

CONNECT AMPLIFY ENGAGE

Branding, Social Media, and Web

Who's on Deck

2



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In Focus

3

- **Part 1:
Shared terms**

- **Part 2: Let's
practice**

- **Part 3: Review**

Definitions

4

- Branding
 - Representation of an organization's identity
 - an organized course of action to achieve a goal
 - a set of related web pages typically produced by a single organization.
 - websites and applications that enable users to create and share content or to participate in social networking.
- Campaigns
- Website
- Social Media

5

Let's Connect

Creating your Destination

6

- What's your goal
- What's the subject
- Who do you want to reach
- What can you create
- What does it look like
- Where can you share it
- Connect, Amplify & Engage
- Choose in your group
- Brainstorm and share

Sample Goals



- Increase awareness of, and attendance at, an event.
- Give longtime members a way to give back, stay connected, and leverage their experiences.
- Increase the number of people visiting your site and using it as a resource.
- Support emerging and new special educators.

How Audience, Stakeholders, and Targets Work Together

8

- Audience: The people you're trying to reach to achieve a goal.
- Stakeholders: 5 I's
 - ▣ Interested
 - ▣ Involved
 - ▣ Invested
 - ▣ Influencing
 - ▣ Impacted
- Target(s): The people who have the power to connect, amplify, and engage towards your goal.



Digital Campaign Audiences

Creating your Destination

9

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- ~~□ Connect, Engage & Amplify~~
- ~~□ Choose in your group~~
- ~~□ Brainstorm and share~~
- Blog post, newsletter post, social media post
- Create a draft
- Brainstorm

Creating & Connecting the Content

10

1. Does your membership page link to CEC HQ?
2. Are you using a blog for updates?
3. Do you have pictures of people?
4. Are you using descriptive titles?
5. Does your page have an overview?
6. Are you using alt tags for your images?
7. Is it clear what you want users to do on your website? Are your different priorities defined?

Creating your Destination



11

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Digital Campaign Examples

Benjamin Riden @BenRidenJMU · Jul 2
 Listen to the most recent episode of **CCBD's** podcast: Behavior Now!
 Episode 5 - Politics and Bipartisanship with Dr. Mitchell Yell (@mitchellyell)



Behavior Now! Episode 5 - Politics and Bipartisanship by Behavior No...
 In this episode of Behavior Now! Dr. Mitchell Yell talks to us about politics and bipartisanship in special education.
 anchor.fm



Division for Research CEC DR
 August 15, 2019 · Following
 CEC-DR will start to highlight recently published articles in the CEC-DR journal, the Journal of Special Education. Watch our first video highlight where Dr. Emily Sobeck describes a study on para-educator training! For the full article, access: <https://journals.sagepub.com/.../10.1177/0022466919858989>
 See Less

DCDT @DCDT_CEC
 Are you a DCDT member? Join our monthly transition discussions with our members. conta.cc/3pAaciB

DCDT Members Only TOWNHALL DISCUSSION
 All DCDT Town Hall Discussions are facilitated by our elected board members, free to all members, and will be held on the second Tuesdays of each month at 3 p.m. e.s.t.

CASE Council of Administrators of Special Education
CASE FALL CONFERENCE
 NOVEMBER 11-13, 2021
 Little Rock Marriott
 Little Rock, Arkansas

caseec2020
 caseec2020 Are you ready for face-to-face interaction? Register for the CASE Fall Conference! www.caseec.org
 Early Bird Registration: Now through July 23, 2021

TEACHER EDUCATOR DIVISION
 Washington Update

January Washington Update
 By Jane West on January 13, 2021
 Dear Colleagues, This is certainly not the beginning to 2021 that any of us expected. The events of this week were disturbing on so many levels—a gross violation of our democracy, a bold nod to... See more >
 Category: Washington Update
 Topics: Policy/Advocacy

Division of Performing Arts Education

cecdarts Dear arts educators, THANK YOU for all you do. We know this year has been rough and with the new school year quickly approaching with many unknowns we want you to know how much you matter and how important you are to the lives of students. Keep crushing it! We are here for you if you need us. #councilforexceptionalchildren #artseducation #keepartsinschools #cec
 48w
cec_headquarters ❤️
 48w Reply

Innovations in Special Education Technology @iset... · May 11, 2020
 In the latest Tech in Action video we can all learn about creating accessible videos!

ISET LEAST Need to Know
 Creating Accessible Videos for Teaching
 This video in the ISET "The Least You Need to Know" series leads you through basic tips for ...
 youtube.com

Thank you!

Creating your Destination



13

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Choosing Your Channels

Where are your audiences?



Where are your audiences?

MGR
CONSULTING GROUP

Where are you?



Campaign Channels



Ways to Engage

15



Post daily



Use images



Be personal



Mention people



Listen



Encourage readers



Monitor



Run contests



Build partnerships



Pose a question



Host a weekly/monthly
Twitter chat



Schedule

Set up a Calendar

16



Recap: Connect. Amplify. Engage.

17

- **Focus on one thing at a time** outside of your website, if you have more bandwidth, great, but it's best to start at one and do that well rather than do several not so well.
- **Be a Good Listener**
- **Check-in with allies and supporters.** Add to their conversations, or show support by sharing/resharing what they have that fits with your big picture.
- **Utilize the connections** in CEC web, the forums, and with each other to build, grow, and share your content, and then amplify online.

Let's Keep in Touch

18



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a time



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