

# HLAA Chapter Development Workshop

## Crafting Engaging Social Media Content



JoAnne Dyer,  
Editor, HLAA-WA website and e-news  
HLAA Social Media Award Recipient

# Who I Am

- Seattle native
- Background in nonprofit and health communications
- Copy editing, writing, strategic communications
- Communications for HLAA-WA, Get in the Hearing Loop
  - E-news
  - Website
  - Social media
  - Strategy support
- Family with hearing loss
  - Mother – Meniere's
  - Uncle – Acoustic neuroma, CI



# POLL

## **What's your biggest barrier to using social media for your chapter or state organization?**

- Time
- Finding a volunteer
- Knowing what to post
- Prioritizing it
- Lack of confidence
- Overwhelm

# Advantages of social media

Free!

Relatively easy

Good “job” for a  
volunteer

Can be done in a  
couple hours a week  
or so a week, or more  
or less as needed

Can help you reach  
people you might be  
missing  
BREAK SILOS

Can help you promote  
events

Can help you find new  
members

Can raise awareness of  
hearing loss

# Limitations of social media

It's tough to grow your following from scratch, reach not huge

Progress will be slow. Don't get discouraged!

Someone needs to do it regularly. That someone may be you.

# My top three: Facebook, Twitter (X), Instagram

Easiest to learn for  
non-techy people

Don't require video  
knowledge, though  
you can add video

You may already be  
on these and  
comfortable with  
them

Easy to do on your  
phone

# POLL

## **Which social media work best for you?**

- Facebook
- Twitter
- Instagram
- TikTok
- YouTube
- LinkedIn

# Data

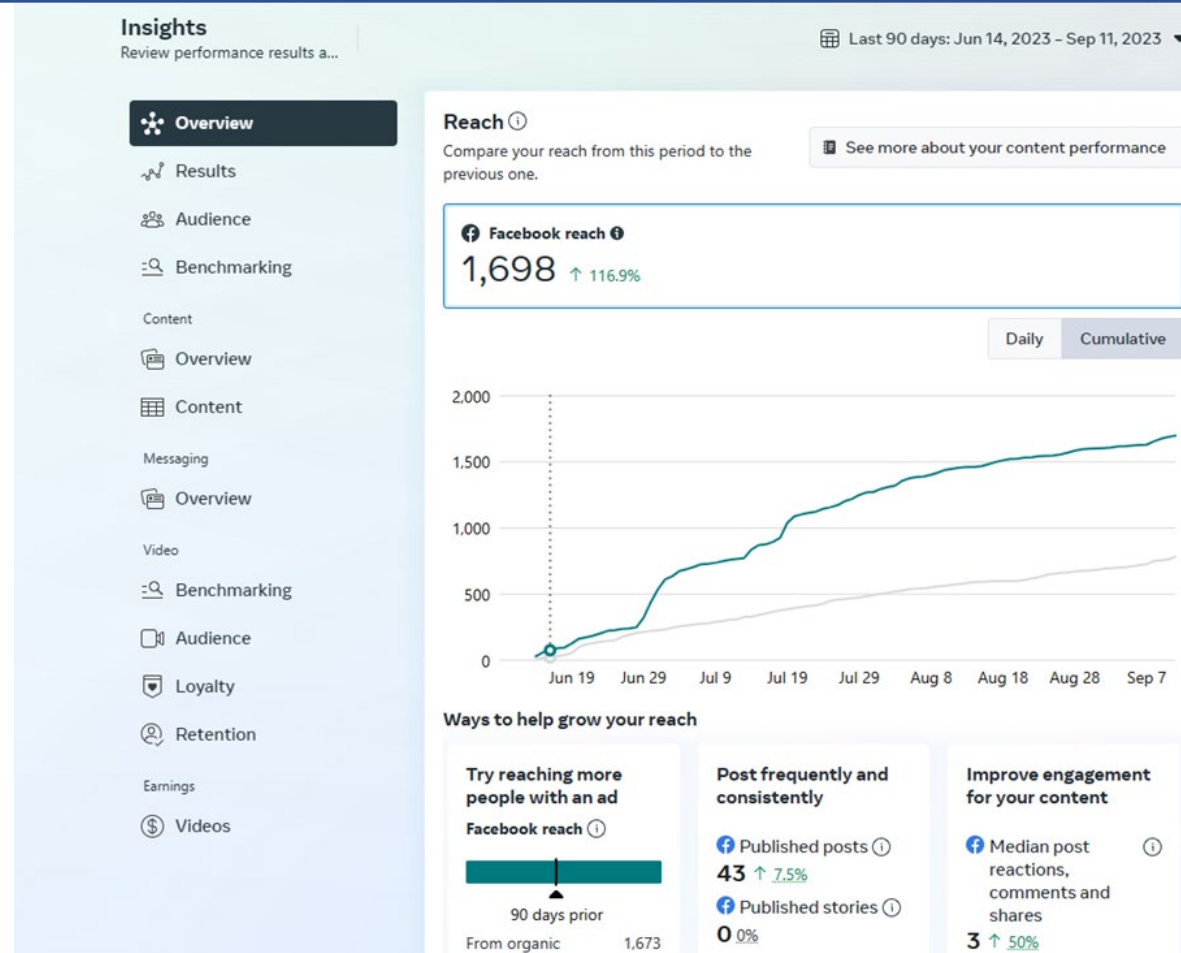


# Data: Visit, evaluate, revisit

Website  
E-news  
Facebook  
Twitter

What topics are people  
interested in?

What days and times do  
they engage the most?



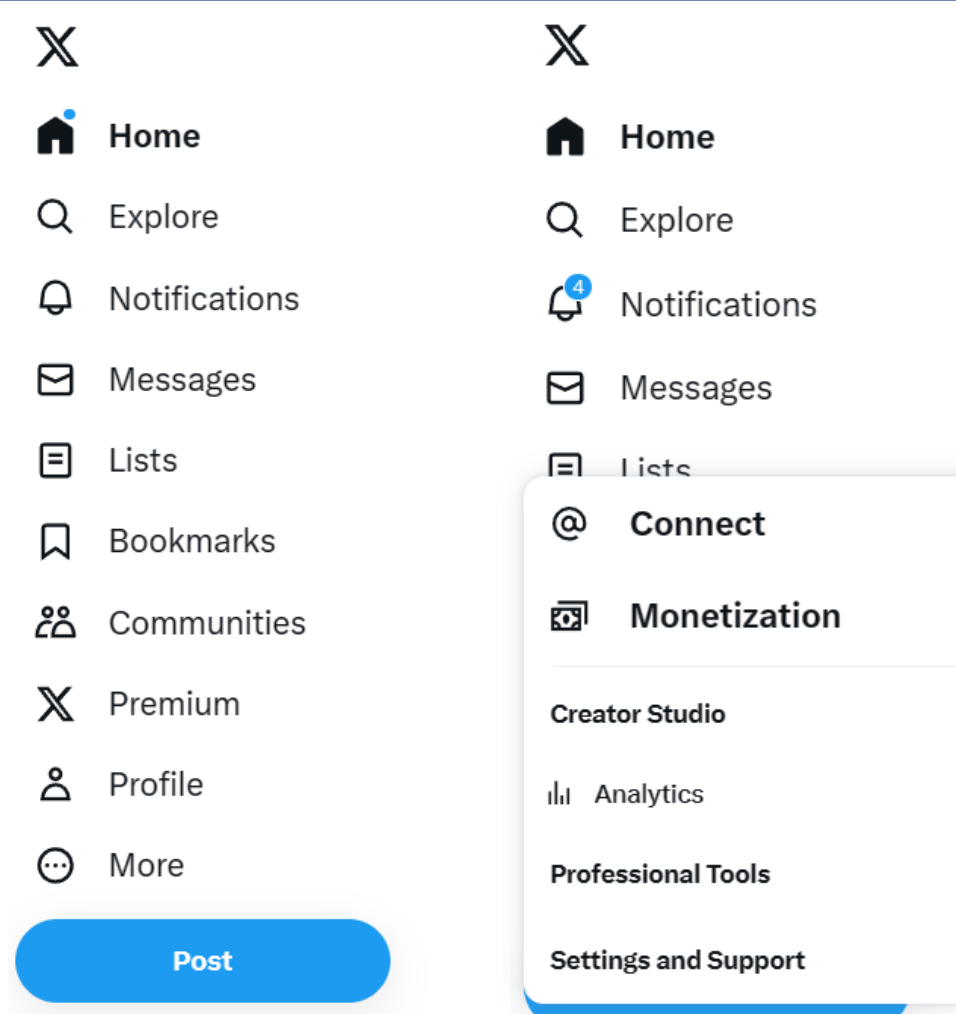
# Where's the data? Twitter

Twitter (X)

More

Creator Studio

Analytics



# Twitter—top engagement

Jul 2023 • 31 days

## TWEET HIGHLIGHTS

**Top Tweet** earned 604 impressions

Thank you so much to our industry panel for discussing the future of assistive listening with us: James Rowe, [@otojoy](#); Thomas Powers, Powers Consulting; Sam Berkinshaw, [@ampetronic](#); Chuck Sabin, [@BluetoothSIG](#); and Juliette Sterkens, [@LoopWisconsin](#). #HLAA2023  
[pic.twitter.com/Y7SUTOUjyi](https://pic.twitter.com/Y7SUTOUjyi)



🔄 2 ❤️ 7

[View Tweet activity](#)

[View all Tweet activity](#)

**Top mention** earned 5 engagements

[contacta](#) **Contacta Systems Ltd**  
[@ContactaSystems](#) · Jul 6

[@GITHL1](#) [@AudioDirections](#) "Extremely looped" - we like it!

❤️ 4

[View Tweet](#)

**Top media Tweet** earned 280 impressions

Who led the way to get "assistive hearing loops" listed as an accessibility attribute on Google Maps?

Answer: our award winners Peg Bell and Wynne Whyman.

Congrats to these behind-the-scenes heroines.

[#HLAA2023](#) [#HearingLoss](#) [#HearingLoop](#)  
[#HearingLossAwareness](#)  
[pic.twitter.com/40jWRxb3zG](https://pic.twitter.com/40jWRxb3zG)



## JUL 2023 SUMMARY

Tweets

4

Tweet impressions

1,773

Profile visits

195

Mentions

2

New followers

15



# Boost your numbers: the impact of tagging others

- Tagging larger accounts can help you get re-tweeted, quote-tweeted, liked, and viewed.

## Tweet activity



**HLAAWashingtonState** @HLAAWaState  
Who might you meet in the exhibitor hall today? #HLAA2023

[@InnoCaption](#)  
[@starkeyhearing](#)  
[@HamiltonCapTel](#)  
[@NIDCD](#)  
[@HelenKellerIntl](#)  
[@TMobile](#)  
[@ContactaSystems](#)

And more. Grab a beignet & say hello!  
[pic.twitter.com/73G5ctGNqh](https://pic.twitter.com/73G5ctGNqh)

Impressions	171
Total engagements	12
Likes	5
Media engagements	3
Retweets	2
Detail expands	2

# Where's the data? Facebook



Hearing Loss Association of America,  
Washington State Association



Ads Manager



Ad Center



Meta Business Suite



Professional dashboard

## Reach ⓘ

Compare your reach from this period to the previous one.

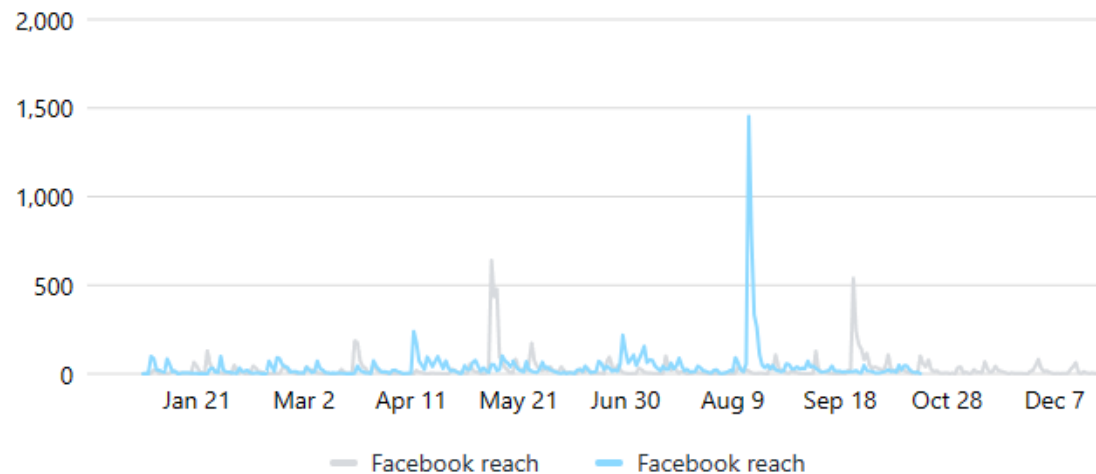
See more about your content performance

### Facebook reach ⓘ

5,533 ↑ 20.1%

Daily

Cumulative



# Content

# Thought Leading vs. Agreeing

- You can and should do **both**
- Original content is generally better for your algorithm, influence, engagement

# What to do on Facebook?

- Events
  - Chapter meetings
  - Walk4Hearing
- E-news or newsletter
- Share others' content
  - HLAA, GITHL official
  - Other HLAA chapters
  - Disability-related news
  - Hearing loss stories from major media
- Legislative updates and calls to action





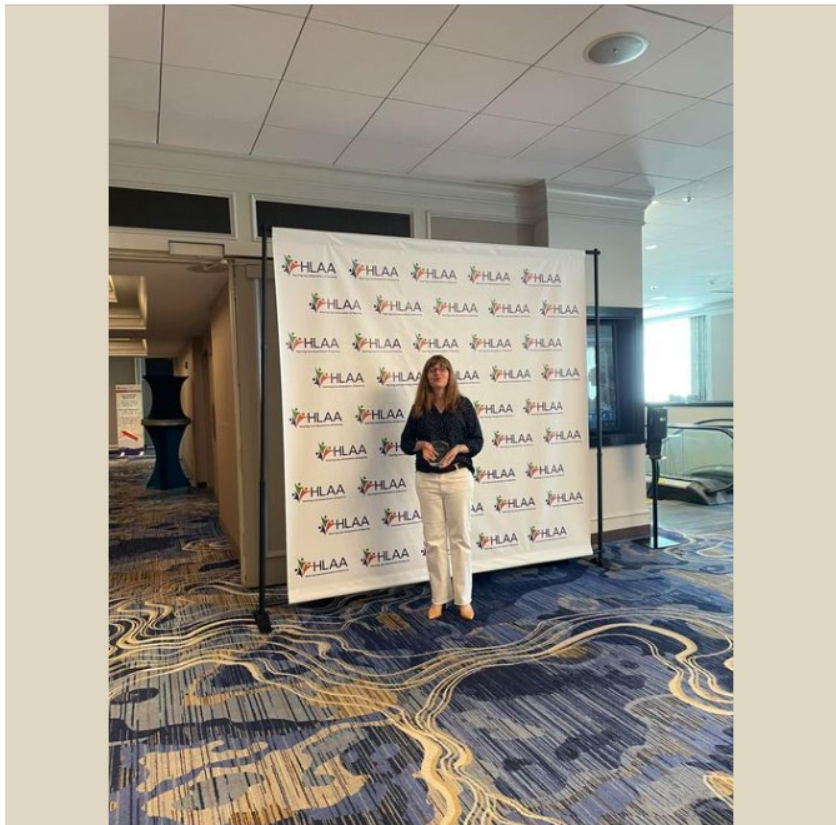
# Facebook top content


 **Hearing Loss Association of America, Washington State Association**  
Published by JoAnne Dyer · July 1 ·

We're cheering and so very proud of our national award winners at the HLAA conference in New Orleans last night.

Glenda Philio—Spirit of HLAA Award

Cheri Perazzoli—Get in the Hearing Loop Award ... [See more](#)



 **Get in the Hearing Loop**  
Published by JoAnne Dyer · July 6 ·

Who led the way to get "assistive hearing loops" listed as an accessibility attribute on Google Maps?

Answer: our award winners Peg Bell and Wynne Whyman.

**Congrats** to these behind-the-scenes heroines.

[#HLAA2023](#) [#HearingLoss](#) [#HearingLoop](#) [#HearingLossAwareness](#)



# Which is more interesting?



HLAAWashingtonState  
@HLAAWaState

Our next HOPE meeting: July 5, 2023 - [mailchi.mp/988f45930d86/o...](https://mailchi.mp/988f45930d86/o...)



# HOPE

Virtual Support Group for Living Well With Hearing Loss

HOPE: Hearing Other People's Experiences



HLAAWashingtonState  
@HLAAWaState

Good news: Seattle Animal Shelter is getting in the loop.

[hearingloss-wa.org/seattle-animal...](https://hearingloss-wa.org/seattle-animal...)

#HearingLoss #HearingLoop #WhereILoop #Disability #Access  
@CityofSeattle



# Share your celebrations, joy, victories

- Happy birthday (to board member, volunteer)
- Happy anniversary (to couple or to chapter itself)
- ADA anniversary
- Annual meeting
- Awards
- Picnic
- Social
- Night out





# Testimonials

Being diagnosed with hearing loss is a frightening and lonely experience. Those of us with hearing loss know how it feels. And if we can help others face the challenge and learn to thrive, instead of merely survive, we will.

~ Kimberly Parker  
Educator, Playwright, Actor  
HLAA-WA member 11 years



“  
*What speedy assistance  
and wonderful  
information...my anxiety  
level has measurably  
decreased. Thank you!*

--Jackie W.

# Canva

- Free version is fine
- Paid version is better
  - More templates
  - More stock photos
- Design and sizing done for you for social media
- Also for posters, infographics, invitations, websites, graphs, more



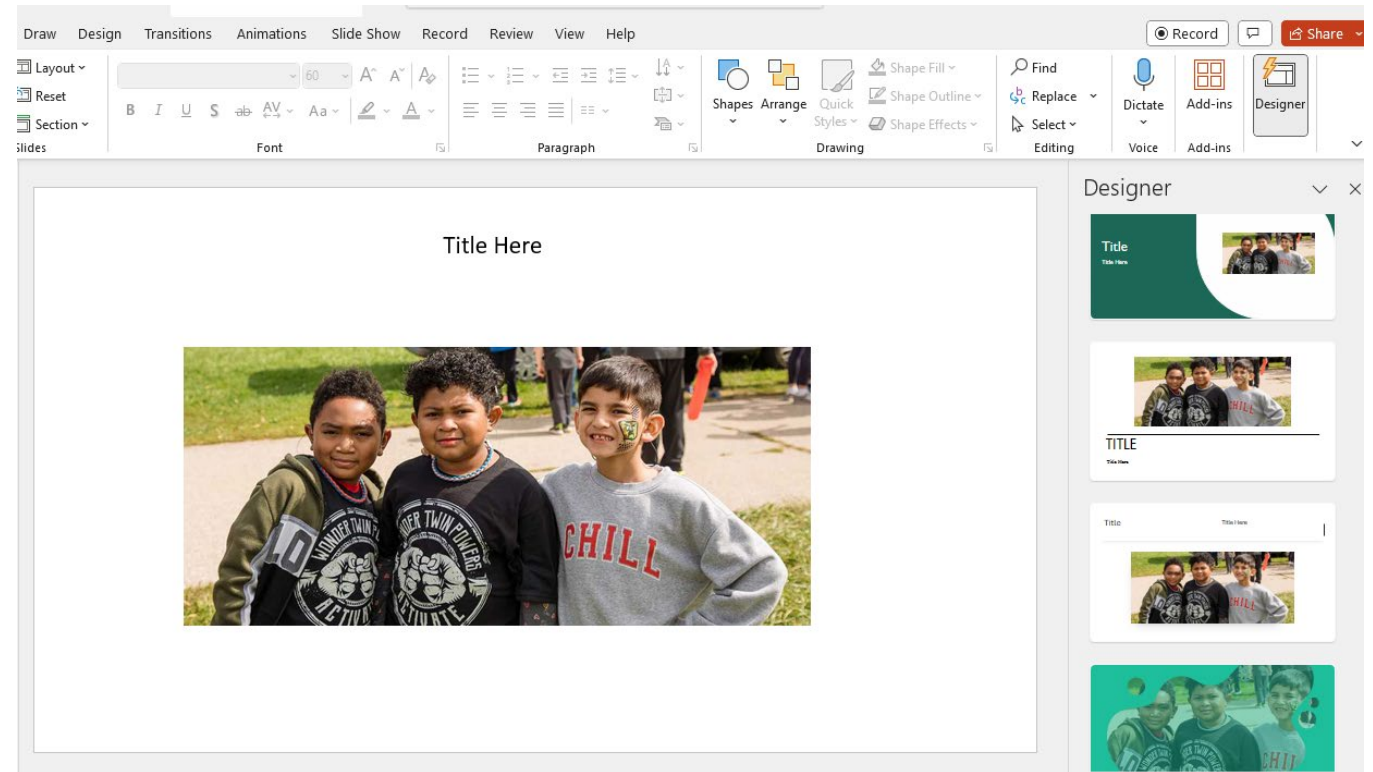
# Canva samples

- Facebook, Twitter, YouTube Covers
- Embellish your Insta photos
- Advocacy
- Events



# Other graphic tools

- Stock photos (Shutterstock, Pixels, Creative Commons)
- Powerpoint automatically designs for you



# Hashtags

- Used less on FB and Instagram
- More widely used on twitter
- Another way to de-silo your content, show others
- #HearingLoss
- #HearingLossAwareness
- #Disability
- #Access, #Accessibility, #DisabilityTwitter
- #Seattle, #SeattleFilm (or #DenverArts, etc.)



# Digital writing

- Most important info FIRST

Find out at our meeting at the Senior Center on July 1 how to troubleshoot your hearing aids



Troubleshoot your hearing aids at our meeting July 1, 2023, at the Everett Senior Center



Trouble with your hearing aids? Get help at our meeting...



Hearing aid trouble? Get help at our meeting...

# Digital writing

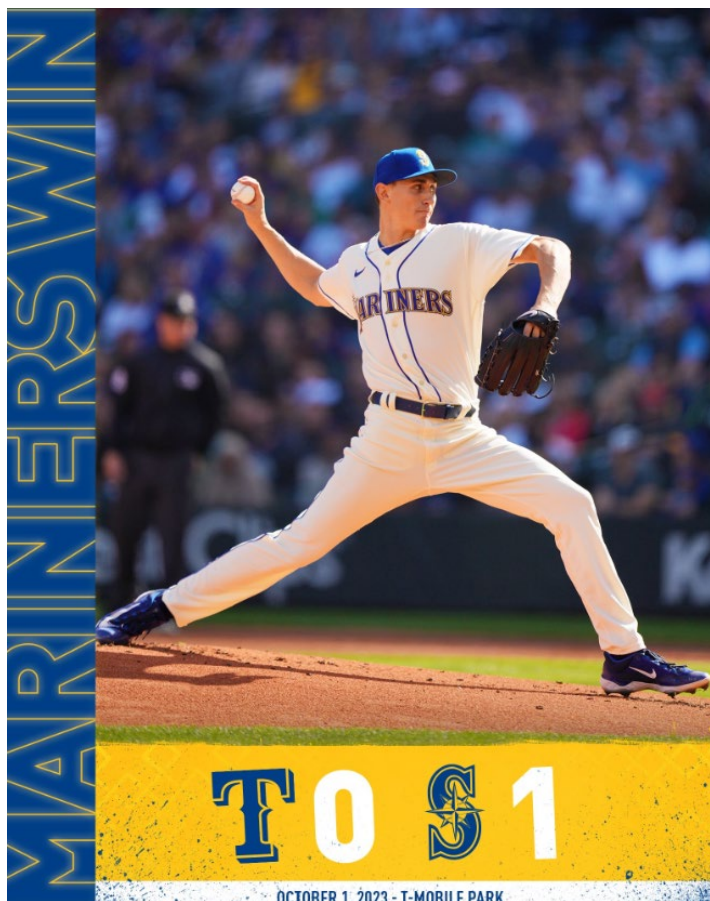
- Defined subject + action verb
  - It's sunny out vs. the sun is glowing brightly in Denver
  - Our ice cream social was held on Sunday vs. Ice cream loving members ate six pints of Rocky Road on Sunday

# The art of the tease

- Leave something unsaid
- Not click-bait, but prompt people to wonder or fill in blanks

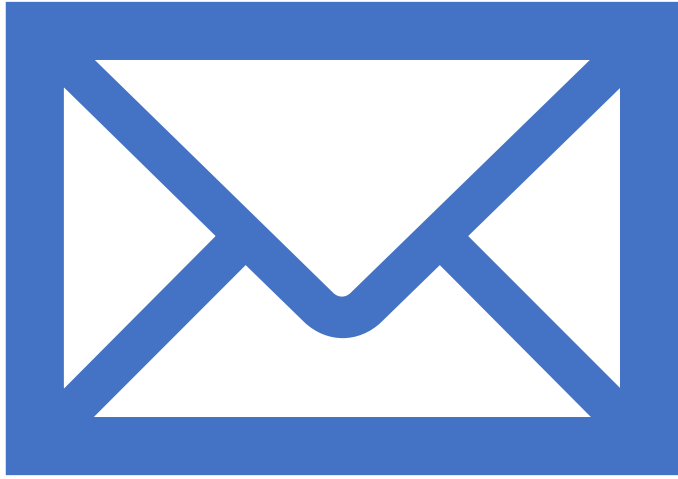


# Social media that I love



# Questions and Answers





# Thank you

Joanne\_dyer@comcast.net

## HLAA Chapter Leader Resources

<https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/>

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