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-changingdisability/)





Some of the benefits of social media to disabled users

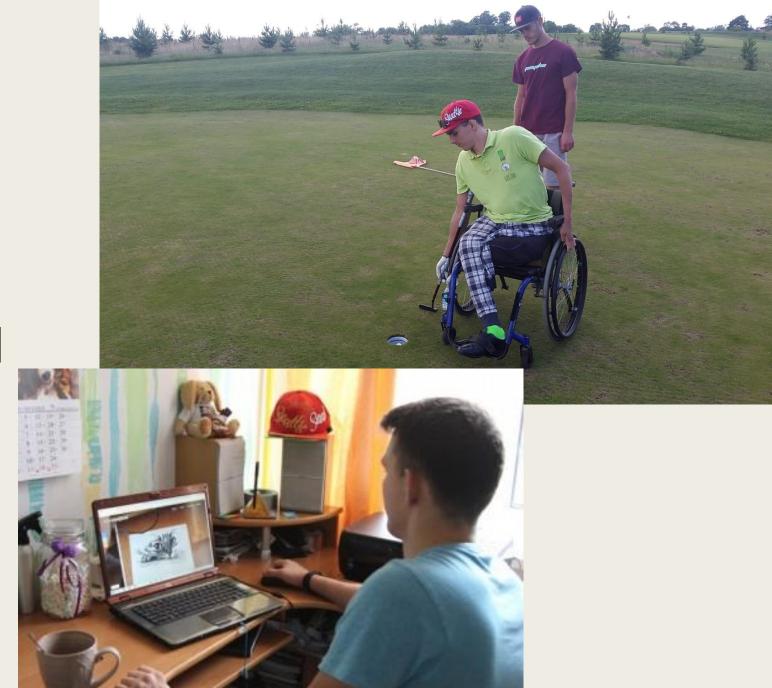
- An Accessible Communication Method
- The Opportunity to Meet People with Their Disability and Exchange Experience
- Socialisation Without Leaving the House
- A Tool to Tell the World about Disability or Other Issues
- A Platform to Promote Own Business

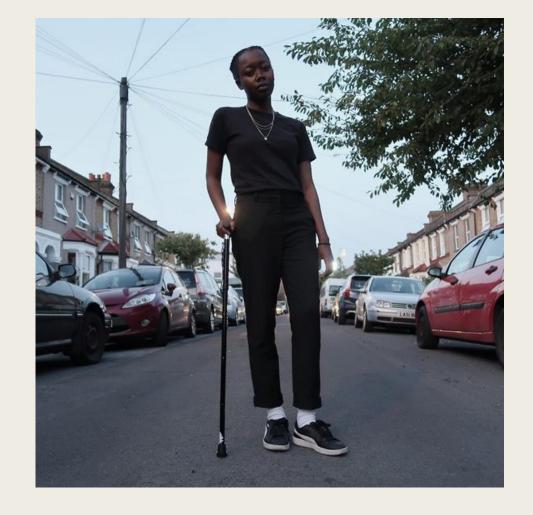
Some examples of good practice



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/

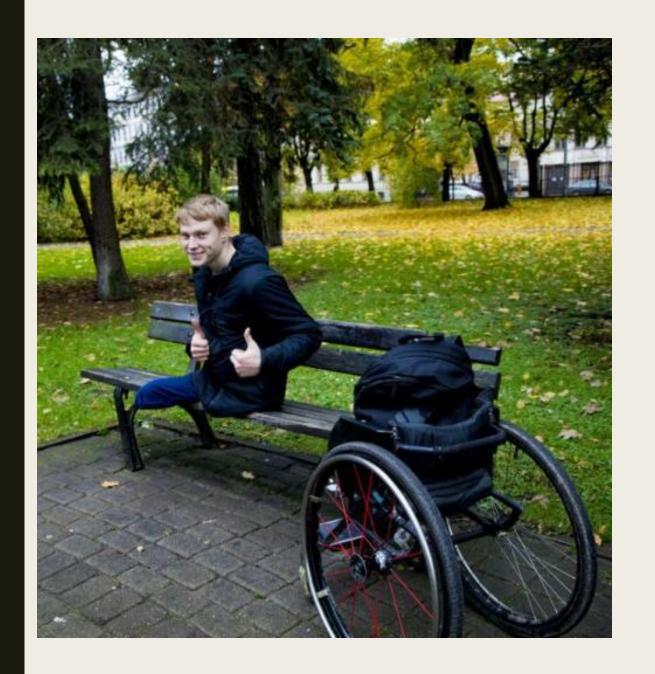
The online platform "You Look Okay To Me" by Jameisha Prescod https://www.facebook.com/watch/BBCLifestyleHealth/

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.





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!"

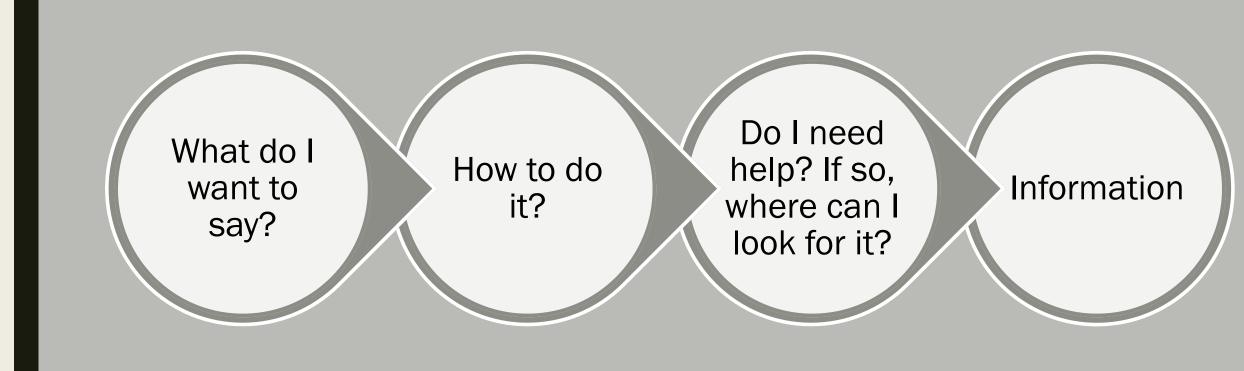
See film

https://www.youtube.com/watch?v=mnyR1a Wrnc4

What unites the people I told you about?



Why did they become popular on social media?



Task for the next time

