

Ohio's Developmental Disability Crisis

Social Media Guidance and Posts for March 3-March 17

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. Partners are encouraged to publish any of the below posts more than once, as most people need to see a message repeatedly in order to fully understand it.
- 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 thus 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 and engage through Voter Voice petition and Share Your Story survey
 - Questions that invite answers in the comments
 - How has the crisis affected your life?
 - Do you know anyone who hasn't received the care they needed because of the DD workforce shortage?
 - Do you know anyone that had to leave a DD support job they loved due to low pay?
 - 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:** Some aspects of the messaging below are repetitive. This is by design. Also, all graphics are included as high-resolution PNG files and are clearly labeled within the zip file of advocacy resources. Each one should be downloaded from there and uploaded to social media platforms as the photo accompanying the text of the following posts.*

Post #1:

[Include Social Graphic #1]

This DD Advocacy & Awareness Month, we need your help.

Ohioans with 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.

Without Direct Support Professionals, many people with developmental disabilities cannot eat, go to the bathroom, bathe themselves or do the things many take for granted. Without Direct Support Professionals, people with developmental disabilities suffer!

Developmental disability providers are locked into reimbursement rates set by the State of Ohio. Only action by state officials can resolve this issue, and lawmakers need to hear your voice.

March is DD Awareness Month, and you can take action in support of people with DD, their families and their Direct Support Professionals today!

Visit OhioDDCrisis.com to learn more about this crisis and share YOUR story. That story may then be shared with key legislators to convey the very real and immediate human impact of this crisis.

Post #2:

[Include Social Graphic #2]

This DD Advocacy & Awareness Month, share your story!

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Visit OhioDDCrisis.com, where you'll find an easy-to-use web portal through which you can share YOUR story! That story may then be shared with key legislators to convey the very real and immediate human impact of this crisis.

Post #3:

[Include Social Graphic #3]

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Post #4:

[Include Social Graphic #4]

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