# 7. Champion promotion and social media

#### Promoting your workshops

People with disability really like to hear from other people with disability, especially about the NDIS. They are encouraged by having a person with disability who really understands the issue at a personal level, and they sometimes feel more comfortable asking questions that they feel they can’t put to family members or service providers, particularly when they are not happy about something.

Families are very keen to learn more about the NDIS. It will be a great opportunity to speak alongside some family members about what the NDIS really means.

AFDO promotion

AFDO will begin to promote the NDIS Champions Program with a national Media Release, a special Disability Loop eNews and lots of social media action.

In addition, AFDO will also promote the NDIS Champions to find:

* Opportunities to co-present with the NDIS
* Opportunities to co-present with other relevant peak bodies
* Opportunities to present at or with disability service providers. Often family members are given the opportunity to speak about the NDIS and what it means for people with disability, and there is no person with a disability speaking. AFDO will help you to find these opportunities and help you to get the opportunity to speak.
* Opportunities for Champions to speak at forums where communities want to hear about the NDIS. This might include service groups like Rotary or Lions, or Local Government run forums.
* Opportunities to inform mainstream and disability service providers (e.g. banks, for profit, and not for profit agencies, health services and government agencies)

NDis champions self-promotion

All NDIS Champions are encouraged to speak out about their training and their ability to present on the NDIS. More and more people are starting to hear about it, and everyone wants to know more.

**What you can do**

We have some ideas and suggestions about some ways you can promote yourself as an NDIS Champion.

Some people call it marketing, other people call it advertising, and many people call it having a chat to people. What is important is making sure the people who will benefit from knowing more detail about the NDIS can get a chance to hear what you have to say.

The first step is simply talking to people! Talk to your parents, your kids, your friends. People love hearing from those who are passionate about something, and because you are an NDIS Champion we know you are passionate about the possibilities of the NDIS.

The more people you talk to, the more you can find opportunities. The people you know may have a friend who works for a local newspaper, or maybe radio station. They may give you opportunities to speak to a local school, church, or community group. When you talk to people, ask if they know of any opportunities where you could talk about your role as an NDIS Champion.

Remember that AFDO can support you, so if you find any opportunities where people want you to speak about the NDIS, or write an article for a blog or newspaper, we are here to help you and provide support. Also, think about all of the other NDIS Champions in the room today. All NDIS Champions have different skills and experiences, meaning that everybody can help each other and provide peer support.

You don’t just have to talk to people, you can also write about the NDIS and being an NDIS Champion online, through social media. We’ll talk about social media in a moment.

#### What is social media?

When we talk about social media, everybody thinks of a couple of big websites and mobile phone apps. What do you think of?

Some big ones include:

* Facebook
* Twitter
* LinkedIn
* Instagram
* Snapchat

But that’s not all. Social media covers many other digital tools

* Skype
* Vimeo
* Tumblr
* Flickr

Even email and SMS can be called social media tools.

Research says that we spend about 20 hours per month online. For me I think I spend more than that online per week! Email use is decreasing and social media use is rising. 4 in 5 people use social media, accounting for 20% of our time online.

So why do people use social media so much? And why is important for NDIS Champions?

Social media is great for people with disability. It’s great for a wide variety of people with a wide variety of disabilities. If you use a wheelchair, sometimes it can be hard getting on a plane. It can sometimes make attending conferences and visiting friends harder. But with social media you can stay connected with friends, and make new connections all from using a computer at home or your mobile phone.

People who have communication difficulties can also benefit from social media. Lots of social media has translation tools built in, meaning even if you don’t speak the same language you can often communicate with others.

Can you think of some other benefits of social media?

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We’ve talked about the benefits, but there is a famous quote that says “With great power comes great responsibility”. This means we need to know how to use social media tools safely. Especially because we use social media more and more for work, like in your role as an NDIS Champion.

The lines between our professional and personal lives are blurring. We are taking our work home with us and bringing our personal lives to work, this means we need to be careful when using social media.

Responsible use of social media

* It’s public! When posting, remember your comments are public for all the world to see (including potential employers like the NDIA). Even when you think something is private, it’s not totally private. This means you should treat online comments the same way that you would at a meeting, BBQ or public forum. Always think twice!
* Respect copyright. This should be a no-brainer, but just in case: always give people proper credit for their work. You should also make sure you have the right to use something before you post something on social media.
* Respect privacy, for example don’t post a picture of someone without their permission.
* Be polite. Don’t make comments that can be interpreted as slurs, demeaning, inflammatory, etc. The Internet is full of varied opinions, and it's okay to share yours, but you never, want to be called a racist, or narrow-minded, or an unstoppable hot-head!
* Use good judement. Every person needs to take responsibility for what they write, and exercise good judgment and common sense. Nobody wants to lose their job because they say something Internet, so using common sense and being responsible is important
* Be clear that your views are your own and you are not representing an organisation, such as your employer (for example, AFDO)
* Be clear and transparent. Don’t promote AFDO or Disability Loop without saying that you are now connected with us. To build a community you support others and they, in turn, can support you.
* Be careful with logos. Using logos (AFDO/DisabilityLoop/NDIS) may suggest you are allowed to speak on behalf of these organisations. You’re probably (well, actually) not. On your social networks you only represent yourself. You need special training and prior approval to post/tweet/comment/blog for an organisation.
* Inappropriate comments could damage :
  + AFDO’s reputation, or
  + A colleagues’ reputation, or
  + Your own reputation

using social media for promotion

Some people think that social media is simple. People think you just post things online without worrying or thinking too much about it. You are NDIS Champions though, so you are smart and you can use some strategies. I’ll now explain a couple of the parts of social media that are important. There are a lot more, but these should get you thinking.

**Links**

Lots of social media posts link to an external place. Links can direct people to websites that may contain articles or stories. Links can go to online shops, or event pages where people can register or buy tickets. For example, AFDO uses links to direct people to the Disability Loop website, as well as directing people to our event pages so people can register and come to our workshops.

**Hashtags**

Hashtags are mainly used on Twitter, but now they are used lots of other places as well. When you click on a hashtag it shows you a list of the social media posts where other people are also used the hashtag. It’s a really good way of getting information about a certain topic or event from a wide variety of people. It might even be useful today for you as NDIS Champions!

**Tagging**

Tagging is used on social media to draw the attention of the person or business. You have probably tanked your friends before on Facebook, but you can also tag organisations or businesses if you want to get their attention. Tagging can be useful if you want to get a person or business to promote your idea or news.

**Sharing (retweeting, reposting, etc)**

When you share on social media, you normally share directly from something someone else has posted. This is a way of multiplying the amount of people who see the information, and it also lets people know where the information came from the first place. This is a good way of making sure people know that it’s not your original work, and they know who to talk to if they want more information.

This means one of the aims for you is to write good social media posts that people will want to share. For example, on Facebook, sharing is much more effective than just liking someone’s post.

ACTIVITY

* Come up with a Champions hashtag
* Design a tweet to get the NDIS to retweet
* Design a Facebook post to get people to visit your website

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