
Social Media Series Part 2: Using YouTube to Stay Connected

Presenters:

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Questions & House Keeping

- Questions are welcome throughout the presentation today; please type them in the chat.
- We'll be asking you a few questions during our time today!
- Our resource page gives the links mentioned during this presentation and will be in the chat and on the website.



Welcome & Presenter Introductions

- Dominick Harper (he/him/his), Michigan Disability Rights Coalition (**MDRC**) Leadership Development Opportunities (**LDO**) Fellowship Graduate, **DisArt** Social Media Intern
- Jen Mullins (she/her/hers), Michigan Disability Rights Coalition (**MDRC**) Assistive Technology Program (**MATP**), Leadership Development Opportunities (**LDO**) Program, and Social Media



What's YouTube?



- Free video sharing website & app where you can watch online videos.
- Video-based social media: mainly videos with some text; users can leave comments on videos.
- Create and upload your own videos to share with others.

• YouTube Video Topic Examples

- Following a YouTube Content Creator who posts every week or so can feel like seeing someone you know every week (and learning something from them!)
- Videos for all kinds of interests such as
 - Baking & Cooking
 - Tech
 - Advocacy
 - Survivalism
 - Make Up Tutorials



Question: Do You Use YouTube?

- What do you like to use it for?
 - Type in the chat!



Important YouTube Terms to Know

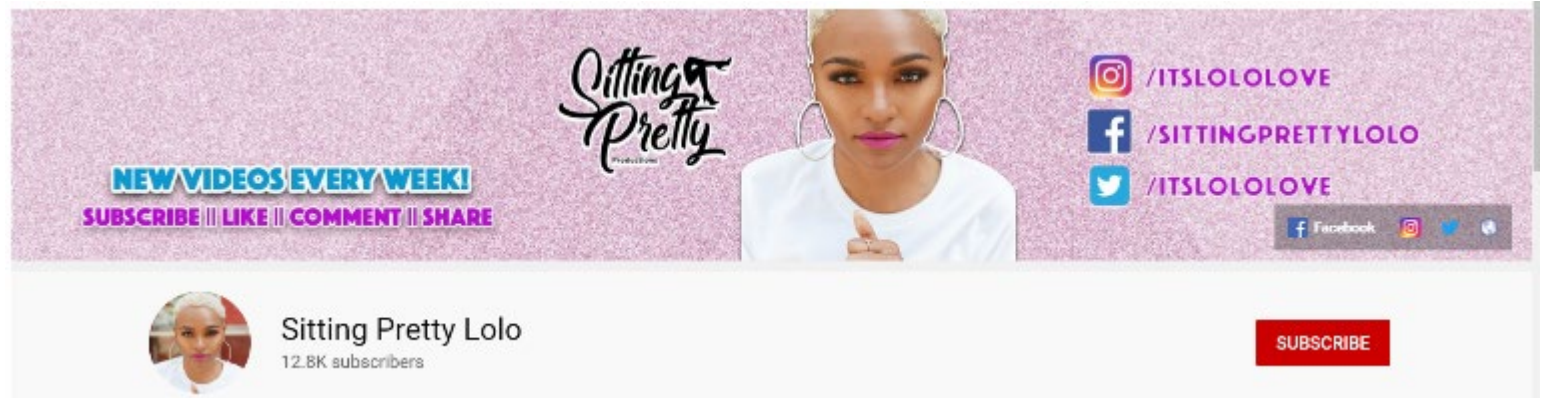


- **Content Creator or Host:** someone who makes videos on YouTube.
 - Often this person has their own **YouTube channel** (like their own TV channel on YouTube).
- **Subscriber:** someone who 'follows' or is subscribed to one or more channels. Also can be called a 'fan'.
- **Troll:** someone who tries to upsets people online, on purpose.

5 Disability Activists on YouTube!



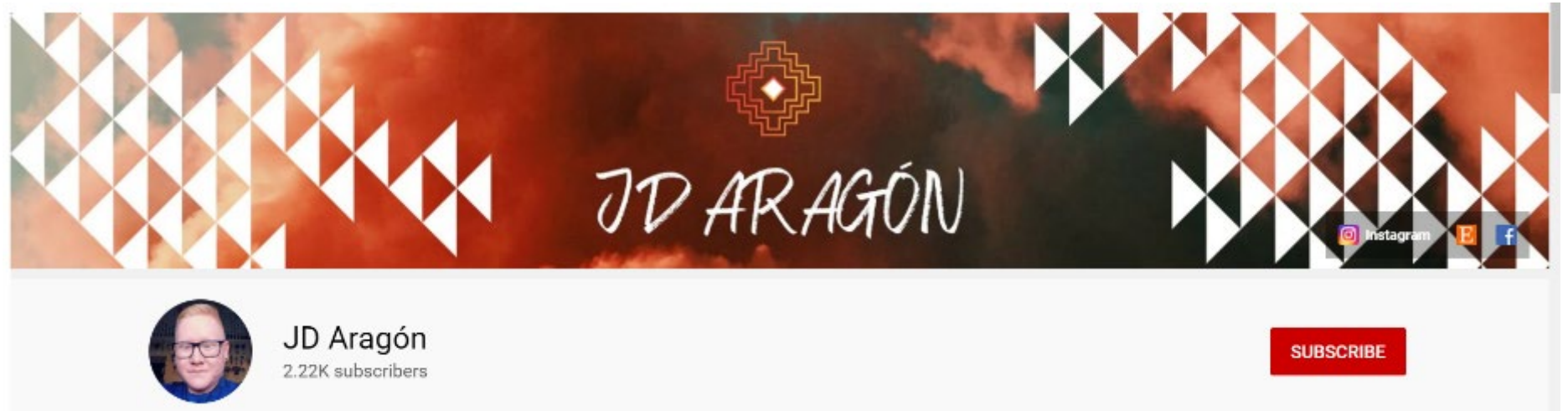
Disability Activists on YouTube: Sitting Pretty Lolo



■ Sitting Pretty Lolo

- Lolo uses her channel, Sitting Pretty Lolo, to talk about her life as a person with a physical disability. The YouTuber lives with ALS — or amyotrophic lateral sclerosis — which is a progressive disease impacting nerve cells in the brain and spinal cord. Lolo, who uses a wheelchair to get around, covers everything from wheelchair-friendly fashion to dating and sex on her channel.

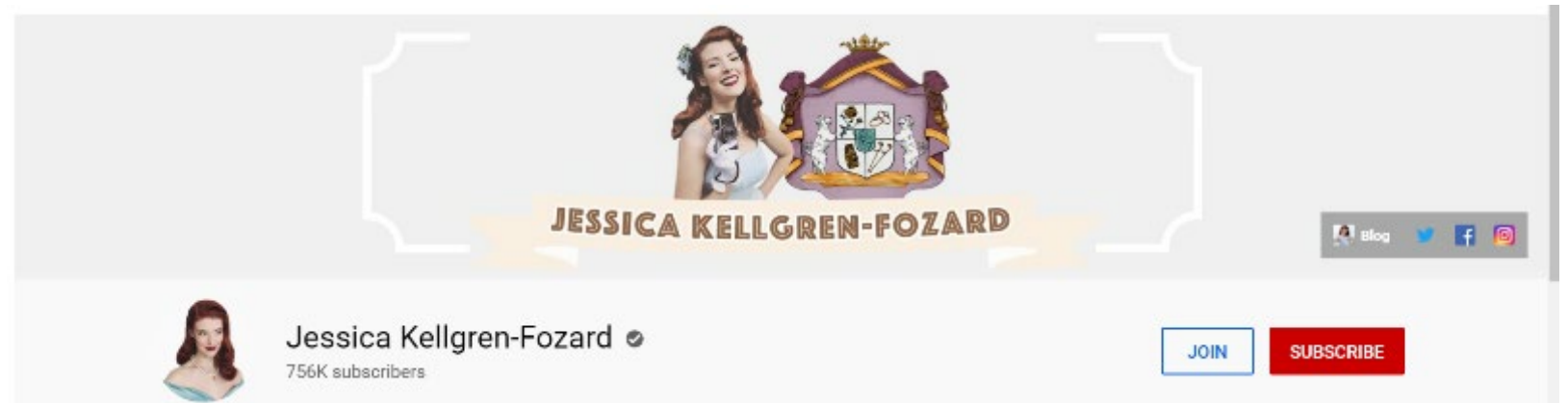
Disability Activists on YouTube: JD Aragón



■ JD Aragón

- An Indigenous (Hopi American Indian), gay, low-vision YouTube creator with albinism. These complex and intersecting identities are essential to JD's channel, where he promotes self-love and acceptance through honest conversations about identity.

Disability Activists on YouTube: Jessica Kellgren-Fozard



■ Jessica Kellgren-Fozard

- “Adding vintage lesbian fabulousness to a life with disabilities and chronic illnesses, aided by my beautiful wife Claudia and our adorable pups. I make fun, uplifting and educational content that should help you get through tough times and not feel alone.¹¹”

Disability Activists on YouTube: Annie Elainey



■ Annie Elainey

- “My name is Annie, I am a chronically ill, disabled, queer, Latinx, woman of color. On this channel, I create weekly videos (as long as my health allows) on various topics that include my observations and experiences with body image, gender, race, LGBT, disability, chronic illness, and mental health.”

Ambulatory Wheelchair Users Exist, Annie Elainey

**AMBULATORY
WHEELCHAIR
USERS
EXIST**



Discussion From Annie's Video

- What did you think of Annie's video?
- Type in the chat!



Disability Activists on YouTube: Zach Anner



■ Zach Anner

- Zach is known for his humor and frank discussions of disability through his channel. Zach has cerebral palsy and uses a power wheelchair to get around. His experiences with disability serve as an essential cornerstone of his comedy routines.

Zach Anner & The Quest for the Rainbow Bagel



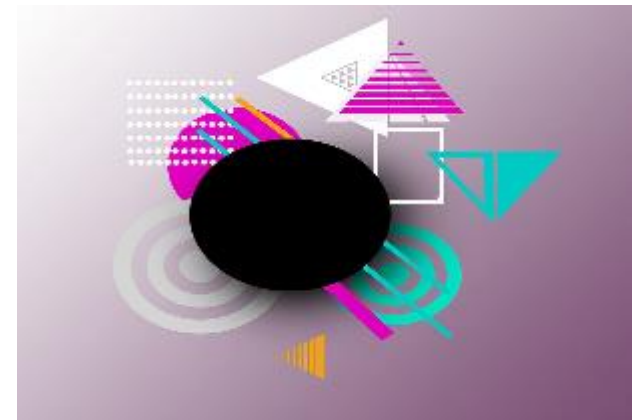
Discussion from Zach's Video

- What did you think of Zach's video?
- Type in the chat!



Discussion: Your YouTube Channel

- If you were to create a YouTube channel and videos, what would you focus on?
- If you already have a channel, what topics do your videos focus on?



Ways to Participate Without Making Videos

- Being a **subscriber**; watching videos when they come out help creators' ratings.
- Clicking 'thumbs up' (or 'like') and leaving good comments & questions on videos/what you want to see Creators make next.
- Sharing videos you like helps more people see them.
- Clicking links in the video descriptions; maybe there's a linked Facebook group for example.

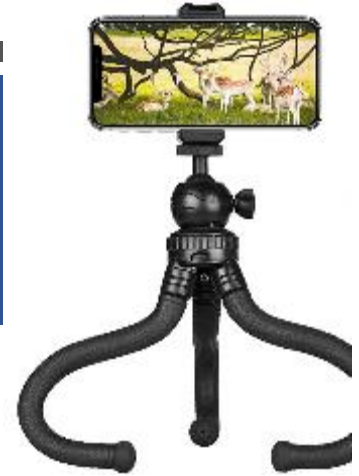
Making YouTube Videos!



Plan Your Video

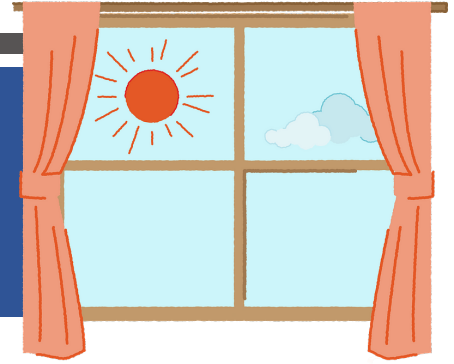
- **Pick 3 or 4 main points per video.** If you have more content than that, create additional videos.
- **Keep your video around 5-6 minutes;** shorter videos tend to have more viewers who will watch the whole video.
- **Use a script** or written out main points to help you on topic.
- **Avoid using acronyms** or explain them if you use them.
- **Avoid using figures of speech** (like 'bucket list')
- **Describe visual components** in your video for those who are blind/have low vision and to provide context.

Set Up Your Tech



- Figure out which tech you'll need
 - Recording device (smart phone, webcam, tablet, etc.)
 - Use the best camera you have; usually this is your phone camera
 - When recording, position your camera to record in landscape (horizontal) view rather than portrait (vertical).
 - Tripod to hold you device
 - Microphone
 - Remote to start and stop recording

Set Up Your Space



- **Set up near a window on a sunny day** with the window behind the camera (you facing the camera & window)
 - May want to include lamps behind the camera to add light.
- **Try to create a quiet environment** for recording and record in rooms that don't have an echo.
- **Do a few test videos** to get comfortable with the angle & height of the recording device.
 - This is a great chance to check out how the space behind you looks and adjust if you want to.

Say What Your Video is All About

- Think of a short, informative title for your video.
- Summarize what your video is about in the description box as well as post links to anything you mentioned in your video.



Edit Your Video!

- Caption your video!
 - YouTube automatically generates captions, but they won't be completely accurate. Go into the YouTube studio and edit captions so that they are accurate.
- YouTube's Creator Academy has tons of searchable video tutorials, such as:
 - Edit your video and add clips and music



Captions May Help Many of People! (A)

- Viewers who know English as a second language benefit from closed captions, because they make it easier to follow along with the speech.
- Closed captions help with comprehension of dialogue that is spoken very quickly, with accents, mumbling, or background noise.
- Video that mentions full names, brand names, or technical terminology provides clarity for the viewer.

Captions May Help Many of People! (B)

- Captions help maintain concentration, which can provide a better experience for viewers with learning disabilities, attention deficits, or autism.
- Online videos with subtitles enjoy higher user engagement and better user experience.
- Captions allow viewers to watch videos in sound-sensitive environments, like offices and libraries (or other shared spaces).

Making Vlogs! Sharing Your Video

- When you upload your video, add tags such as: Disability, Disabled Creator, Disability Justice, Disability Pride.
 - When people search these, your video will pop up for them.
- Share your video on your social media outlets!
 - Include a short narrative explaining what the video covers. For example, 'I share my take on the Crip the Vote movement.'



Is YouTube Appropriate for Everyone?

- With so much content on YouTube, it's important to note that not all YouTube videos are appropriate for everyone, especially children under the age of 13. However, there are tools you can use, such as Safety Mode, to restrict the types of videos you can view.
- Set your security settings so you feel comfortable.



Comments & Dealing with Trolls

- Many of the comments on YouTube videos aren't very nice. Keep this in mind and try not to take them to heart.
 - Turn on Restricted Mode to hide comments.
 - You can also report comments.
- Trolls



Thank you!



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