

Connecticut Collaborative to Improve Autism Services

Facebook Page

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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