

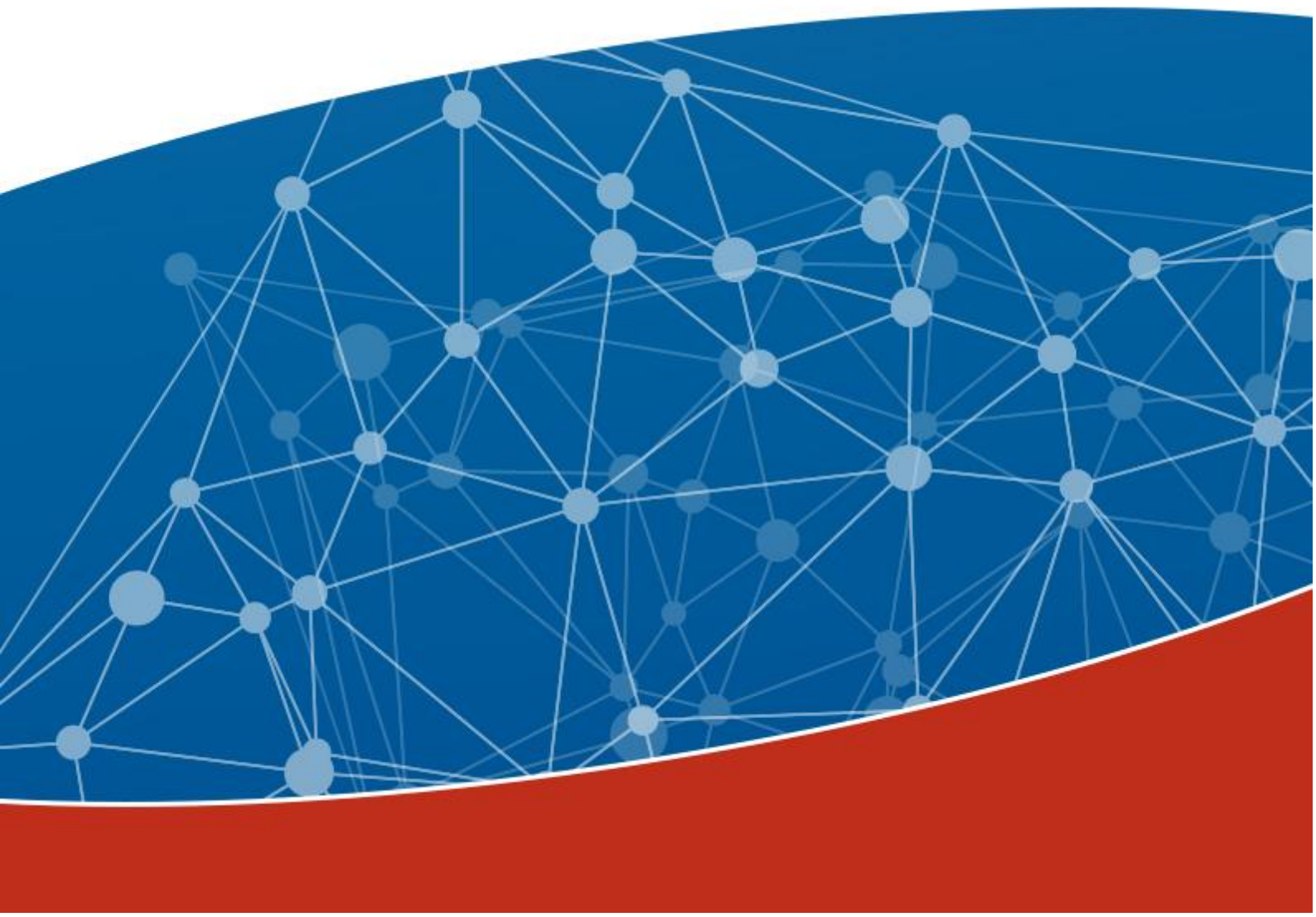


National Disability Coordination Officer Programme
AN AUSTRALIAN GOVERNMENT INITIATIVE

2015 Annual Report Case Study

Engaging with stakeholders via Facebook

Region 17



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In this case study the term 'parents' includes all types of parental figures including carers

Background

The region 17 NDCO advisory committee is a group of individuals who bring unique knowledge and skills which complement those of the NDCO. The NDCO for region 17 has been creative in how best to take full advantage of the support and guidance generously offered by the members. At a meeting in March 2015 the NDCO held a brainstorming session the 'PROBORTUNITY' which was presented to the committee:

Effectively engaging parents is vitally important in the process of a successful post-secondary transition for people with a disability.

How can we engage with families to create an empowering mindset?

- To Raise Career Aspirations
- Improve decision making and self-advocacy

One outcome from this session was **go to where the audience is- Social media**

The objectives that were set out to be achieved

The NDCO set out to build a social media platform for the region 17 NDCO program to enhanced knowledge and capability of stakeholders to support transitions and participation in Tertiary Education and subsequent employment for people with disability.

Activity Description

The NDCO has created two Facebook pages:



<https://www.facebook.com/NDCOregion17>

The Region 17 NDCO Facebook page is educators, employers and other professionals who support transition and participation in Tertiary Education and subsequent employment for people with disability.

The logo for 'WHAT NEXT?' is written in a bold, black, hand-drawn style font. The words 'WHAT' and 'NEXT?' are stacked vertically, with 'WHAT' on top and 'NEXT?' below it. The letters are thick and irregular, giving it a casual, grassroots feel.

<https://www.facebook.com/WhatNextGippsland>

The WHAT NEXT? Facebook page target audience is people with a disability and those that support them with a view to raising aspirations and awareness about rights in regard to transition to tertiary education and subsequent employment.

Social media is not a stand-alone activity. It is an extension of already existing engagement tools.

The impact for the NDCO program

Facebook has given the NDCO instant- real time access to stakeholders. It has been an excellent way to reach a large number of stakeholders with brief, easy digestible information. Users can decide how much they want to know by either reading the post or clicking on links for more information. Facebook has meant that the NDCO can engage with stakeholders rather than broadcasting to them, it enables conversations via the comment options and it encourages sharing of information. The NDCO has been able to promote events via Facebooks online community which fosters a word-of-mouth style of communication.

Key stakeholders

- People with a disability
- Parents
- Schools including government, catholic and independent
- University, TAFE and RTO's
- DES & JSA
- Disability services
- Community organisations
- Employers

The next steps

It takes time to build relationships online. The NDCO will continue to promote and carefully plan, research and create relevant content for the two Facebook pages.

