year)

- Ideas: supported decision-making, sibling network, etc.
- Whom to contact in the AAIDD:
- How many times will it be advertised?
- Creating hashtags for the events for online discussion in Twitter & Facebook.