



Autism Society of America Social Media Guide:

How to show your support for Autism Acceptance Month and #CelebrateDifferences

#CelebrateDifferences

April is Autism Acceptance Month and the Autism Society of America is excited to spread our message through our annual #CelebrateDifferences campaign. Every day, we work to create connections, empowering everyone in the Autism community to live fully.

Those living on the Autism spectrum have been categorized, labeled and placed in diagnostic boxes but life experiences are far more complex. The experiences across the Autism spectrum are varied and unique. From Autistic individuals requiring robust 24/7 support systems, to Autistic self-advocates living fully independent lives, no single experience is the same as another.

This Autism Acceptance Month, the Autism Society invites Autistic individuals, their families and friends to honor their wide range of experiences by taking time to share stories on social media through the **#CelebrateDifferences** hashtag.

You can be the connection for #AutismAcceptanceMonth by also inviting your network to participate in the campaign! Thank you for being a champion in our community in support of this effort! To help you, we are proud to offer this social media guide to connect your story to the Autism Society, #CelebrateDifferences, and Autism Acceptance Month.

This guide includes:

- Talking points
- Data Points
- How to show your support for Autism Acceptance month
- Social media best practices
- Example social media posts

Top Messages

- In sharing our unique stories, we are able to highlight the need for acceptance, inclusion and connections that support people with Autism throughout life's journey.
- Autism Acceptance Month is a chance for everyone to be a connection within the Autism community.
- The experiences across the Autism spectrum are myriad. No one experience is the same as another so we make room for the infinite ways in which members of the Autism community can be represented. That's why we #CelebrateDifferences.



- Building connections to resources, advocacy, and to each other, fosters acceptance and inclusion. These are vital elements to improving opportunities for inclusive education, employment, housing, health care, and long-term services and supports for individuals with Autism.
- The Autism Society of America believes that acceptance is creating a world where *everyone* in the Autism community is *connected* to the support they need, when they need it. And by *everyone*, it means every unique individual: the implacable, inimitable, and irreplaceable you.

Autism Society of America Data Points

- 70+ affiliates across 33 states
- Five core services: advocacy, education, information and referrals, support, and community
- Autism Society of America has a network that:
 - Annually supports over half a million people
 - Fielded over 153k phone calls, emails and support inquiries
 - Welcomed 1.3 million people visitors to Autism Society of America website in 2021
 - 26,000 people participated in support groups across the country, including self-advocates, parents, siblings, and more.
 - Annually, advocates send over 3,000 letters to members of Congress through the Autism Society's Action Center.

Autism Data Points

- One in 44 children are diagnosed with Autism.
- Over 7 million people in the United States are on the Autism spectrum.
- 1.1 million Autistic teens will transition to adulthood in the next decade, effectively aging out of state funded supports and services.
- Children with early diagnoses between 1 and 4 years old are significantly more likely to receive services that support their development.
- People with intellectual disabilities are almost six times more likely to die from COVID-19.

How to Show Support

Show your support for Autism Acceptance Month and #CelebrateDifferences through social media! **Engage with our content: like, comment and reshare our posts. Use your voice and platform to celebrate, educate and support the Autism community.**

We encourage you, if you are comfortable, to share your own connection with the Autism community. Tell your followers why #CelebrateDifferences is important to YOU. Open the conversation by sharing your own personal experiences. Encourage others to do the same by asking questions.

Prompts

- How do you celebrate differences?
- How are you the connection?
- How has the Autism Society been a connection for you?
- How do you embrace the Autism community?
- How can you help someone in the Autism community live fully?
- What does Autism Acceptance Month mean to you?

Key Dates

- April 1st- First day of Autism Acceptance Month
- April 2nd- World Autism Acceptance Day
- April 15th- Halfway through the month, social media push
- April 28th- Closing of the month, social media push

Social Media Content

A guide to celebrating Autism Acceptance Month through social media.

Facebook

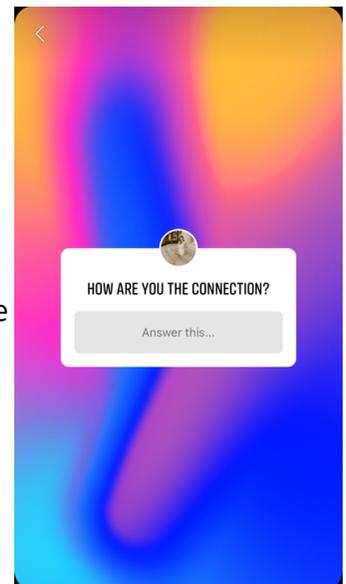
Use Facebook to connect with your community. Take advantage that Facebook is widely used.

Facebook Stories

- Reshare any @AutismSociety post on your story with the hashtag #CelebrateDifferences and share your connection to the Autism community.
- Then, ask a question (see prompts above) using the question function on the story. Post on your stories the answers that you feel are appropriate.

Facebook posts

- *“April is #AutismAcceptanceMonth. Every month, I #CelebrateDifferences by [insert personal connection]. Because no matter who you are, you are the only you there is. I invite you all to celebrate with me!”*
- *“Did you know that over 7 million people in the United States are on the Autism spectrum? The Autism spectrum is wide and varied and because of this diversity, Autism isn’t just one thing, it’s many things, with millions of lived experiences. I #CelebrateDifferences because [insert connection to the Autism community]. Why do you celebrate? #TheConnectionIsYou #AutismSociety”*





Instagram

Let the image do the talking. Simple is better.

Instagram stories

- Reshare any of @AutismSociety's posts in April on your story with #CelebrateDifferences hashtag.
- Pose a question (see prompts) using the question function or without the function. Repost the appropriate answers to encourage more people to engage.
- Create a story highlight on your page with the answers called "#CelebrateDifferences or #AutismAcceptanceMonth"

Instagram posts

- *"Autism Acceptance Month is a chance for everyone to be a connection within the Autism community. Just like the Autism spectrum, everyone has a different connection. My connection is [insert connection]. What is your connection? #CelebrateDifferences"*
- *"Like the Autism Society of America, I believe that acceptance is creating a world where everyone in the Autism community is connect to the support they need, when they need it. And, by everyone, it means every unique individual. I build the connection because [insert your connection to the Autism Society]. Why do you build the connection? #TheConnectionIsYou"*

Twitter

Using a strict character count, how do you spread the word effectively? Use retweets, quotes, and images. Think of @AutismSociety as the foundation for your content. Simply retweeting @AutismSociety can be the connection!

Quoting an @AutismSociety tweet

- "I #CelebrateDifferences by [insert how you are celebrating the Autism community]. How do you?"

Original Tweet

- *"This #AutismAcceptanceMonth, let's continue to build connections that empower everyone to live their lives fully. What is one way you build connections? #TheConnectionIsYou"*



- *“Did you know that boys are 4x more likely to be diagnosed with Autism, but girls are often diagnosed later or misdiagnosed? The more you know, the better an advocate you can be. #TheConnectionsYou”*

LinkedIn

Although the tone is more professional, capitalize on the fact that you are able to reach a wider public, including organizations that have the ability to be a great connection!

Reshare an @AutismSociety post

- *“Did you know one in 44 children are diagnosed with Autism, and over 7 million people are on the Autism spectrum? In honor of #AutismAcceptanceMonth, learn how you can #CelebrateDifferences to promote acceptance for the Autism community to live fully.”* [this original post would have a link to the ASA website]

Original post

- *“#AutismAcceptanceMonth means embracing the diversity of needs, abilities, and experiences in the Autism community through acceptance. This means offering support, resources and connections throughout the community. Anyone can be a connection. I am a connection because I [insert how you are a connection]. How are you the connection? #ConnectionsYou #AutismSociety”*

TikTok

There are two ways to use Tiktok- engaging on the app and using a Tiktok as content for another platform.

Engaging on the app:

- Like, comment and duet (if applicable) on @AutismSociety’s Tiktoks. Boost their engagement to gain higher views. The higher the views, the more people are a part of the connection.

If you are a Tiktok Influencer:

- Post a Tiktok informing your audience that it is Autism Acceptance Month and invite Autistic individuals, their families and friends to honor their wide range of experiences by taking time to share stories. This conversation can be promoted by you sharing your own connection and asking others how they are connected. Make sure your duets and stitches are on.



Content for other platforms:

- Reshare an @AutismSociety Tiktok on with your Facebook, Instagram or Twitter. When sharing a Tiktok, use the hashtag #CelebrateDifferences

Autism Society of America social media accounts:

- [Facebook](#): @AutismSociety
- [Instagram](#): @AutismSociety
- [Twitter](#): @AutismSociety
- [LinkedIn](#): Autism Society of America
- [TikTok](#): @AutismSociety

Hashtags:

- #CelebrateDifferences
- #AutismAcceptanceMonth
- #AutismSociety
- #TheConnectionIsYou