



DD Days at the Legislature: Social Media Toolkit

Effective advocacy takes all of us! We have developed this social media toolkit that we hope you will all use during the week of February 8-12, 2021. We can make a huge impact online through your advocacy and use of certain tools, branded images, hashtags, and by tagging your General Assembly representatives. We invite you to share your stories on social media and energize others during DD Days 2021!

How Can I Make an Impact On Social Media?

- Posting **personal stories, photos, and videos** online that relate to DD Days themes.
- Use our event hashtags in your social media posts throughout the week.
 - Hashtags for specific days are listed below along with instructions on when to use them! The hashtags for 2021 are:
 - #DDDay2021
 - #CommunityForAll
 - #DSPsMakeTheDifference
 - #ExpectationsMatter
- Using the Facebook profile picture themes and images.
- Tagging your state legislators in social media posts about DD Days!
 - If you do not know who your legislators are, you can find out by visiting www.MDElect.net and entering your address.
 - At the bottom left corner of MDElect, you will see your State Senator and State Delegates listed. These people are who you should find on social media and tag in your posts!
 - To “Tag” someone, try typing “@*their name*”, and typically facebook or twitter will offer you choices for the person you are looking to tag.
- Interacting with other people’s and organizations’ posts about DD Days by liking, sharing, and commenting.

When Can I Participate?

- Throughout the week of February 8th to the 12th, we encourage you to post using our themes:
 - Monday, February 8th: DD Days Are Here! *Change your profile image to the branded DD Days image, update your zoom virtual background, and add the “frame” to your profile picture for the week. Encourage people to tune into the Maryland Developmental Disabilities Coalition Facebook page for updates!*
 - Tuesday morning, February 9th: DD Day 2021- Community for All!
 - Tuesday afternoon, February 9th: Community for All! *Focus on Families and community providers who make up our systems of support.*
 - Wednesday, February 10th: DSPs Make The Difference! *Focus on all of the ways DSPs are essential and support people to live the lives they choose. Highlight DSPs who are making a difference in the life of a person with IDD and their family.*
 - Thursday, February 11th: Expectations Matter! *Focus on successes of people with IDD: In the community, in jobs, in schools, in the news!*
 - Friday: February 12th: *Highlight a story that is important to you that fits with the theme Community for All!*
 - Throughout the week: Make Meetings with Your Legislators
- See below for social media post ideas throughout the week!

Using our Facebook Profile Picture Frame

You can use update your Facebook profile picture to include a DD Day frame around it to show that you are part of the event!

How to use the Frame:

- Go to <https://www.facebook.com/profilepicframes>
- Search for “Community For All The Arc Maryland”
- Select the frame “Community For All By The Arc Maryland”
- Choose how long you want to set the picture for along the bottom menu.
- Click “Use as profile picture” and you are done!

Tuesday Morning, February 9th - DD Day 2021

If you are attending the DD Day Online Event on Zoom, or watching from the Facebook Livestream, let others know!

- Snap a screenshot of yourself at the online event and post it on social media.
- Use #DDDay2021 and #CommunityForAll in your posts.

- If you see any of your legislators were part of the day, tag them in your post and thank them for coming! Try to get a picture of them.
- Sample Posts
 - *Just attended #DDDDay2021 online with hundreds of advocates across the state. I am excited to make an impact with my advocacy in 2021! #CommunityForAll*
 - *Thank you @[SENATOR/DELEGATE NAME] for learning about the priorities for Marylanders with intellectual and developmental disabilities at #DDDDay2021!*

Tuesday Afternoon, February 9th - Community for All!

After we wrap up with our main event in the morning, we want to remind everyone of the goal for DD Day: Creating a community where all Marylanders, with and without intellectual and developmental disabilities, can lead healthy, equitable, and fulfilling lives TOGETHER; A Community for All! Each time disability advocates speak up, they energize others to speak and act as well, so use your voice online this year!

- Action item: Share your story on social media. Let others know what being part of the Community means to you. Consider the following questions when you share:
 - How have you or a loved one with IDD thrived in the community?
 - How do you impact change in your community?
- Use #CommunityForAll in your social media posts.
- Upload a photo of you or your loved one (with their permission) at home, at work, at play, or advocating.
- Tag your legislators! Search for their names on social media so you know how to tag them.
- Sample Post:
 - *My life is better in a #CommunityForAll, and I make it even better for others through my job, my relationships, and my advocacy. @[SENATOR/DELEGATE NAME] thank you for advocating with me for equity and inclusion. Community for all in 2021!*

Wednesday, February 10th - DSPs Make the Difference!

Direct Support Professionals (DSPs) are essential members of Maryland's workforce who support people with IDD in countless ways. Whether this means assisting with daily routines like cooking and personal hygiene, or making sure a person gets to their job in the community, DSPs are there every day, rain or shine, pandemic or not! DSPs often make the difference for people to ensure they have supports to live their best. People in the community who do not employ DSPs, or do not know a DSP, may not know much about what they do and the impact they make. We want to change that on the 10th!

- Action item: Share on social media why DSPs are important to you or a loved one. Consider the following questions when you share:
 - How has your DSP or a loved one's DSP changed their life for the better?
 - What barriers have you or a loved one overcome with their DSP by their side?
 - Where would you or a loved one be without their DSP?
 - How is your DSP an essential professional?
- Use hashtags #DSPsMakeTheDifference and #CommunityForAll in your social media posts.
- Continue to tag your legislators in your post to make sure they see it!
- If you want to mention your DSP's name, or include their photo, make sure to get their permission first!
- Upload and include a photo of your loved one with their DSP (with permission from them).
- Sample Posts:
 - *#DSPsMakeTheDifference for my life in the community! With [DSP NAME]'s support, I can go to my job every day, go to the store, take my medicine, and so much more. #CommunityForAll. Thanks to my DSP, I am living my best life!*
 - *Direct Support Professionals help me take on whatever challenges come my way. They are essential to me and so many other Marylanders with intellectual and developmental disabilities. Thank you @[SENATOR/DELEGATE NAME] for recognizing the vital role that my DSP has in my life through your approval of the DDA budget! #DSPsMakeTheDifference #CommunityForAll*

Thursday, February 11th - Expectations Matter

No one knows you the way you know yourself! Your disability may be an important part of your story, but it is just one part of what makes you, you! You set your own direction in life and determine your own destiny. Having high expectations matter for people with disabilities, and the value they bring. Expectations matter when legislators make decisions that affect your life.

- Action item: Share on social media your expectations for your life! Consider the following questions when you share:
 - What are your goals? How to you work to achieve them?
 - What makes you, you?
 - Why is it important that people with disabilities be recognized and valued?
- Use #ExpectationsMatter and #CommunityForAll in your social media posts.
- Include a photo of you or your loved one in the community, at work, or advocating.
- Continue to tag your legislators!
- Sample Post:

- *I am living my life the way I choose! I am an accomplished swimmer, an adoring sister, a best friend, and a valued employee. Expect from me what I expect from myself. #ExpectationsMatter, and I set my expectations high! I believe that a #CommunityForAll is one that shares the view that all people belong and have a lot to offer. @[SENATOR/DELEGATE NAME] thank you for helping me share the message that #ExpectationsMatter this session!*

Throughout the Week - Meeting with Legislators

If you are meeting with your representatives during the week, let them know about the advocacy work you are doing and what you need from them to have Community For All. Your advocacy impacts the lives of all Marylanders with intellectual and developmental disabilities. If more people use their voices like you do, our community grows stronger.

- Action item: If you are meeting with legislators during the week, share your advocacy on social media! Consider the following questions when you share:
 - Why did you meet with legislators?
 - What issues are you focusing on in 2021?
 - How can others use their voices like you do?
- If you are taking part in a video meeting, snap a photo of it and post with the picture. It is always a good idea to ask permission before you take a picture!
- Use #CommunityForAll in your social media posts.
- Tag your legislators to thank them for meeting.
- Sample Post:
 - *Thank you to @[SENATOR/DELEGATE NAME] for speaking with me today about issues that affect Marylanders with intellectual and developmental disabilities. I used my voice to advocate for a #CommunityForAll!*