SOCIAL MEDIA AND PEOPLE WITH DISABILITIES:

Building Online Networks to Enhance Community Engagement and Create a Level Playing Field
A brief overview

• We will look at the more common, and most used platforms of social media sites
• How these can be best utilized for communication, and profile building for people who use assistive communication.
• The integration between communication devices and social media accessibility.
• Blogging, the benefits and pitfalls, and building an audience for a blog;
• ...finally personal identity safety, security and having good networks online
• Q&A
Social media ... What is it?

- Forms of electronic communication (as Web sites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (Merriam-Webster Online Dictionary copyright © 2013 by Merriam-Webster, Incorporated)
- Social media (in my words) is any form of digital technology that allows us to connect locally or globally for a variety of reasons and outcomes
- The first public use of social media, as we know it today, was in 2004 (less than 10 years ago!!!!!)
- Previous to the social networking phenomena we had chat rooms and private groups
- This webinar is just ONE form of social networking

http://www.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html
MY top 5 social media networking sites

• Facebook
Easy to use, and learn, but not as customizable. If you don't already have a Facebook account, it's time to sign up for one and get connected to your friends and family.

• Twitter
Uploading photos to Twitter is incredibly easy! With instant access to friend updates and news stories, Twitter is one of the top social networking sites. It is however difficult to search for members by name.

• Pinterest
is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos
• YouTube is a video-sharing website on which users can upload, share, and view videos.
• LinkedIn can prove to be invaluable for your professional life.

AND THERE ARE MANY MORE…
The actual top 5 rated site reviews

<table>
<thead>
<tr>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-9 Exellent</td>
</tr>
<tr>
<td>8-6 Good</td>
</tr>
<tr>
<td>5-4 Average</td>
</tr>
<tr>
<td>3-2 Poor</td>
</tr>
<tr>
<td>1-0 Bad</td>
</tr>
</tbody>
</table>

2013 Best Social Networking Site Reviews and Comparisons

<table>
<thead>
<tr>
<th>2013 Best Social Networking Site Reviews and Comparisons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>#1</td>
</tr>
<tr>
<td>#2</td>
</tr>
<tr>
<td>#3</td>
</tr>
<tr>
<td>#4</td>
</tr>
<tr>
<td>#5</td>
</tr>
<tr>
<td>#6</td>
</tr>
<tr>
<td>#7</td>
</tr>
<tr>
<td>#8</td>
</tr>
<tr>
<td>#9</td>
</tr>
<tr>
<td>#10</td>
</tr>
</tbody>
</table>

Ratings

<table>
<thead>
<tr>
<th>Overall Rating</th>
<th>10 9 8 7 6 5 4 3 2 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Features</td>
<td></td>
</tr>
<tr>
<td>Profiles</td>
<td></td>
</tr>
<tr>
<td>Search</td>
<td></td>
</tr>
<tr>
<td>Security</td>
<td></td>
</tr>
</tbody>
</table>

Antivirus Software For Mac

Award-Winning Security for Mac. Special Offer: 1 Year Free. Buy now!

To Become Lucky

Over 40 Dating

Demographics

Minimum Age to Join

| Minimum Age to Join | 13 13 18 18 18 18 13 13 |
Quirky overview of each...

SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK  I LIKE DONUTS
FOURSQUARE THIS IS WHERE I EAT DONUTS
INSTAGRAM HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE   HERE I AM EATING A DONUT
LINKED IN MY SKILLS INCLUDE DONUT EATING
PINTEREST HERE'S A DONUT RECIPE
LAST FM   NOW LISTENING TO "DONUTS"
G+       I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
AAC and Social Media

• Many devices (generic and specialist) are now incorporating ways of exporting to social media platforms.

• My primary communication device is an iPad, and my application allows me to post comments direct from the app!!

• This feature is also available on the Dynavox range – Maestro does and Kookaburra with the Grid 2 and Tobii
Example of creating a status update with symbols

<table>
<thead>
<tr>
<th>Action words</th>
<th>Having Verbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>to</td>
<td>don't</td>
</tr>
<tr>
<td>have</td>
<td>buy</td>
</tr>
<tr>
<td></td>
<td>get</td>
</tr>
<tr>
<td></td>
<td>give</td>
</tr>
<tr>
<td></td>
<td>grab</td>
</tr>
<tr>
<td></td>
<td>have</td>
</tr>
<tr>
<td></td>
<td>hold</td>
</tr>
<tr>
<td></td>
<td>keep</td>
</tr>
<tr>
<td></td>
<td>pay</td>
</tr>
<tr>
<td></td>
<td>sell</td>
</tr>
<tr>
<td></td>
<td>share</td>
</tr>
<tr>
<td></td>
<td>shop</td>
</tr>
<tr>
<td></td>
<td>steal</td>
</tr>
<tr>
<td></td>
<td>take</td>
</tr>
<tr>
<td></td>
<td>borrow</td>
</tr>
<tr>
<td></td>
<td>use</td>
</tr>
<tr>
<td></td>
<td>voice</td>
</tr>
</tbody>
</table>
I love to have my own voice
Lisa Sparkles Lehmann
Just now via iOS

I love to have my own voice
To blog or not to blog ... That is the question

• Firstly consider
  • What do you want to achieve?
  • Who is your target audience??
  • How do you engage your audience, and retain their interest??

• Repetition builds reputation
  • Be clear and concise
  • Remain true to purpose
  • Be consistent in your ‘speak’
How, Who, What and When to engage..

• **The how** – choosing your platform/s
• **The who** – start small, engage (FIRST) with people you know personally, grow your online network and profiles slowly...
• **The what** – know the security settings, regularly check out your settings, and change passwords – having tech savvy friends/family is a huge bonus
• **The when** – know who you want to see the post, and adjust settings accordingly before posting anything (more relevant to Facebook)
Avoiding the pitfalls

• Digital age post-modernity opens us up to opportunities, but it opens us up to hurt too...

• Safeguards are of upmost importance

• Use myth busting websites such as SNOPES to identify spam and misinformation

• Have good supports in the form of communication partners to counteract harassment
Creating a ‘level playing field’

- Personal stories of chatting with friends...
- Personal stories of naturally developing social/personal support
- Personal stories of “I didn’t realize you had a disability”
- Personal stories of online dating...
Personal Safety, and security - options

• We now have to protect our personal identity from fraudsters online, and not just the ones in the real world.
• A recommended mix of minimum 8 characters usually passes the strength test
• Make passwords personal, yet memorable – mixing letters characters and numbers
• Create your own private space – WIKI’s!!!
Don't be in the Dark - A Parent's Guide to Safe Surfing

helping hand when necessary. As children get older they want greater privacy – but if they are away from you, then drop in from time to time. Chat with them about the sites they have found and ask them to show you any games or videos they have been playing. Like all good parents we know you may have concerns about the potential risks that your child could face when online. Kids can find inappropriate material, unintentionally download viruses, suffer cyber bullying and need to be aware of the possibility of "stranger danger". So, just how do you begin to protect your child?

What kids need to know and how to tell them

Begin by talking to your children. Find out which sites they visit and ask what their friends do online. You can also talk about the sites they go to when away from home, perhaps at school, at a friend's or in the public library.

What's out there to help you?

The online help can be divided into three main categories:
- Information - hints and tips
- Problems - what to do and where to go
- Additional filtering and blocking software

Read more about tips and help.

Top 3 FAQs

1. What if my child comes across inappropriate content?
2. What is a moderated chat/IM service?
3. What should I tell my child to do if he/she is cyber bullied?

View all FAQs
Other options.. Create a WIKI!!

Collaboration without the learning curve

Individuals and Groups
We’re home to millions of wikis use by individuals, groups, teams, and small companies. Get yours now.

Create a Wiki

Companies and Organizations
Private Label gives you the power of unlimited wikis for your organization. Learn more:

K-12  Higher-Ed  Business  Nonprofit

What is a "wiki"?

A wiki is a space on the Web where you can share work and ideas, pictures and links, videos and media — and anything else you can think of. Wikispaces is special because we give you a visual editor and a bunch of other tools to make sharing all kinds of content as easy for students as it is for their teachers.
How does Wikispaces work?

Just hit the edit button to

**update any time, from anywhere**

Make changes to any page on your wiki from any computer or web-enabled device with the click of a button.

Add videos and widgets to

**create rich, appealing pages**

Widgets like video, calendars, and visitor counters can make your wiki more attractive, engaging, and useful.

Discussions and contextual comments

**support discussion and feedback**

Make a discussion forum for the whole wiki, answer questions on a page, or leave comments on any passage of any page.

...and more!

- Visual editor
- Bulk user creator
- Unlimited pages
- Single Sign-On

Complete page histories

**save every edit and revision**

The wiki logs every change, so you can easily compare drafts of a page or revert to an earlier version.

Projects make it easy to

**organize group work**

Every educational wiki lets you organize members into project-related teams, each with its own pages, files, and permissions.

Adjustable permissions

**keep your content safe and secure**

Determine who sees content and how they use it with wiki-, page-, and file-level permissions.

Customizable themes

- Email notification
- Editable navigation
- Page templates

Tags

- Full-text search
- Custom domains
- WebDAV
Tips hints and tricks

• If you do want to share your child's journey online, to keep friends, family and other interested parties informed - I would suggest starting a page

• Do not accept friend requests from people you do not know, and do not have mutual contacts with.

• Be conscious that if it looks and feels bad, then it probably is bad

• Ensure you record passwords in a safe place - preferably ‘old school’ in a hard copy diary
I worry that Facebook is killing meaningful communication.

Like.
Question & Answer time

- My contact details ~
  - https://www.facebook.com/littlebigwitch
    - https://twitter.com/littlebigwitch
  - http://www.linkedin.com/pub/lisa-lehmann/3a/752/666
    - http://www.pinterest.com/littlebiwitch/boards/

- Email ~
  - littlebigwitch@yahoo.com.au
  - Lisa.lehmann@bigpond.com