Connecticut Collaborative to Improve Autism Services

Facebook Page

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I know the signs of healthy child development.
www.cdc.gov/ncbddd/actearly
Why a Facebook Project Page

- Information is communicated and accessed in multiple ways
- Social media is for everyone: >90% of American adults subscribe to mobile services
- Facebook affords access to “just in time” resources & training
- Families in CT reported information about services and supports was fragmented
Content of Facebook Page

- Training by partners
  - (e.g., in person, webinars)

- Notices about statewide, regional and national conferences

- Resources for families
About the Facebook Page

- Went “live” December 2011

- Intended audience
  - Families with children with autism spectrum disorders
  - Professionals

- Goal: to connect families with services and with each other
Results

- 167 “likes” to date

- Permits tracking of the following:
  - Reach
  - Engaged users
  - “Virality” (people saw the story and created their own post based on our post)
  - Gender and age of those who like the page
Barriers to Getting Started

- State agencies can face restrictions in developing a Facebook page
  - content may be limited or less responsive
  - Partner with organizations who can be flexible

- Links to personal Facebook site
Next Steps

- Continuing to link with other sites

- Increase Facebook reach
  - Identify ways to triple audience

- Utilize other social media outlets
  - Twitter and Instagram