

## Ohio's Developmental Disability Crisis Social Media Guidance and Posts

### Social Media Guidance for Partner Organizations:

- Please publish one of the below posts two times a week. (There are four here; enough for two weeks). We encourage you to post about the Crisis more often than this if you wish. Posts may be published more than once, as most people need to see a message repeatedly in order to fully understand.
- As a representative of this effort, you are encouraged to include your own stories about what the crisis means to your organization, the people you serve, and the people that work for you in these posts and/or additional posts. **However**, the messaging provided should remain in the post as it is **vital** to building the effort's branding and making our message stand out.
- We encourage you to post about the Crisis beyond the posts we have provided here. If and when you do so, **please remember the following**:

- What to Share:
  - Short, engaging, and relevant real stories about individuals you serve and/or your staff that demonstrate the effects of the crisis
  - Engaging content that invites follower interaction, for example:
    - Call to action
      - Should almost always be to visit [OhioDDCrisis.com](http://OhioDDCrisis.com) and engage through Voter Voice petition and Share Your Story or Submit Written Testimony survey
    - Questions that invite answers in the comments
- What NOT to Share:
  - Low-quality, blurry, or otherwise difficult to understand photos or videos
  - ANY photos or videos of individuals (staff, person served, etc) that have not given their express permission to be featured on social media
  - Personal information of individuals served without express permission from that person or their legally competent representative
  - Personal information about staff without express permission
  - Statements that are accusatory toward the state government or state officials – remember, we are asking for their help!
  - Statements that are inconsistent with our messaging
  - Statements that are not fact-based

**NOTE:** All graphics are included as high-resolution PNG files and clearly labeled within the zip file of advocacy resources. They should be downloaded from there and uploaded to social media platforms. The repetitive nature of the messaging is intentional as we build brand recognition for this effort. Do not be afraid to post multiple posts containing the same messages - that's the idea!



*Image File Name: Social Graphic 1 Ohio's Developmental Disability Crisis*

**Post #1:**

Did you know that advocates from all over the state have traveled to the Statehouse to tell their stories and advocate for higher wages for Direct Support Professionals? Head over to The Ohio Channel and tune in to the testimonies given before the [House Finance Subcommittee on Health and Human Services](#) and the [House Finance Committee](#).

Do you want to raise your voice and take action along with the advocates testifying in Columbus? YOU can advocate and demand that lawmakers take action to address Ohio's DD Crisis! Your written testimony will demonstrate to lawmakers the severity of this crisis across the state. **Submit your written testimony at [ohioddcrisis.com/submit/written/testimony](http://ohioddcrisis.com/submit/written/testimony).**



*Image File Name: Social Graphic 2 Ohio's Developmental Disability Crisis*

**Post #2:**

**We need your help. Take direct action today by [submitting written testimony](#) about Ohio's DD Crisis!**

Ohioans with developmental disabilities cannot get the care and support they desperately need because of the unprecedented workforce shortage of skilled Direct Support Professionals caused by extremely low wages. Developmental disability providers are locked into reimbursement rates set by the State of Ohio. Only action by state officials can resolve this issue.

**You can advocate and demand that lawmakers take action to address Ohio's DD Crisis! Your written testimony will demonstrate to lawmakers the severity of this crisis across the state. Submit your written testimony [here](#).**



*Image File Name: Social Graphic 3 Ohio's Developmental Disability Crisis*

**Post #3:**

**Take direct action today by [submitting written testimony](#) about Ohio's DD Crisis!**

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*Image File Name: Social Graphic 4 Ohio's Developmental Disability Crisis*

**Post #4:**

We need your help! Protecting the health and safety of people with developmental disabilities will require a historic investment to raise wage, allowing providers to recruit and retain quality Direct Support Professionals. Only action by state officials can resolve this issue.

**YOU can advocate and demand that lawmakers take action to address Ohio's DD Crisis! Your written testimony will demonstrate to lawmakers the severity of this crisis across the state. Submit your written testimony at [ohioddcrisis.com/submit/written/testimony](https://ohioddcrisis.com/submit/written/testimony).**