

CAP Computer/Electronic Accommodations Program




Using Social Media

Dinah F.B. Cohen
CAP Director

Derek Shields
CAP Program Manager

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Disability Employment Approaches

- Old approach / media
 - Publications
 - Conferences
 - Associations
 - Fairs
- New approach / media
 - Listening tours
 - Electronic communications
 - Listservs
 - Social networks
 - Disability.Gov
 - Blogs
 - Online Training
 - Webinars
 - VTCs



From different generations onto the Internet

	Millennials (18-29)	Gen Y (30-39)	Gen X (40-49)	Boomers (50-59)	Silents (60-69)	Baby boomers (70-79)
Internet users (% of pop)	81%	67%	62%	52%	32%	20%
Disability.gov (% of internet users)	82	64	60	50	33	26
Use social networking	85	69	55	31	14	4
Online banking	71	57	52	48	45	24
Smartphone	83	58	32	7	0	0
Beer/drugs	45	47	74	37	25	15
Deer/horns	83	71	70	69	69	37

Source: USA Today / Pew Research 1/29/10
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What is Social Media?

Social Media is a form of electronic communication (a website for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content (such as videos).

Two-thirds of the global Internet population visit social networks.



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Social Media Guidance

- Agency's user agreement usually includes network pages, blogs, and file sharing sites
- Rules:
 - Comments by others are not endorsed
 - Editing and deletions
 - External links-including advertising links
 - Disclaimers
 - Do not collect information or data

OMB's Open Government Directive Guidance on Social Media:
www.whitehouse.gov/sites/default/files/omb/assets/inforeg/SocialMediaGuidance_04072010.pdf



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Types of Social Media



850 million users

Facebook is a popular social networking tool that allows users to create a personal profile, add other users as friends, exchange messages and share information and media.



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Types of Social Media



175 million Tweets each day

Twitter is a real time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting through small bursts of information called Tweets (limited to 140 characters).



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Types of Social Media



4 billion views per day

YouTube allows billions of people to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.



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Types of Social Media



LinkedIn is the world's largest professional network. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

135 millions users - 50% have a Bachelor's Degree or higher



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Types of Social Media



eFedLink is designed to support all federal managers and human resources personnel, to advance the hiring and advancement of persons with disabilities in the federal government.



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Types of Social Media



bitly is a utility that allows users to shorten a long URL, share it, and then track the resulting usage.



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How to Utilize Social Media

Social Media	How Do We Use It?
Facebook	Information Sharing, Posting of Job Announcements, Job Fairs
Twitter	Information Sharing, Posting of Job Announcements, Job Fairs
YouTube	Company Profiles, Training Videos, Employees Testimonials
LinkedIn	Search Resume Banks, Create Professional Connections
eFedLink	Information Sharing, Posting of Job Announcements, Job Fairs



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CAP's Social Media Model

- CAP mission, vision and values
- Branding and Identity Guide
 - Brand management: The application of marketing techniques to a specific product or service. Review programs, targets, tools.
 - Design elements, value propositions
- CAP Strategic Plan – Annual Performance Plan
 - Communication: Utilize technology to ensure timely and effective communication to targeted populations
 - Accommodation Services: Provide the latest AT and accommodations in support of the Rehab & Telecomm Acts
 - Employment: Increase federal agency participation and awareness of CAP services in support of the recruitment, placement, promotion and retention of people with disabilities and disabled veterans



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How to Utilize Social Media

Utilize bitly to shorten and track all posted links.



Use Facebook to highlight an upcoming event that your agency/program is hosting or participating in.



Use Twitter to provide up to the minute updates throughout event. Utilize a hashtag to track and condense the event's tweets.



Follow-up with a YouTube video of the speakers and presentations that were made during the event.



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CAP's Social Media Model: Integrated

www.cap.mil

- Integrate approach to increase awareness to drive increase in requests



Accessibility of Facebook

- Use Mobile Facebook Website
- Include captions as photo descriptions (screen reader users)
- Facebook has included a number of additional keyboard shortcuts to help jump from section to section
- Facebook provides specific support for assistive technology

Accessibility of Twitter

- Use the Easy Chirp accessible portal or the mobile Twitter website which are more accessible than twitter.com
- Accessibility hashtags host popular accessibility chats (#a11y and #axs)
- Twitter tends to provide the most accessibility in comparison



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Accessibility of YouTube

- Automated captions: uploaded videos can be automatically captioned by YouTube within approximately 24 hours
- Use an alternate accessible YouTube player such as Accessible YouTube and Easy YouTube
- YouTube app on iOS devices (iPhone, iPad) can be more accessible for some users

Accessibility of LinkedIn

- LinkedIn app on iOS devices (iPhone, iPad) is very accessible
- LinkedIn Twitter feed @LinkedIn provides good support for consumers with disabilities
- Use Google to search for people on LinkedIn rather than the tool's own search function for easier use



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