

Engaging Families Through Facebook Groups

Jennifer Ward, MS

Strong Center for Developmental Disabilities

Developmental & Behavioral Pediatrics

MEDICINE *of* THE HIGHEST ORDER



UNIVERSITY *of*
ROCHESTER
MEDICAL CENTER

Developmental & Behavioral Pediatrics

- 1) Clinical Services
- 2) Research
- 3) Community Programs (SCDD)



Strong Center for Developmental Disabilities

University Center of Excellence in Developmental Disabilities (UCEDD) that promotes:

- Independence
- Productivity
- Integration & Inclusion



Department of Health SSIP Project

iFaCT- Improving Family Centeredness Together

This webinar series is part of the New York State Systemic Improvement Plan aimed to improve family centeredness in early intervention



**STRONG CENTER FOR DEVELOPMENTAL DISABILITIES
PRESENTS**



IMPROVING FAMILY CENTEREDNESS TOGETHER WEBINAR SERIES

SEPTEMBER ● Engaging Families Through Facebook Groups

OCTOBER ● Making a Sensory Kit & Using Visual Supports

NOVEMBER ● Early Child Development

DECEMBER ● Understanding Autism

JANUARY ● Connecting Families to Existing Resources

FEBRUARY ● Parent Advocacy & The Family Experience

MARCH ● Communications & Information Dissemination

APRIL ● Inclusion in Recreational Spaces

MAY ● Cultural Responsiveness

JUNE ● Navigating Eligibility Within State Systems

*This webinar series is part of the New York State Systemic Improvement Plan
aimed to improve family centeredness in early intervention*



UNIVERSITY of
ROCHESTER
MEDICAL CENTER

STRONG CENTER FOR DEVELOPMENTAL DISABILITIES

PRESENTS



IMPROVING FAMILY CENTEREDNESS TOGETHER

WEBINAR SERIES



Making a Sensory Kit & Using Visual Supports

Jennifer Ward, MS

Monday, October 21st
3PM - 4PM EST

This webinar will cover how to create and use a sensory kit as well as visual supports. Individualized sensory kits & visual supports can help children and families in the home, school, and community. During this webinar we will explore the benefits of these supports, how to create individualized supports, and how to use them with families.

To register, visit:

www.surveymonkey.com/r/scddwebinar2

This webinar series is part of the New York State Systemic Improvement Plan aimed to improve family centeredness in early intervention



UNIVERSITY of
ROCHESTER
MEDICAL CENTER

Webinar Series Housekeeping

- 1. 10 webinars, 1 per month September through June**
2. Webinars will be recorded and available for viewing after the fact, through the SCDD website, and on our YouTube channel (PediatricsURMC)
3. For attendance, please put first and last name(s) (including others who may be with you) in the chat box
4. Satisfaction surveys upon completion of the webinar, please send your feedback!
5. Use the chat to submit questions



Learning Objectives:

1. Why Facebook Groups?
2. Policy & Procedure for Starting a Facebook Group
3. How to Setup and Use Facebook Groups
4. Inviting Families to Facebook Groups
5. Strategies for Engaging Families on Facebook Groups
6. Resources for Using Facebook

Why Facebook?

- Accessible information for families
- Community for parents to connect
- Central point to host resources
- Event hosting
- Notifications



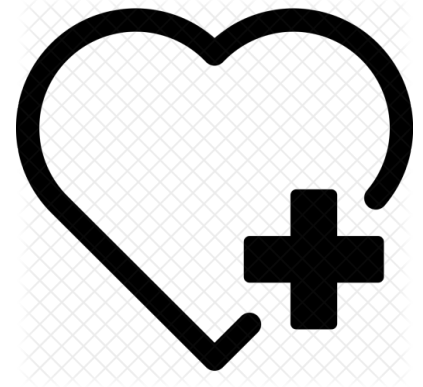
Navigating Policy & Procedure

- Counties may require policies outlined in order to move forward
- Clear policies negotiated with counties are the best approach
- Components of a strong policy
 - Clarify PURPOSE
 - GUIDING PRINCIPLES
 - Outline process
 - RULES OF ENGAGEMENT
 - How will counties run the group?
 - How will they engage families?
 - MODERATING COMMENTS
 - Who will moderate? What is deemed appropriate?



Facebook & Health Information

- Facebook is NOT covered by HIPAA rules
 - It is not required to comply with HIPAA's Privacy and Security Rules
- How to protect health information on Facebook?
 - Use CLOSED groups (open groups are accessible by anyone)
 - Never disclose health information for others
- For photos/videos
 - Complete photo/visual releases at events
 - Don't use photos/videos in Facebook groups without releases
 - Use photos from stock images, or through free programs like Canva



Setting up a Facebook Group

- Tips to follow!
 - Use a searchable name
 - E.g., Early Intervention Monroe County
 - Create an engaging and descriptive group photo
 - Create tagline that represents the goal of the group
 - Create rules for members to follow (for example:)
 - 1) Be respectful
 - 2) Please only share evidence-based practices and include references where applicable (this is something that comes up frequently in Facebook groups)

Using Canva to Create Engaging Visuals



Inviting Families to Join

1. Make link available to all families
 - Have group link on hand, saved, for easy access
2. Invite members to invite friends/family to join
3. Include link in disseminated materials
 - newsletter, email announcements, etc.



Quick Tips for Engagement

1. Post consistently & often
 - How often is enough?
2. Use photos and videos to engage families
3. Weekly welcome posts!
 - What to include?
 - How to do this?
4. Join other groups to see how they run
5. **Ask members what they want**



Engaging Families on Facebook

- Identity partner families to support engagement
- Use images and videos regularly along with text
- Consistent posting is key
- Create events under the group



Ideas for Posts

- Engaging questions
- GIFs, Memes
- Event reminders
- Reposting other pages posts
- Newsletters/information sheets, infographics, etc.



Weekly Welcome Posts



Text: Welcome new members! We are so glad you are here. Let's get to know each other.

- 1) What brings you to this group?
- 2) What is one fun activity you enjoy with your family?
- 3) What are you hoping to gain from this group?

Utilizing Facebook Features

1. Event posting
2. Sharing posts
3. Tagging members
4. Videos
5. Photos
6. Creating Admins/Moderators



ADMINS

Challenges for EI Facebook Groups

1. Inviting families to join
2. Creating engagement
 - Families are not connecting with each other
 - No comments on posts
3. Finding time for staff to commit to groups
4. Small group sizes = low engagement
5. Knowing what to post



What HAS Worked Across the State?

1. Communications:

- Providing Facebook group information at IFSP meetings
- Sending Facebook group information via email, in newsletters, etc.
- Using Facebook groups as a source for information

2. Engagement:

- Consistent posting
- Using photos/visuals
- Tagging families in welcome posts



Resources

1. Using Facebook groups for business
 - <https://blog.hootsuite.com/facebook-groups-business/>
2. Everything you need to know about Facebook groups:
 - <https://www.lifewire.com/facebook-groups-4103720>
3. Complete guide to using Facebook groups for business:
 - <https://www.startupcafedigital.com/using-facebook-groups-for-business/>
4. Strategies for increasing engagement with Facebook posts:
 - <https://www.postplanner.com/funny-posts-for-facebook-and-14-other-ways-to-get-more-facebook-engagement/>
5. HIPAA Social Media Rules:
 - <https://www.hipaajournal.com/hipaa-social-media/>

Questions



STRONG CENTER FOR DEVELOPMENTAL DISABILITIES

PRESENTS



IMPROVING FAMILY CENTEREDNESS TOGETHER

WEBINAR SERIES



Making a Sensory Kit & Using Visual Supports

Jennifer Ward, MS

Monday, October 21st
3PM - 4PM EST

This webinar will cover how to create and use a sensory kit as well as visual supports. Individualized sensory kits & visual supports can help children and families in the home, school, and community. During this webinar we will explore the benefits of these supports, how to create individualized supports, and how to use them with families.

To register, visit:

www.surveymonkey.com/r/scddwebinar2

This webinar series is part of the New York State Systemic Improvement Plan aimed to improve family centeredness in early intervention



UNIVERSITY of
ROCHESTER
MEDICAL CENTER

Webinar Evaluation!

We want your feedback*

<https://www.surveymonkey.com/r/scddwebinar1survey>



Complete the online evaluation in order to receive a certificate of completion



UNIVERSITY *of*
ROCHESTER
MEDICAL CENTER

MEDICINE *of* THE HIGHEST ORDER