

The image features two large, thick black L-shaped brackets. One is positioned on the left side, with its vertical bar extending downwards and its horizontal bar extending to the right. The other is on the right side, with its vertical bar extending upwards and its horizontal bar extending to the left. These brackets frame the central text.

CASE STUDIES: THE DISABLED  
AND WORK IN SOCIAL MEDIA

Using social media to connect directly with an audience has been a game changer for many people living with a disability or chronic illness. Making connections with others, who have similar experiences, and presenting their lives in a positive way challenges widely-held assumptions.

For me social media gives everybody a voice. When for years disabled people were not empowered to speak up. New media has given us useful content from our lived experience, given us peer to peer community support, and is starting to get us a seat at the decision making table (Martyn Sibley, see <https://www.independentliving.co.uk/social-media-changing-disability/> )





- How to use social media?
- What do you do on social media?
- What else can be done?



# Some of the benefits of social media to disabled users

- An Accessible Communication Method
- The Opportunity to Meet People with Their Disability and Exchange Experience
- Socialisation Without Leaving the House
- A Tool to Tell the World about Disability or Other Issues
- A Platform to Promote Own Business

Some examples of  
good practice



Alex likes taking photos. He publishes his photos on Facebook, he has got a lot of friends and followers

Ainars is studying at a distance. He draws well and sells his works online.







Jameisha Prescod runs "You Look Okay to Me," an Instagram account that educates people with live videos. Social media is a lifeline for Jameisha and allows her to teach others and find acceptance.

Interview with Jameisha Prescod <https://thehealthsessions.com/you-look-okay-to-me-jameisha-prescod-on-what-its-really-like-to-live-with-lupus/>

The online platform "You Look Okay To Me" by Jameisha Prescod <https://www.facebook.com/watch/BBC LifestyleHealth/>

Julija works remotely. She uses social media to advertise her services



Molly Burke is a Canadian public speaker and YouTuber who happens to be completely blind. After struggling with and overcoming vision loss, bullying and mental illness as a teenager, Molly now works to educate others about the capabilities and challenges faced by people who are blind.



See video <https://www.youtube.com/watch?v=oT9bcicqQNaY>



Alexander is now 20, and he has reached more than many people of at this age. He won an award for his role in the short film "Just GO!"

See film

<https://www.youtube.com/watch?v=mnyR1aWrnc4>

What unites  
the people I  
told you  
about?



Why did they  
become  
popular on  
social media?

```
graph LR; A((What do I want to say?)) --> B((How to do it?)); B --> C((Do I need help? If so, where can I look for it?)); C --> D((Information))
```

What do I  
want to  
say?

How to do  
it?

Do I need  
help? If so,  
where can I  
look for it?

Information

Task for the next time



**Think about what you  
would like to tell others.**

**Take your  
story/information,  
photo or video with you**