



Speaking out for people with intellectual and developmental disabilities



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**Reminders:  
Help VOR Grow!**

**Make a Lasting  
Impact with a  
Will Bequest**

## VOR, Social Media and You

*Twitter, Facebook, and LinkedIn: Getting VOR members and like-minded advocates connected to VOR and each other*

### 1. Facebook: How one VOR affiliate is using social media to advance our shared cause

VOR Friends: After reading the following, please “Like” the “[Keep Virginia’s Training Centers Open Facebook](#)” page and encourage your family, friends and members to do the same by forwarding the [link](#). And, while you are at it, share [VOR’s facebook linktoo!](#)

*[Note: For these Facebook links to work, you must have your own Facebook page].*

***The following is reprinted with permission.***

Dear Virginia Training Center [ICF/MR]  
Stakeholders:

My name is Maurine Houser and my brother Kim Houser has been a resident at NVTC since 1973. I am invested in supporting all residents and family members of Virginia's Training Centers. I wish to reach out to those parents/guardians and our fellow community members to update and in some cases educate them about our situation and needs.

In this day and age it is essential to use Social Media. I was the creator of the Facebook Page

VOR.net:  
Your one-stop  
advocacy  
resource

Support Northern Virginia Training Center (NVTC) which I have now updated to "Keep Virginia's Training Centers Open". This will give us a voice with a large audience of Facebook users. The page will provide various forms of information regarding but not limited to:

- Requests for immediate action to write your legislators
- Links to the full Settlement Agreement
- Current misconceptions about the Settlement Agreement
- Differences between a waiver home vs ICFs
- Information regarding Public Meetings being held by Legislators
- Information regarding family members right to refuse community placement
- Current news articles in support of the Training Centers
- News videos in support of the Training Centers
- Events taking place at various Training Centers
- Photos of happy residents at various Training Centers (Only first names will be used, if any, and the Training Center)
- Photos of the grounds at various Training Centers

I would look to each of you to provide me information via email about your individual Training Centers and jpeg photos that may be uploaded to the page. Photos are ESSENTIAL to the success of Facebook Pages. It allows people to develop a personal connection which will motivate them to become more involved.

**Please email the [Facebook link](#) to all of the family members and guardians of your residents. Recipients will click on the link and then hit the "like" icon.** This will allow any information posted on the Keep Virginia's Training Centers Open page to be posted on their private Facebook account, keeping them informed and up to date. **Hopefully a chain reaction will occur and we will have 100s of supporters for our cause.**

Thank you for time and immediate attention.  
*Maurine M. Houser*

### 3. Using Social Media to keep up with your elected officials

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Members of Congress have their own Facebook, Twitter and LinkedIn pages too. Just search for his/her name to connect, or visit their websites and look for the social media icons. It's a good way to keep up and keep connected with news from your state.

### 2. Infographic: Social Media's Impact on Giving in 2012

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PCMag \* December 12, 2012

An [infographic](#) designed by MDG Advertising illustrates the many interesting ways in which social media has played a role in online giving. The average online donation through social media is increasing every year and has doubled in the last five years, lending some support to the charge that nonprofits need to incorporate social media into fundraising campaigns.

[Click here to view the infographic MDG created.](#)

**Coming up: 13 New Ways to Make Your LinkedIn Profile Irresistible**

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***“It is as if a lightbulb has gone on, and we’re all starting to realize that those of who are able to freely use our voices, need to use them to represent those that cannot.” – Heidi, [TheConsciousPerspective.com](#) ([Social Media for Social Good in 2012](#)).***

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**JOIN VOR. DONATE TO VOR. MAKE A DIFFERENCE**

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