

SOCIAL MEDIA PLATFORM WORKSHEET

Created by Tinu Abayomi Paul

How to use Twitter

- Beginners start [here](#).
- Strong Community and Subcommunities can help you amplify/distribute. You will find many communities on Twitter who use hashtags to find each other.
- Twitter is a good place to build quick, agile communities.
- The easiest place to drive attention to issues.
- One drawback is that Twitter has a lower overall user base and more potential trolls.

How to use Facebook

- Beginners start [here](#).
- Most activity for patients is in Groups and Pages.
- Harder to cross communities with issues, very siloed, good for deep exposure into specific communities such as Chronic Pain.
- Great for events and live video (with notice).

How to use Instagram

- Beginners start [here](#).
- Might not be accessible for all people; use as a part of a larger strategy.
- All about hashtags for discovery.
- However, many users find them annoying, so add them in a reply you can later delete.
- Takes more interaction to get your account going.
- You can do more with smaller communities if you have good visuals.
- If you're not great with visuals or consistency, you're better off with another platform.

The contents of this product were developed under grant number 90DPKT0001 from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this product do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.

How to use YouTube

- Beginners start [here](#).
- Might not be accessible for all people; use as a part of a larger strategy.
- Great for filmed conversations, longer videos, live broadcast, video slideshows, audio with visuals added, presenting research visually.
- Engagement affects algorithms, so participation counts.
- You'll have to learn a little search engine optimization (SEO) to get things to show up. Try Google's guide ([PDF](#)) or [free Moz one-hour basics guide to SEO](#).
- Good to use if you need an edge in Google.

How to use LinkedIn

- Beginners start [here](#).
- Fill out your profile as completely as possible.
- Seek out others via priority connections and keywords.
- Great for networking.
- Also good for spreading information by publishing directly into peer feeds.
- Publish minor works consistently so that you have attention when you really need it.
- Comment consistently on other feeds, pulse articles, and videos.

How to use SlideShare

- Beginners start [here](#).
- Added social connection to slide show presentations.
- Presentations that “pop” and inform are passed along.
- Study top charts to see what gets popular.

Other Networks to Explore

Reddit (<https://www.reddit.com/>)

Considered by some to be the “front page” of the internet, Reddit can be intimidating with all of its links. Reddit allows its community to share interesting content and ideas, and others vote it “up” or “down.” Unexpected stories and links can bubble up to the top of niche-topic communities called “subreddits.” You can search for these subreddits by keyword from the search bar on the home page of the site. There are niche-topic communities for almost every subject you can imagine. The TIL ([Today I Learned](#)) subreddit is a good place to learn Reddit culture through observation and to test the waters as a beginner. The key is to take it slow and not to self-promote.

Telegram (<https://telegram.org/>)

As science itself becomes politicized, and certain social media information becomes less private, some seek more secure places to discuss proprietary information and inventions. Telegram offers this capability, as well as a way to convene simple groups and do broadcasts without collecting email addresses.

TikTok (<https://www.tiktok.com/en/>)

TikTok is a cross between the fun tools at Snapchat and the sharing power of Instagram, mostly populated by people from Generation Z, or those born in the late 1990s and early 2000s. A year ago we wouldn't have been talking about this platform at all, but more people with disabilities are starting accounts.

The increasingly politically and socially savvy user base has also shown that they will quickly organize and act to support causes they believe in. It's not yet a place to center on, but create an account and keep an eye out every month or so.

Medium (<https://medium.com/>)

Like LinkedIn's Pulse, Medium allows you to publish to an existing community. Medium is like having a blog, but has the added benefit of allowing users to post their content into existing categories. You can also use hashtags to be found and build a community that follows you. It is an open platform and allows you to share links anywhere and people can read your content without getting an account.

Independent Blogging

Owning your own piece of the web in the form of a blog is the ultimate in social media. There was a time where you had to have your own web property to be taken seriously as a publisher. It used to require a daily commitment and hundreds—even thousands—of dollars to pull off. It's no longer necessary to build your brand as a subject-matter expert, but it certainly helps. And every page you have published can draw a separate bit of attention to you from the search engines if you are willing to add to your archive weekly over time.

Contact: t@asktinu.com

Dissemination of this downloadable worksheet is supported under grant number 90DPKT0001 from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR). NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this worksheet do not necessarily represent the policy of NIDILRR, ACL, HHS and you should not assume endorsement by the Federal Government.