

# Youtube, Snapchat and Facebook – Get Involved! (Topic 3)

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- Training program
- “SMM: Social media marketing” for young people with disabilities
- SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133
- Prepared by Zofia Zamenhof Foundation ([www.zofiazamenhof.pl](http://www.zofiazamenhof.pl))



# Disability and Social Media

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- one of greatest thing of social media is that it is communication enabler;
- as long as you can communicate (no matter in which way) you can reach your audience and get important connections with people;



# Disability and Social Media (2)

- You can sign, use sign-language, body movements or any any language and you will get noticed on youtube;
- Youtube is an inclusive community which builds a safe and welcoming space for people with disabilities;

# Disability and Social Media (3)

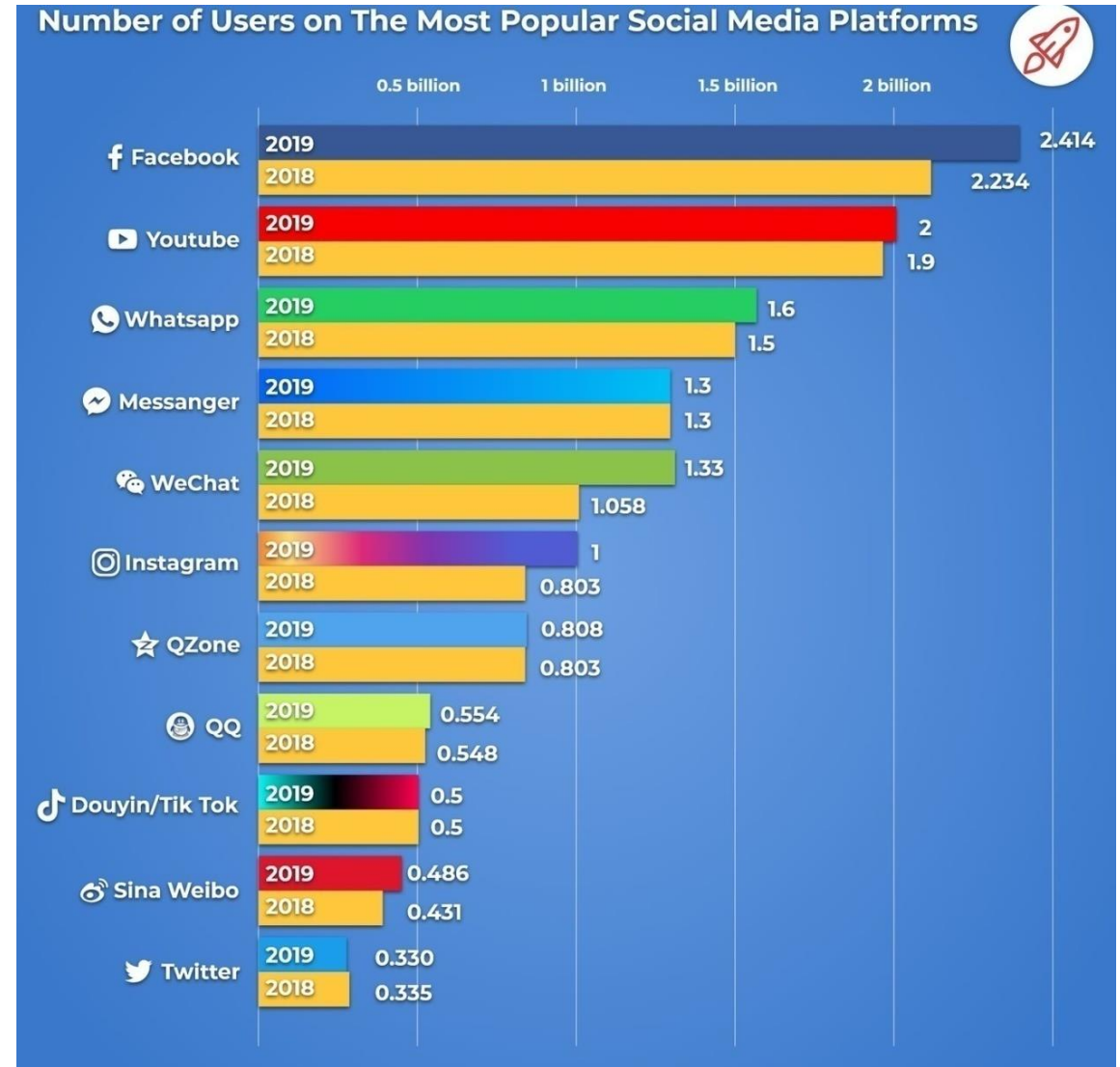
- Social media can enlarge your socialization opportunities beyond your local group;
- Many disabled people reached an wide audience of followers who like their content;
- Social media allows users to communicate beyond their bodily or mental barriers;

# Various Channels

- Social media is quickly evolving in the 21st century;
- It started from [myspace.com](http://myspace.com), then [facebook.com](http://facebook.com), now there is a multitude of national and international channels;



## Various Channels (2), source: Statista



# Various Channels (3)

The most promising channels are as follows:

- Facebook;
- Snapchat;
- Tik-Tok;
- Instagram;
- Messenger;
- Also local communities may arise (as grono.net in the past)

# Facebook



- With almost 2.5 billion users by far the largest social media network in the world;

It enables users to:

- Generate own content;
- Display their statuses;
- Upload videos;
- Show stories;
- Record lives with communities;

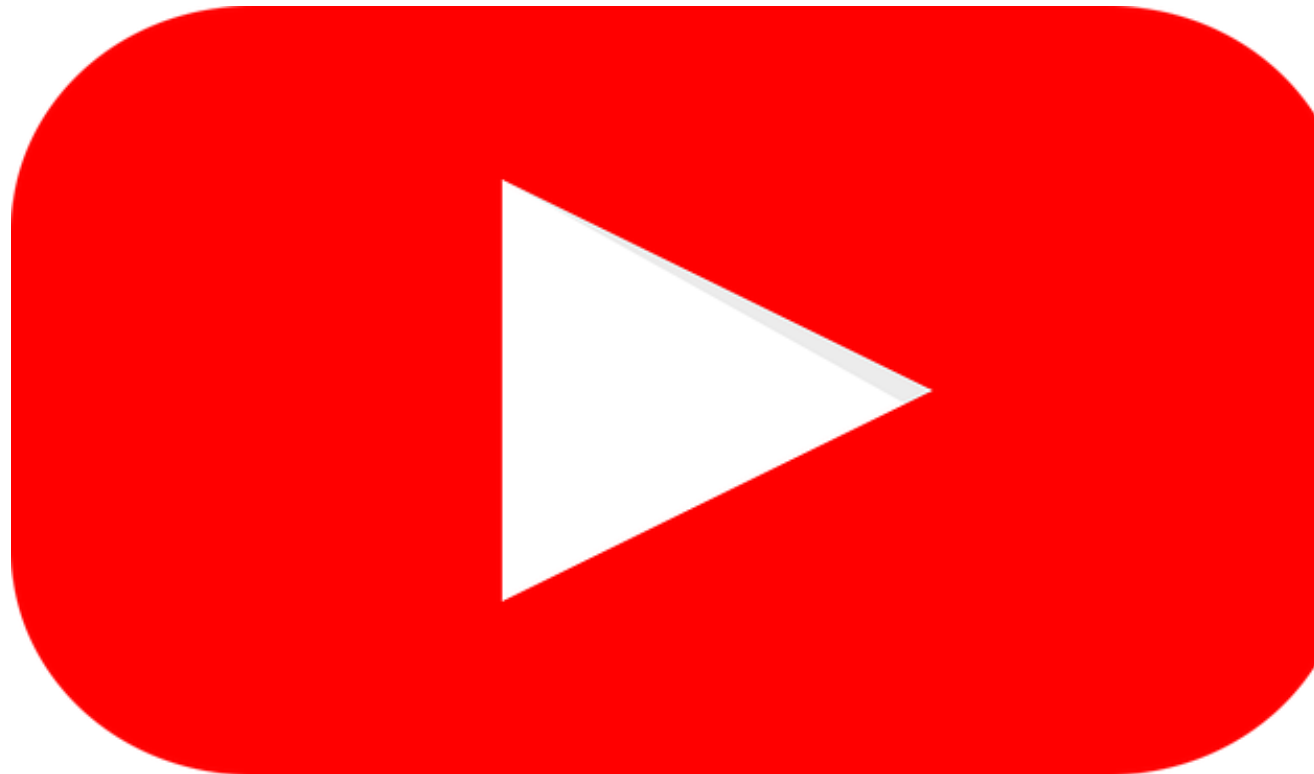


# Snapchat

- Smaller social media platform with around 80 million users;
- It is especially popular with teens who value it for being „cool”;
- Mostly focuses on sharing disappearing stories with your peers;
- It has nice and appealing design;



# Youtube



- With 2 billion users, it is the second biggest search engine in the world;
- Main focus is video sharing with its vast community;
- Boasts a strong number of channels run by disabled community members;

# Instagram

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- Another important social media network in Instagram;
- Here the main focus is on the sharing the photos and short stories with community;
- You can get easily noticed with the use of „hashtags”



# Tik-Tok



Tik-Tok is one of the coolest apps used by teens and also older peers;



Former know as music.ly, it mixes the music and short videos;



Especially popular amongst Generation Z which looks for short and inspiring material;

# Cross- channel synergy

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Former know as music.ly, it mixes the music and short videos;

Especially popular amongst Generation Z which looks for short and inspiring material;

# Cross-channel synergy (2)

- Some of your friends may prefer youtube and others snapchat;
- While doing social media professionally, it is advisable to try to reach as many of them and have multiple channels;
- You can share the same material across the channels (for example on fb and instagram)'





# # Hashtags

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- A very powerful tag for your microblogging online is a hashtag;
- No matter if you use Instagram or Youtube, it is advisable to use hashtags which will improve visibility of your materials;
- Basicall they are meta tags with hash symbol at the beginning of it – „#”

# Top Disability # Hashtags

- #disability - 44%
- #disabilityawareness - 11%
- #disabled - 7%
- #wheelchair - 7%
- #inclusion - 6%
- **#wheelchairlife** - 5%

Source: [Hashtags for #disability on Instagram, Twitter, Facebook, Tumblr | best-hashtags.com \(best-hashtags.com\)](#)

# Starting from 0 subscribers

- Do not be scared or demotivated if your number of subscribers is zero;
- You can start from inviting your friends or some people from local community;
- It can take some time until trackers will notice your material and you will start to receive some „organic growth”



## „Organic” growth

- The most valuable is „organic growth” i.e. people will find you directly through search engines such as [google.com](https://www.google.com), [bing.com](https://www.bing.com) and [youtube.com](https://www.youtube.com)
- In order to have it, you should produce regularly new material and be patient!
- After some time, numbers will slowly begin to grow.

# Online is a „new normal“?

- Especially, in the COVID-19 pandemic situation, the presence online is crucial for the corporations and individuals;
- Your new social media skills will be valuable for your potential employer, but you can also build your „independent“ channel around your hobby;

# Building the community

You can build a channel about whatever you want:

You can speak about you and your life challenges;

You can focus on your hobbies (for example gardening or art.);

You can show your organization (for example social enterprise);

And many more! (you will see a couple of examples);



# Audience engagement

One of the most powerful thing in social media is building audience engagement;

You can reach people from all over the world which you could not meet ever in person;

Get audience involved, ask them questions, organise competitions, make „live” sessions;




# Netiquette

- Being online also brings responsibilities;
- You are responsible for your channels and should avoid any type of hatred speech, vulgar language or showing improper photos/videos;
- Also it is better to moderate comments which are posted by your followers;
- Help building the Internet as safe space for all users;



# How to avoid „haters” and „trolls”

- Do not create antagonizing and controversial materials;
  - Try not to respond to personal attacks in comment (just ignore them and block/report people);
  - Do not get discouraged if negative comments will show, some of it is created by artificial chatbots (not human agents) to create chaos;
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# My community



As a social media creator you should focus on slowly and steadily building your „community“;



These people will follow your channels and will find your content „valuable“;



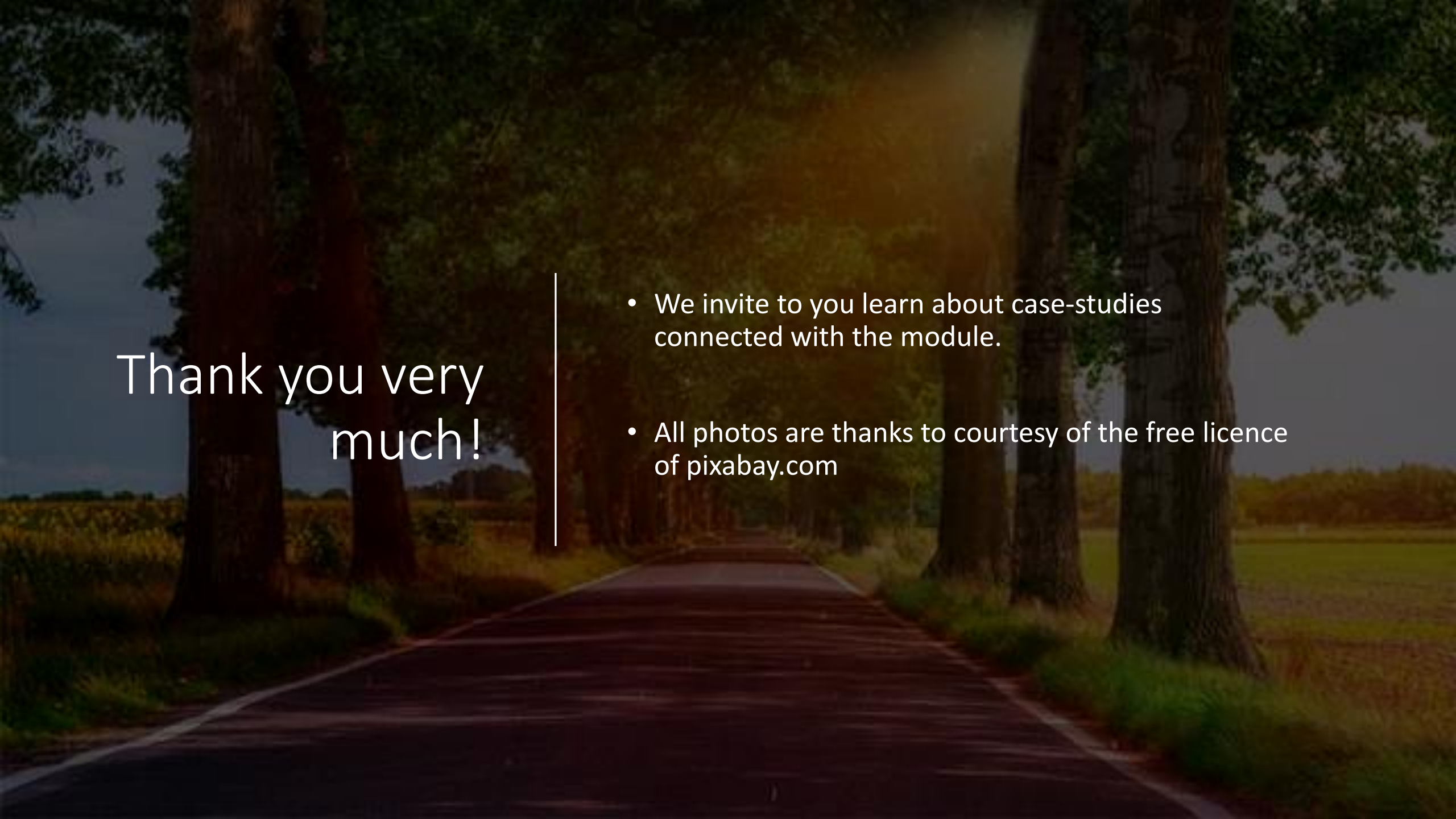
In some time, you might get popular which will enable you to do it as a job professionally for other organizations;

# The power of getting involved

Social media is a powerful tool if used properly;

Even if you are disabled, you can make a most of it and create a valuable comment;

You can overcome your physical and/or mental barriers and build a community around your content;



Thank you very  
much!

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