

Social Media Promotion Guideline for Georgia Transportation and Employment Needs Assessment



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ABOUT CAMPAIGN:

The Georgia Council on Developmental Disabilities (GCDD) is working with the Research and Evaluation Unit (REU) at IHDD to conduct a statewide ecosystem assessment to understand the needs of people with disabilities and their families related to services and support across Georgia on two topics - Transportation and Employment. The goal of this data and policy research is to identify gaps, barriers and best practices related to these services.

FLYER DOWNLOADS THAT ARE LINKED FOR ACCESSIBILITY:

<p>Transportation Survey Flyer Click here to download</p>  <p>The flyer has a dark blue header with white text: 'WE ARE SEEKING INPUT FROM GEORGIANS WITH DISABILITIES REGARDING THEIR NEEDS AND BARRIERS RELATED TO TRANSPORTATION.' Below is a light blue section with a dashed line and a bus icon. It lists 'WHO?' as Individuals with disabilities, Family and/or caregivers of individuals with disabilities, and Key informants. 'WHAT?' is 'Complete an online survey (about 15 minutes)'. At the bottom are two buttons: 'CLICK HERE' and 'I WANT TO COMPLETE AN ONLINE SURVEY'. Logos for GCDD and Research & Evaluation Unit are at the bottom, along with a QR code.</p>	<p>ALT TEXT: Graphic reads in white text within a dark blue color block 'WE ARE SEEKING INPUT FROM GEORGIANS WITH DISABILITIES REGARDING THEIR NEEDS AND BARRIERS RELATED TO TRANSPORTATION.' On a light blue background text reads 'WHO? Individuals with disabilities, Family and/or caregivers of individuals with disabilities, and Key informants. WHAT? Complete an online survey (about 15 minutes). Underneath there is a white and blue button with text that reads 'Click here. I want to complete an online survey'. Within a white color block on the bottom of the graphic includes IHDD's and GCDD's logo with a QR code to scan. Decorative icons included within the graphic represent bus transportation to and from a location.</p>
<p>Employment Survey Flyer Click here to download</p>  <p>The flyer has a burnt orange header with white text: 'WE ARE SEEKING INPUT FROM GEORGIANS WITH DISABILITIES REGARDING THEIR NEEDS AND BARRIERS RELATED TO EMPLOYMENT.' Below is a light orange section with an office desk icon. It lists 'WHO?' as Individuals with disabilities, Family and/or caregivers of individuals with disabilities, and Key informants. 'WHAT?' is 'Complete an online survey (about 15 minutes)'. At the bottom are two buttons: 'CLICK HERE' and 'I WANT TO COMPLETE AN ONLINE SURVEY'. Logos for GCDD and Research & Evaluation Unit are at the bottom, along with a QR code.</p>	<p>ALT TEXT: Graphic reads in white text within a burnt orange color block 'WE ARE SEEKING INPUT FROM GEORGIANS WITH DISABILITIES REGARDING THEIR NEEDS AND BARRIERS RELATED TO EMPLOYMENT.' On a light orange background text reads 'WHO? Individuals with disabilities, Family and/or caregivers of individuals with disabilities, and Key informants. WHAT? Complete an online survey (about 15 minutes). Underneath there is a white and orange button with text that reads 'Click here. I want to complete an online survey'. Within a white color block on the bottom of the graphic includes IHDD's and GCDD's logo with a QR code to scan. Decorative icons included within the graphic represent an office desk set up with a chair, lamp, and plant.</p>

Transportation Focus Groups Flyer
[Click here to download](#)



ALT TEXT: Graphic includes two large color blocks of information with GCDD’s and IHDD’s logos across the bottom. There is a dark blue color block on the left hand side of the graphic that reads ‘WE NEED YOU: Individuals with disabilities and Family and/or caregivers of individuals with disabilities. WHAT? Participate in a phone/Zoom interview (25-30 minutes) or Zoom focus group (45-60 minutes). Participants will be reimbursed with \$20 Walmart gift cards.’ There is a white color block on the right hand side of the graphic that reads ‘We want to hear from you about the TRANSPORTATION needs and barriers for people with disabilities in Georgia.’ A decorative bus icon going to and from a location marker is located under the text with a large blue button with white text that reads ‘Click here to sign up or scan code’ with an QR code.

Employment Focus Groups Flyer
[Click here to download](#)



ALT TEXT: Graphic includes two large color blocks of information with GCDD’s and IHDD’s logos across the bottom. There is a burnt orange color block on the left hand side of the graphic that reads ‘WE NEED YOU: Individuals with disabilities and Family and/or caregivers of individuals with disabilities. WHAT? Participate in a phone/Zoom interview (25-30 minutes) or Zoom focus group (45-60 minutes) Participants will be reimbursed with \$20 Walmart gift cards.’ There is a white color block on the right hand side of the graphic that reads ‘We want to hear from you about the EMPLOYMENT needs and barriers for people with disabilities in Georgia.’ A decorative graphic that represents an office desk set up with a chair, lamp, and plant included with a large orange button with white text that reads ‘Click here to sign up or scan code’ with an QR code.

SOCIAL PROFILES TO TAGS:

Partner Name	Facebook	Instagram	Twitter
Institute on Human Development and Disability	ihdduga	ihdduga	No Twitter
University of Georgia	universityofga	universityofga	universityofga
Family and Consumer Sciences	ugafacs	ugafacs	ugafacs
Georgia Council on Developmental Disabilities	georgiaddcouncil	gaddcouncil	georgiacouncil
Department of Behavioral Health and Developmental Disabilities	GeorgiaDBHDD	GaDBHDD	DBHDD
Administration for Community Living	aclgov	No Instagram	ACLgov

Georgia Department of Community Health	gadept.communityhealth	No Instagram	gadch
Georgia Department of Education	georgiadeptofed	GeorgiaDeptofEd	GeorgiaDeptofEd
Georgia Aging & Disability Resource Connection	gaadrc	No Instagram	No Twitter
Children's Healthcare of Atlanta	ChildrensHealthcareofAtlanta	childrensatl	childrensatl
NWGA Center for Independent Living	NWGACIL	nwga.cil	NWGACIL
Aspire Behavioral Health & Developmental Disability Services	aspirebhdd	aspirebhdd	AspireBHDDS
Georgia Library Service for the Blind and Print Disabled	georgialibrariesglass	No Instagram	No Twitter
Inclusively	workInclusively	workinclusively	WorkInclusively
Easterseals Southern Georgia	eastersealsouthernnga	eastersealshq	eastersealsSGA
Georgia Commission on Equal Opportunity	GeorgiaCommissionEqualOppor tunity	georgia.commission.equal.o p	GACommission
Center for Leadership in Disability	GSUCLD	No Instagram	CLD_GSU
Georgia Advocacy Office	georgiaadvocacyoffice	No Instagram	No Twitter
Georgia Vocational Rehabilitation Agency	GAVocRehab	g.v.r.agency	gvragency
UGA Disability Resource Center	UGAability	uga.drc	uga_drc
GA Council for Exceptional Children	GeorgiaCEC	No Instagram	CecGeorgia
Statewide Independent Living Council of GA	SILCGA	No Instagram	No Twitter
Parent to Parent of GA	p2pga.org	socialp2p	P2PGA
The Arc Georgia	thearcga	thearcgeorgia	Thearcga
AUCD	AUCDnetwork	No Instagram	AUCDnews

WORDING: Feel free to copy and paste the below text directly into the specific social media platform to help us spread the word.

INSTAGRAM CONTENT:

We are seeking input from individuals with disabilities; family members; and professionals/advocates working with individuals with disabilities on their experiences with transportation or employment in Georgia. Please via @IHDDUGA and click the link in the bio to access surveys.

FACEBOOK: (LONG)

The Research and Evaluation Unit (REU) at the Institute on Human Development & Disability (IHDD) at the University of Georgia (UGA) is conducting a Statewide Needs Assessment on behalf of the Georgia Council on Developmental Disabilities (GCDD). We are seeking input from individuals with disabilities; family members; and professionals/advocates working with individuals with disabilities. The goal of this research

is to identify gaps, barriers and best practices related to transportation or employment services. You can select a survey based on what you identify with the most. You may also complete multiple surveys based on your identities. Surveys can be found by clicking the following link.

<https://www.fcs.uga.edu/ihdd/research-evaluation-transportation-employment>

FACEBOOK: (SHORT)

We are seeking input from individuals with disabilities; family members; and professionals/advocates working with individuals with disabilities on their experiences with transportation or employment in Georgia. Please take a moment to complete one or both surveys:

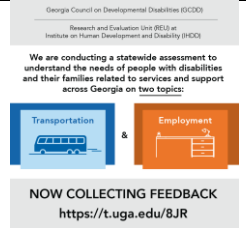
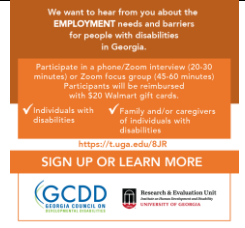
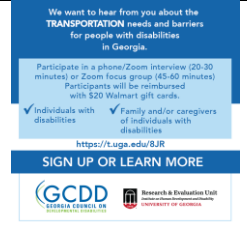
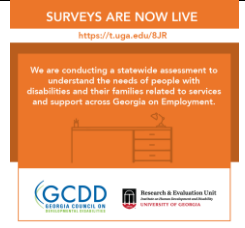

<https://www.fcs.uga.edu/ihdd/research-evaluation-transportation-employment>

TWITTER:

We are seeking input from individuals with disabilities; family members; and professionals/advocates working with individuals with disabilities on their experiences with transportation or employment in Georgia. Please take a moment to complete one or both surveys:

<https://www.fcs.uga.edu/ihdd/research-evaluation-transportation-employment>

SOCIAL DOWNLOADS WITH ALT TEXT:

Overview graphic	Employment Focus Group/Interview	Transportation Focus Group/Interview	Employment Survey graphic	Transportation Survey graphic
 <p>Georgia Council on Developmental Disabilities (GCDD) Research and Evaluation Unit (REU) at Institute on Human Development and Disability (IHDD)</p> <p>We are conducting a statewide assessment to understand the needs of people with disabilities and their families related to services and support across Georgia on two topics:</p> <p>Transportation & Employment</p> <p>NOW COLLECTING FEEDBACK https://t.uga.edu/8JR</p> <p>Click here to download</p>	 <p>We want to hear from you about the EMPLOYMENT needs and barriers for people with disabilities in Georgia.</p> <p>Participate in a phone/Zoom interview (20-30 minutes) or Zoom focus group (45-60 minutes). Participants will be reimbursed with \$20 Walmart gift cards.</p> <p>✓ Individuals with disabilities ✓ Family and/or caregivers of individuals with disabilities</p> <p>https://t.uga.edu/8JR</p> <p>SIGN UP OR LEARN MORE</p> <p>GCDD Research & Evaluation Unit Institute on Human Development and Disability</p> <p>Click here to download</p>	 <p>We want to hear from you about the TRANSPORTATION needs and barriers for people with disabilities in Georgia.</p> <p>Participate in a phone/Zoom interview (20-30 minutes) or Zoom focus group (45-60 minutes). Participants will be reimbursed with \$20 Walmart gift cards.</p> <p>✓ Individuals with disabilities ✓ Family and/or caregivers of individuals with disabilities</p> <p>https://t.uga.edu/8JR</p> <p>SIGN UP OR LEARN MORE</p> <p>GCDD Research & Evaluation Unit Institute on Human Development and Disability</p> <p>Click here to download</p>	 <p>SURVEYS ARE NOW LIVE https://t.uga.edu/8JR</p> <p>We are conducting a statewide assessment to understand the needs of people with disabilities and their families related to services and support across Georgia on Employment.</p> <p>GCDD Research & Evaluation Unit Institute on Human Development and Disability</p> <p>Click here to download</p>	 <p>SURVEYS ARE NOW LIVE https://t.uga.edu/8JR</p> <p>We are conducting a statewide assessment to understand the needs of people with disabilities and their families related to services and support across Georgia on Transportation.</p> <p>GCDD Research & Evaluation Unit Institute on Human Development and Disability</p> <p>Click here to download</p>
<p>Graphic reads in black text within a light gray color block 'Georgia Council on Developmental Disabilities (GCDD); Research and Evaluation Unit (REU) at Institute on Human Development and Disability (IHDD)' On a white background text reads 'We are conducting a statewide assessment to understand the needs of people with disabilities and their families related to services and support across Georgia on two topics.' Underneath there is a blue button with text that reads 'Transportation' and an orange button that reads 'Employment.' Graphic</p>	<p>Graphic reads in white text within a burnt orange color block 'We want to hear from you about the EMPLOYMENT needs and barriers for people with disabilities in Georgia.' On a light orange background text reads 'Participate in a phone/Zoom interview (20-30 minutes) or Zoom focus group (45-60 minutes). Participants will be reimbursed with \$20 Walmart gift cards.' Checkmark graphic on the left reads 'Individuals with disabilities'; checkmark graphic on the right reads "family and/or caregivers of individuals with disabilities' Underneath</p>	<p>Graphic reads in white text within a dark blue color block 'We want to hear from you about the TRANSPORTATION needs and barriers for people with disabilities in Georgia.' On a light blue background text reads 'Participate in a phone/Zoom interview (20-30 minutes) or Zoom focus group (45-60 minutes). Participants will be reimbursed with \$20 Walmart gift cards.' Checkmark graphic on the left reads 'Individuals with disabilities'; checkmark graphic on the right reads "family and/or caregivers of individuals with disabilities' Underneath there is a link in blue text</p>	<p>Graphic reads in white text within an orange color block 'SURVEYS ARE NOW LIVE' A link in orange text reads 'https://t.uga.edu/8JR' Underneath graphic in white text within an orange color block reads 'We are conducting a statewide assessment to understand the needs of people with disabilities and their families related to services and support across Georgia on Employment.' Decorative icon included within the graphic represents an office desk.</p>	<p>Graphic reads in dark blue text within a light blue color block 'SURVEYS ARE NOW LIVE' A link in dark blue text reads 'https://t.uga.edu/8JR' Underneath graphic in dark blue text within a light blue color block reads 'We are conducting a statewide assessment to understand the needs of people with disabilities and their families related to services and support across Georgia on Transportation.' Decorative icon included within the graphic represents bus transportation to and from a location.</p>

<p>reads in black text within a light gray color block 'NOW COLLECTING FEEDBACK https://t.uga.edu/8JR' Decorative icons included within the graphic represent bus transportation to and from a location and an office desk.</p>	<p>there is a link in orange text that reads 'https://t.uga.edu/8JR' Within a white color block on the bottom of the graphic includes IHDD's and GCDD's logo.</p>	<p>that reads 'https://t.uga.edu/8JR' Within a white color block on the bottom of the graphic includes IHDD's and GCDD's logo.</p>		
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WEBSITE LINKS:

<p>REU / IHDD website</p>	<p>GCDD website</p>
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OTHER ACCESSIBILITY TIPS FOR SOCIAL MEDIA:

- Write social media posts informally and in [plain language](#). Avoid abbreviations and spell out acronyms.
- For multi-word hashtags, capitalize the first letters of each section of a compound word (#LikeThisExample).
- Include Alternative Text (ALT TEXT) with posts that include graphics and images. [For Facebook, follow these instructions](#). On Instagram, you will have to include ALT TEXT for your photos in the caption of the social media post. Ex: Enter post content then enter ALT TEXT: This image includes...