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## Autumn 2023 Social Media Campaign

### *"This is Social Care"*

The Disabled Children's Partnership is a major coalition of more than 100 organisations campaigning for improved health and social care for disabled children, young people and their families.

This fall we are launching our social media campaign *This is Social Care*, to shift the narrative of social care away from a focus strictly on child protection and instead share a positive glimpse into how the right social care support can improve the lives of disabled children and their families.

Our goal is that over the coming months we can educate families without disabled children about what the full spectrum of support that social care entails, by sharing our lived experiences and the important role social care can play in our successes. By shifting the narrative, we want to build momentum and support to persuade the Government to make additional funding available to support disabled children and their families.

#### The Brief:

This is where you come in! We want to share the stories of families with disabled children, showing positive experiences with the care sector and giving the reality of how families navigate it.

Our approach will focus on short "vlogs" – self-shot videos documenting certain day-to-day activities **where social care helps in ways many people may not even realise**. These activities can include, but aren't limited to:

- Your morning routine and how support helps
- Your bedtime routine and how support helps
- What it takes to take the family to the park or visit family and how support helps
- Accessing support such as short breaks/respite
- Instances where care support helps your family that others may not be aware of

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Our goal is to capture your reality, an honest portrayal of your experience, and in doing so also illustrate the important impact that having support in place can have on these activities.

**The video clips you take will be edited together to create 30-60 second vlogs, that will then be posted to DCP's Facebook, Instagram and Twitter. That means in total you may end up recording ~15 minutes of footage so that we have enough to edit things together.**

We understand that days can be busy. For this we suggest planning ahead to set aside time to take a series of video clips during one specific day-to-day activity. We hope that this can make your participation in this project easier.



## How To Compile Your Vlog:

- Have a Smartphone that can record in 4K. Most phones default to HD so you will have to go into your settings to change this.
- You can shoot your video in Portrait . What is important is not to change to Landscape  part way through.
- Include additional shots whenever possible to help us edit things together in order to “tell a story”. Think of your vlog as a mini-movie and you’re introducing viewers to what is happening. This can mean showing us the room you’re in so viewers can make sense of what they’re watching, showing close ups of equipment, even including a video of you speaking directly to the camera so viewers know who they’re watching.
- You don’t have to do everything in one long video. In most cases having a series of 2-3 minute video clips works best. How best to approach it will likely depend on the activity you have in mind.

## Examples:


There are many social media creators whose content documents living with disability. Ours will be a campaign that follows *its own structure* and we think **it is imperative that it also showcase the diversity of disability and complex needs**, so the following examples are simply a visual suggestion on how to document an activity such as a family outing, an appointment or a home routine.



Example 1.) [https://www.instagram.com/reel/Ctw\\_SnZpvi1/](https://www.instagram.com/reel/Ctw_SnZpvi1/)

Example 2.) <https://www.instagram.com/reel/CqoutDpAuBP/>

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We aren't looking for you to make perfect, glossy, "inspirational" content – **we simply want to share your reality so others can value social care the way that we do.** There is so much that people may not understand, and we hope that this campaign creates a wider understanding of what social care can do.

**We trust that your judgement about what you and your family are comfortable sharing. We hope that this campaign travels far and wide online, so please keep that in mind when you're choosing what moments and activities to share.**