



# Digital Literacy, Advocacy & Social Media

# Grant From



**AT&T**



***The Arc***<sup>®</sup>



# What is Digital Advocacy?



Digital advocacy is the use of digital (online) technology to contact, inform, and get people together around an issue or a cause.

The purpose of digital advocacy is to gain supporters to educate, advocate, and take action.

Common digital advocacy tools include:

- Blogs
- Social networking
- Video sharing

# Why should you use social media for digital advocacy?

- It costs little (inexpensive) or nothing to set up. Most platforms are free.
- It allows you to share messages instantly
- It has a potential for reaching a lot of people. To strengthen the potential, there are tools one can use on the platform.
  - Tagging; Hashtags; Shout-Outs

## How do you use social media for digital advocacy?

### Sign up for social media accounts

- Choose one central platform
- Choose a combination of social media tools that will be most likely to help you communicate with and engage others.

# The World of Social Media

- There are a lot of different social media platforms that each have different looks and people who are on them.
  - Some sites are good for sharing resources and discussion.
    - Facebook, LinkedIn, and X (Twitter).
  - Other sites are good for sharing pictures.
    - Instagram and Facebook.
  - Other sites are great for sharing videos.
    - TikTok, Instagram, and YouTube
- You can use any of these to connect within the group and grow it, but it is easiest to start with one at a time.



# Using Social Media To Share Your Thoughts On Policy

## Follow policymakers at all levels on various social media platforms

- Understanding what your legislators are saying on social media will help you craft the messages you'll need to communicate with them on your issues. For example, you may learn that your member of Congress likes to tweet out photos of his or her recent trip to a business in your community. You could use this as a way to talk to your representative about the importance of employment and invite them to your place of work.

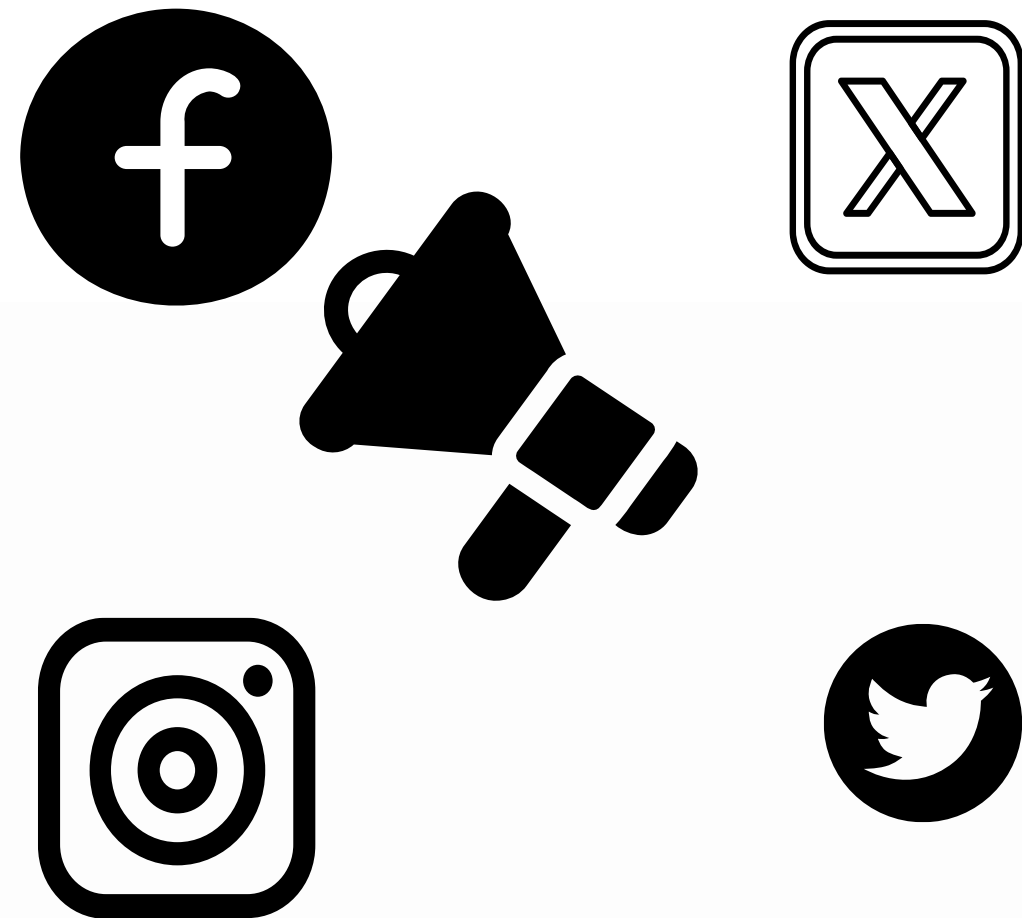
## Create groups on Facebook

- You can do this to build advocacy coalitions; build grassroots support; and connect with other advocates for reporting/discussing topics.

## Use social media to build relationships –

- with members of the media, especially on X (formerly Twitter). Reporters have large followings, and they're always looking for a good story to cover and share. Use these relationships to tell your story and share good news and/or concerns with your community.

# Maryland Social Media Directory



[https://www.maryland.gov/pages/social\\_media.aspx](https://www.maryland.gov/pages/social_media.aspx)

## State of Maryland

Official State Social Channels



## Governor's Office

Governor's Office of the Deaf & Hard of Hearing



## Department of Disabilities

Disabilities



Maryland Technology Assistance Program



Maryland Transitioning Youth







# Cyber Security/Safety - Ways to Stay Safe Online



- **Secure websites**

- Website address begins with HTTPS (can also include a padlock icon next to the address bar)
- Many websites and apps offer or sometimes require a personal account to use them
- Be cautious when clicking on links



# Cyber Security/Safety – Ways to Stay Safe Online



## Choose a Strong Password

Strong passwords should not contain personal information or be reused for other accounts.

- **Strong Passwords**

- Do not use personal information like your name, birthday, address, other things people might know about you like your pet's name.
- Use a mix of letters, symbols, and numbers.
- Use secret words, phrases, and numbers that mean something to you. that other people would have a hard time guessing. Never use the same password for all your accounts.
- Change your passwords often.



## Cyber Security/Safety - Ways to Stay Safe Online

- **Online Frauds and Scams**

- Phishing – use fake emails or text messages, can be used to infect phone or machine with a virus.
- Social Engineering – a scam where a fraudster tries to gain your trust to get information from you.
- Information doesn't look correct; Look for mistakes.
- Never give someone you don't know money; Limit sharing – only provide minimal information about yourself.

# Watch AT&T Digital Literacy Videos

<https://att.digitallearn.org/#online-safety>

## Welcome!

### Online Fraud and Scams

Activity 2: Recognizing Scams

This course is provided by



# Contact Us



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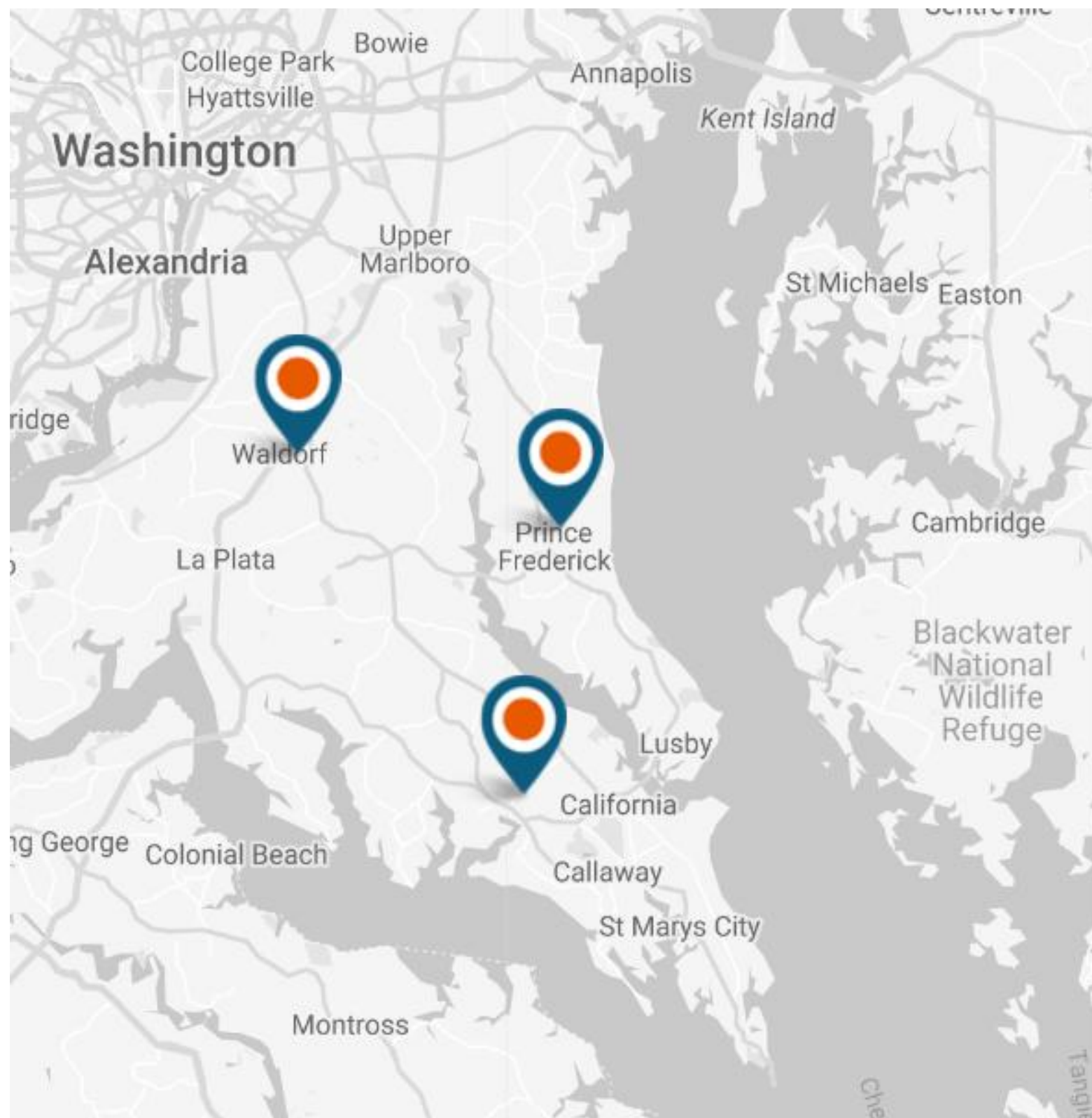
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# SOUTHERN MARYLAND <sup>14</sup>

3 Counties – Calvert, Charles and St. Mary's

We support over 1200 individuals and have over 400 Part-Time and Full-Time employees.

Programs include:

Residential Homes (28) and Supported Living

Community Services (Day Program, Community Development Services, Personal Supports and Employment Services)

Behavioral Support Services



# Grants From



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COMCAST  
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# Podcast and Instructional Class



16



**SEE ME  
SEE MY ABILITY**

A Podcast  
For People with IDD.  
By People with IDD.

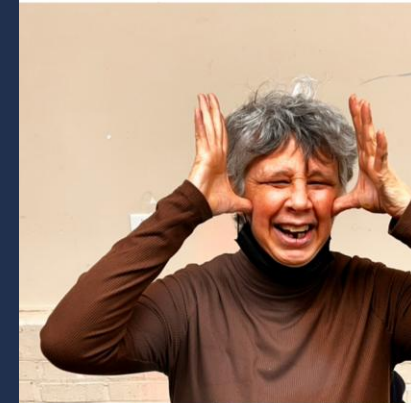
Listen on  
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*The Arc*  
Southern Maryland









# VIRTUAL REALITY

- Career Exploration
- Workforce Training
- Transferable Skills
- Next Step: Interviewing



# TECH WORKSHOPS WITH UMD EXTENSION

- Our group worked with Maria Barga- Several sessions on AI- Demystifying it.
- Explored foundational AI concepts
- Engaged in creative exercises that sparked innovational inclusivity
- Brainstormed ideas for robots that could have a positive impact for people with IDD
- Learned to use AI powered image generators. Demonstrated power of bringing their ideas to life.



**Any Questions**