USING SOCIAL MEDIA TO INCREASE FAMILY LEADERSHIP:

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SOCIAL MEDIA SITES

Social media includes web-based and mobile- based technologies, which allow users to create their own content and share the content of others. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Following is a sampling of social media sites, explanations of the site and when it was launched and suggested users or pages to follow, please note that these lists are not exhaustive. There are dozens of great social media sites out there, this is just to give you a flavor of what is out there—please explore and be social and share!

FACEBOOK

Facebook is a social networking service and website launched February 2004. http://www.facebook.com

Facebook page insights explained here: http://ads.ak.facebook.com/ads/FacebookAds/Page_Insights_en_US.pdf

PAGES TO LIKE: EIFA, Early Intervention Parent Leadership Project, National Dissemination Center for Children with Disabilities (NICHCY), Division for Early Childhood, Center for Early Literacy Learning (CELL), Disability Scoop, Family Voices, Inc, (national and your state's chapter), Disability.gov, Special Olympics, AMCHP, TACSEI, The Arc of the United States, AAPPD, Friendship Circle of Michigan, Community Catalyst, PlayAbility Toys, Reach Out and Read, Zero To Three Policy Network, The National Association for the Education of Young Children (NAEYC), Special Education Advisor, Helen Keller National Center for Deaf-Blind Youths and Adults, Helen Keller National Center for Deaf-Blind Youths and Adults,

GOOGLE+

Google+ (pronounced and sometimes written as Google Plus, sometimes abbreviated as G+) is a multilingual social networking and identity service owned and operated by Google Inc. Google+ was launched June 28, 2001. http://www.plus.google.com/

GROUPS TO FOLLOW: Special Education Advisor, NICHCY,

LINKED IN

LinkedIn is a professional social networking website. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. http://www.linked.com/

GROUPS TO JOIN: Council for Exceptional Children (CEC), Early Intervention Professionals, Association for Childhood Education International, ZERO TO THREE Policy Network, Parents of Special Kids, Parents Helping Parents, President's Committee for People with Intellectual Disabilities, Early Intervention Therapists,

PINTEREST

Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections. Launched in March 2010 it is currently one of the fastest growing social sites. http://www.pinterest.com/. Pinterest requires an invitation at the time of this writing, you can request an invite from someone you know who is already using Pinterest.

PINNERS TO FOLLOW: Pedia Staff on Pinterest, SPDBN, 5m4SN (5 Minutes for Special Needs), Special Needs Homeschooling, Caseywaid, Apraxia KIDS, Rick Smith (aka Noah's Dad), NICHCY,

TUMBLR

Tumblr is a micro-blogging platform and social networking website, owned and operated by Tumblr, Inc. The service allows users to post multimedia and other content to a short-form blog, named a "tumblelog". Users edit their content from the "dashboard" interface, where the option to post content and review posts of followed blogs appear. Tumblr was launched on April 27, 2007. http://tumblr.com

TWITTER

Twitter is an online social networking service and micro-blogging service that allows its users to send and read text-based posts of up to 140 characters, known as "tweets". Users can group posts together by topic or type by use of hashtags – words or phrases prefixed with a "#" sign. The "@" sign followed by a username is used for mentioning or replying to other users. To repost a message from another Twitter user, and share it with one's own followers, the retweet function is symbolized by "RT" in the message. Twitter was created in March 2006 and launched that July. http://twitter.com

TWEEPLE TO FOLLOW: EIFAorg, Family Voices of IN, DissemCOP (Dissemination COP), SpecialEdAdvice, aecfkidscount (Kids Count at Annie E. Casey Foundation), NDSC (National DS Congress), DSAInfo (Down Syndrome Association), ASHA, earlyautism, NCWD/Youth, Inclusive_class, edcocp, EducationNext, DissemCoP, NICHCY, IntervenersDB, OfficeofEdTech, StephenLukeEd

SOCIAL MEDIA APPS

Apps, or application software, are computer software created to help the user to perform specific tasks. Application software generally apply in the performance of tasks that benefit the user.

ADDTHIS

AddThis is a widely used social bookmarking service founded in 2006 and owned by Clearspring. AddThis can be integrated into a website or browser with the use of a web widget. Once added, users can bookmark an item using a variety of services, such as Facebook, MySpace, Google Bookmarks, Pinterest, and Twitter. http://www.addthis.com/

BITLY

Bitly (formerly bit.ly) is a URL shortening and bookmarking service owned by bitly, Inc., a betaworks company. The bitly URL shortening service is popular on micro-blogging website Twitter because it was the default URL shortening service on the website since May 6, 2009, replacing TinyURL. http://bit.ly/

HOOTSUITE

HootSuite is a social media management system for brand management created in 2008. The user interface takes the form of a dashboard, and supports social network integrations for Facebook, Twitter, LinkedIn, Google+, Foursquare, Mixi, MySpace, Ping.fm, and WordPress. Additional integrations are available via HootSuite's App Directory which includes support for Tumblr, Trendspottr, Constant Contact. Digg, Flickr, Get Satisfaction, InboxQ, and YouTube. http://www.hootsuite.com/

TWEETDECK

TweetDeck is a social media dashboard application for management of Twitter and Facebook accounts. Like other Twitter applications it works with the Twitter API to allow users to send and receive tweets and view profiles. http://www.tweetdeck.com/

TWITPIC

TwitPic is a website that allows users to easily post pictures to Twitter. TwitPic is often used by citizen journalists to upload and distribute pictures in near real-time as an event is taking place. http://twitpic.com/

TWEETCHAT

Twitter chats, sometimes known as a Twitter party or a tweet chat, happen when a group of people all tweet about the same topic using a specific tag (#) called a hashtag that allows it to be followed on Twitter. The chats are at a specific time and often repeat weekly or bi-weekly or are only at announced times. http://tweetchat.com/

Read more: http://janetfouts.com/how-to-participate-in-a-tweet-chat/#ixzz2JJpeqm3K

BLOGS

A blog (an abbreviation of the term web log) is a discussion or information site published on the World Wide Web consisting of separate entries ("posts") typically displayed in reverse chronological order so the most recent post appears first.

BLOGGER

Blogger is a blog-publishing service that allows private or multi—user blogs with time-stamped entries. Blogger was created by Pyra Labs, which was bought by Google in 2003. Generally the blogs are hosted by Google at a subdomain of blogspot.com http://www.blogger.com/

BLOGS TO SUBSCRIBE TO: EIFA@blogspot.com, http://dotbug3.blogspot.com/

WORDPRESS

WordPress.com is a blog hosting provider owned by Automatic which opened to the public in November 2005. It is powered by the open source WordPress software. WordPress is financially supported via paid upgrades, "VIP" services and advertising. http://wordpress.com/

www.squidalicious.com, http://www.ed.gov/blog/

VIDEO-SHARING SITES

A video hosting service allows individuals to upload video clips to an Internet website. The video host will then store the video on its server, and show the individual different types of code to allow others to view this video. The website, mainly used as the video hosting website, is usually called the video sharing website.

YOUTUBE

YouTube is a video-sharing website, created by three former PayPal employees in February 2005, YouTube, LLC was bought by Google and now operates as a subsidiary of Google. Users can share videos of up to 15 minutes in length. Users can also subscribe to other user's channels. http://youtube.com

CHANNELS TO FOLLOW: FPGUNG, AzEIPASDTP (AzEIP's technical assistance site), peakparentcenter, aSpecialNeedsPlan, CTBirth23, lajung, PappanikouCenter, caseywaid, National Early Childhood TA Center, Family Center on Technology on Disability (FCTD), Tots 'N Tech,

VIMEO

Vimeo is a video-sharing website on which users can upload, share and view videos. Vimeo was founded in November 2004, IAC/InterActiveCorp purchased Vimeo in August 2006. http://vimeo.com/

COLLABORATIVE INFORMATION SITES

CAREPAGES

CarePages websites are free patient blogs that connect friends and family during a health challenge. This is one way families can share with a select group of people what is happening in their lives. http://www.carepages.com/

DELICIOUS

Delicious (formerly del.icio.us) is a social bookmarking web service for storing, sharing and discovering web bookmarks. The site was founded in 2003 and acquired by Yahoo! In 2005. http://www.delicious.com/

DIGG

Digg is a social news website. Prior to Digg, its cornerstone function consisted of letting people vote stories up or down, called digging and burying, respectively. Digg's popularity prompted the creation of copycat social networking sites with story submission and voting systems. http://digg.com/

NING

Ning is an online platform for people and organizations to create custom social networks. Ning was launched in 2005. Ning offers customers the ability to create a community website with a customized appearance and feel, features include photos, videos, forums and blogs. Ning also supports integration with Facebook, Twitter, Google+ and Yahoo!. Ning, Incl is owned by Glam Media. http://ning.com/

Groups to join: http://tadnet.ning.com/

REDDIT

Reddit is a social news website, registered users submit content, in the form of either a link or a text "self" post. Other users then vote the submission "up" or "down", which is used to rank the post and determining its position on the site's pages and front page. Reddit was founded in October 2006, in 20011 Reddit was split from Condé Nast, and now operates as a subsidiary of Advance Publications. http://reddit.com/

SOCIAL BOOKMARKING

Social bookmarking is a method for internet users to organize, store, manage and search for bookmarks of resources online. Many online bookmark management services have launched since 1996. Delicious, founded in 2003, popularized the terms "social bookmarking" and "tagging". Tagging is an important feature of social bookmarking systems, allowing users to organize their bookmarks in flexible ways and develop shared vocabularies known as "folksonomies".

WIKISPACES

Wikispaces is a free web hosting service (sometimes called a wiki farm) launched in March 2005. Wikispaces is owned by Tangient LLC.

COMMUNITIES OF PRACTICE

TA & D Network Community of Practice on Ning: http://tadnet.ning.com/group/communitiesofpractice

TA&D Network Community of Practice on Wikispaces: http://copfacilitators.wikispaces.com/

PRIVACY

FERPA

Remind families that they have rights under the Federal Education Rights and Privacy Act (FERPA). Remind families that they should use secure internet connections when sharing information and that others need their permission before sharing information about them. http://nichcy.org/schoolage/parental-rights/records

RECORD RETENTION

If your project receives funding that requires you to retain records about your interactions with families, inform families about what records will be saved and with whom they will be shared.

PROVIDE GUIDANCE

It is important to help families to understand that each social media site has different privacy controls. The NICHCY Social Media Policy and their Toolkit are good places to start when developing content to explain to families how they can safeguard the privacy of themselves and their children. Many users still need simple reminders that it is not a good idea to post on social media their full birthdate, address or days when their home will be unoccupied.

NICHCY's Social Media Policy: http://nichcy.org/blog/nichcy-social-media-policy

Steal these disseminating strategies: http://nichcy.org/dissemination/tools/steal

Recent TODAY show blog on protecting your child's image online: http://www.today.com/moms/sharing-cute-naked-photos-your-kids-online-just-dont-1B8219527

EXPLAIN POLICIES & DATA COLLECTION

In the IDEA system policies are changed and data is analyzed often on a timeline, use that as an opportunity to provide families with information about why these policies exist, where they can learn more about the policies and how they can get involved in shaping policies. You can write content, revise existing content, or link to videos already posted to the web (provide attribution and links to original sites). Using a combination of text, images and video insures that families with different learning approaches or reading levels can access the information.

WANT TO FIND ADDITIONAL SITES? START YOUR SEARCH HERE:

Helen Keller National Center for Deaf-Blind Youths and Adults: www.hknc.org

National Coalition on Deafblindness: http://www.dbcoalition.org/

National Family Association for Deaf-Blind: http://www.nfadb.org/

CHARGE syndrome: http://www.chargesyndrome.org/

Wonderbaby.org: funded by The Perkins School for the Blind: www.Wonderbaby.org

Family Voices: The national site aims to achieve family-centered care for all children and youth with special health care needs and/or disabilities. State sites can be found via national website: www.familyvoices.org/

The National Dissemination Center for Children with Disabilities:. Publications related to supporting PTI staff and individual families, as well as a Dissemination Community of Practice can be found here: www.nichcy.org

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