

Group B: Building a Sustainable Digital Presence

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Social Media

- Tips/Guidelines
 - Set realistic expectations
 - What's your goal?
 - Consider where your audience is
 - What platforms help you reach your goals?

Platforms

- Facebook
- LinkedIn
- Instagram
- X/Twitter/Threads/Blue Sky
- TikTok

What To Post?

- Consider a content mix:
 - 40% value
 - Resources, tips, articles
 - 30% community
 - Member highlights, volunteer recognition, event photos
 - 20% promotion
 - Convention, membership, webinars
 - 10% advocacy
 - Policy updates, action alerts

Social Media Calendar

Overview Project Health

Integrate Automate / 5 Agents Invite / 1

Calendar Main table Table Social Calendar How to Use Table Build Vibe view

New topic Add widget Search Person Filter

Today July 2026 Month

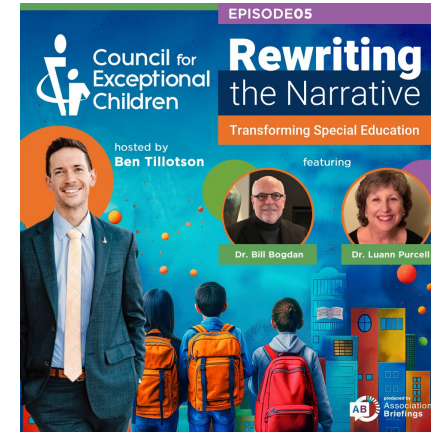
Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	01	02	03	04
	DeafBlind Awareness Week	Sponsored Webinar BIPs in Practice	Disability Pride Month	News Article: AT in NH program	CEC Professional Award Nominations	4th of July
	Story: WHIW	SELS - Reg Closes Soon	POTM	Podcast	Podcast Blog	
05	06	07	08	09	10	11
	News Article: Braille Literacy	UnifiED	Laurie Op-Ed	News Article: WI Grow Your Own	News Article: GAO Report	
	AI Quick Takes	News Article: LVP Quote	News Article: Power of Music for Stud	Podcast Blog	NPR Article	
			CEC2027: PAC Application			
12	13	14	15	16	17	18
	News Article: Kindergarten Behavior (	Sponsored Webinar BIPs in Practice	CEC Blog: Prep Now, Thrive Later	CEC/DEAL PD Series: Last Session	YIC Nominations	
	CEC Blog: IDEA 50	Podcast Blog	News Article: TC College	POTM	Podcast Blog	
			CEC2027: PAC Application			
19	20	21	22	23	24	25
	CEC Professional Award Nominations	SELS	SELS	News Article: YIC Winner	LPI Teacher Shortage Report	
	SELS	CEC Blog: Career Pathways	CEC2027: PAC Application	Unified	NCTS	
26	27	28	29	30	31	01
ADA Anniversary	YIC Nominations	News Article: SELS	Live Webinar Beyond Behavior: Using	Podcast Blog	SETT Framework Explainer	
	LCE	Webinar: DEBH Classroom Manageme	Stories Behind YIC		TET	

Drafting Scheduled



Repurpose & Recycle

- 1 podcast episode turns into →
 - Blog post
 - Facebook post
 - LinkedIn post
 - TikTok video
 - Email content
- Reshare content from others



50 Years of IDEA: Reflecting on Progress, Purpose, and Possibility

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In [this episode](#) of Rewriting the Narrative, CEC President Ben Tillotson is joined by Dr. Bill Bogdan and Dr. Luann Purcell to reflect on the 50th anniversary of the Individuals with Disabilities Education Act (IDEA), a law that has reshaped education, access, and opportunity for millions of students with disabilities.

As Ben notes at the outset, "Over the past five decades, this landmark legislation has transformed classrooms, expanded opportunities, and shaped the lives of millions of students, families, and educators across the country."

Learning the Work Before the Law

Both guests began their careers before IDEA was fully implemented, offering a firsthand look at how special education evolved in real time. Dr. Bogdan recalls that "Public Law 94-142 had passed, but the implementation didn't occur until 1977," adding, "There was no training. There was a piece of paper, and we completed it."

Dr. Purcell described just how informal placement and support could be prior to IDEA: "I just went in and observed a kid. And if I thought they were so far outside of the norm, I said, 'Yeah, we'll take that kid.'" She later reflected that IDEA brought critical structure, explaining, "There was no standardization. And to me, that was one of the big things that IDEA did, 94-142 did."



How Often?

- Guidelines
 - Facebook: 2–3 times weekly
 - LinkedIn: 1–2 times weekly
 - Instagram: 2–3 times weekly
- Be realistic
 - Consistency > frequency

Account Governance

- Ensure account access with regular turnover/admin changes
- Avoid single points of failure
- Documentation
- Password management
- Annual audit

Website Continuity

- How do you ensure the next person knows what to do?
- Creating a shared guide/training document
- Don't reinvent the wheel – what works?
 - Brand

Website Updates

- Candence
 - Minimum recommendation: quarterly
- Content
 - Check brand guidelines before submitting
 - Consider reposting content from HQ
 - Promote your webinars, convention, membership, renewals, publications, advocacy/policy
- How to Update Your Website
 - Use web request form: exceptionalchildren.org/webrequest
 - Request a meeting with Digital Content team (websubmit@exceptionalchildren.org)

Digital Health Check

- What platforms are we using?
- Who has access?
- What content performs best?
- Where are our gaps?

Toolkit



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Thank you!