

Compelling Storytelling: The missing ingredient in Social Media Campaigns

**HERE WE LIVE
INDEPENDENTLY**





Presenters

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- Writer, creative marketing expert and disability advocate with more than 10 years' experience in digital marketing.

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- President of CEVI (Puerto Rico's SILC)
- Expert in inclusive public policy, nonprofit governance, and accessibility advocacy.

Today's Goals

1. Overview of how Centers for Independent Living (CILs) can apply compelling storytelling to their social media and community outreach initiatives.
2. Learn practical strategies on how to define your voice and create stories that cut through the noise.
3. Take your social media marketing efforts to wider audiences, including people with disabilities in rural and underserved areas, highlighting the importance of creating accessible content.

What is Storytelling in Marketing?

- It is the strategic use of a narrative to communicate values, mission, and offerings in a way that creates an emotional connection with the audience.
 - For example: Telling a consumer story vs. making a list of services.
- Good Stories are authentic: if you have people with disabilities in the center
- Storytelling → belonging → participation.

Why Storytelling Matters in IL

- Independent Living is about people, not paperwork.
- Communities connect through stories, not compliance reports.
- Representation matters: if consumers don't see themselves, they won't engage.



Puerto Rico's Independent Living Network

- **Where is PR?** We are a small island in the Caribbean, below Florida and next to the Dominican Republic.
- **CEVI:** Puerto Rico's Statewide Independent Living Council, we partner with MAVI and CEPVI, the two Centers for Independent Living on the Island.
- **Mission:** Implement the SPIL (PEVI) across *78 municipios*, reaching unserved/underserved.





Cultural & Community Context

- Bilingual environment, Spanish dominant.
- Stigma around disability: this can discourage people from identifying as disabled or seeking IL services.
- Trust comes through peer voices, not institutions.

From Posts to Power: Creating Our Voice

**AQUÍ SE VIVE
INDEPENDIENTE**



**HERE WE LIVE
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What has worked for us: Part I

- Stories that don't just tell, they show the independent living philosophy in action.
- People with disabilities' voice is front and center.
- We built strategic partnerships and community by inviting Content Creators with Disabilities to partner with us in Short Videos (Reels).
 - Many already had large followings and represented diverse disabilities and perspectives

What has worked for us: Part II

- **Sharable Content:** We created Short Format Videos and Posts
- **Accessibility:** Posts always include alt text, captions, clear calls to action to ensure engagement and accessibility.
- **Consent:** We have a Consent Google Form that we have at all our activities, and we ask anyone that participates in our Social Media to fill out.
- **Small budget:** All our work has been done with a nonexistent or very small community outreach budget.

Consent Form

AQUÍ SE VIVE INDEPENDIENTE 

Consentimiento Campaña "Aquí se Vive Independiente" CEVI

Este formulario tiene como fin obtener tu consentimiento informado para compartir tus fotos, videos y/o contenido en las redes sociales y materiales educativos del CEVI, el Consejo Estatal de Vida Independiente de Puerto Rico.

Tu participación es voluntaria y puedes retirar tu consentimiento en cualquier momento.

gabyjoglar@gmail.com [Switch account](#)

* Indicates required question

Email *

Your email

Autorizo al CEVI a usar mis fotos, videos, audios, testimonios * y/o citas en texto

Sí

No

Duración del consentimiento: *

Solo para esta campaña (julio a septiembre 2025)

También autorizo uso futuro en materiales educativos o institucionales

¿Necesitas este formulario o el proceso de consentimiento en otro formato accesible?

Sí (audio, lectura asistida, lenguaje de señas, braille, etc.)



Examples of Our Campaign:

**BEING A MODEL
THAT'S INDEPENDENT LIVING**



**TELLING LAWMAKERS ABOUT
THE CIL'S WORK
THAT'S INDEPENDENT LIVING**



**PLAYING WITH MY
DAUGHTER
THAT'S INDEPENDENT LIVING**





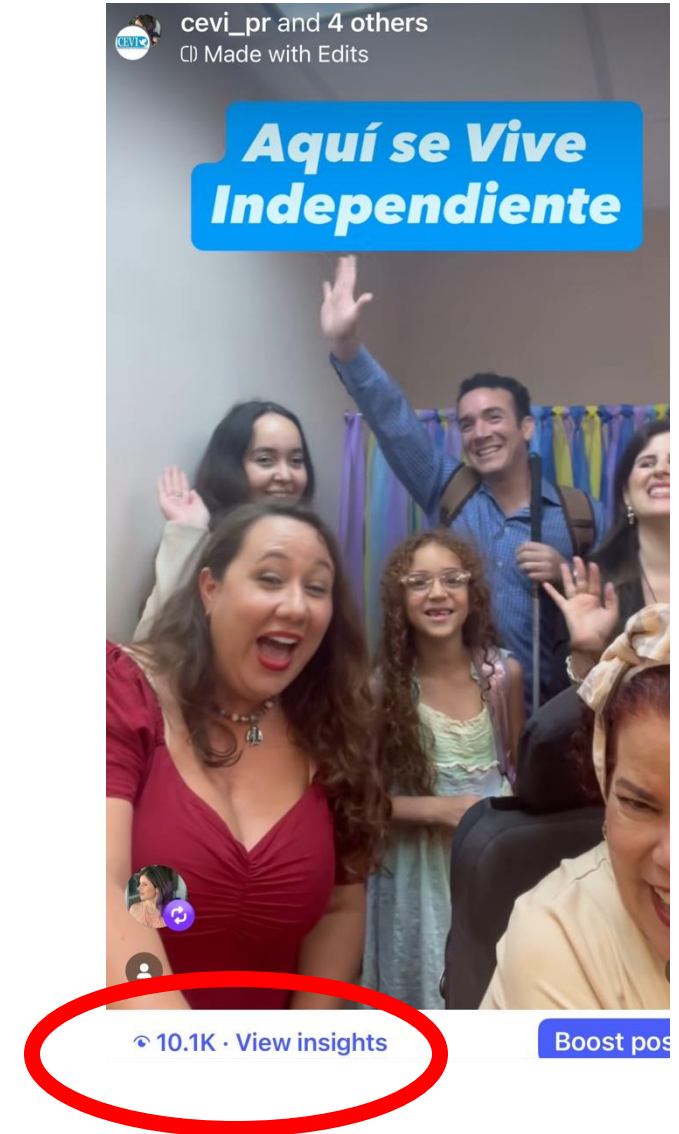
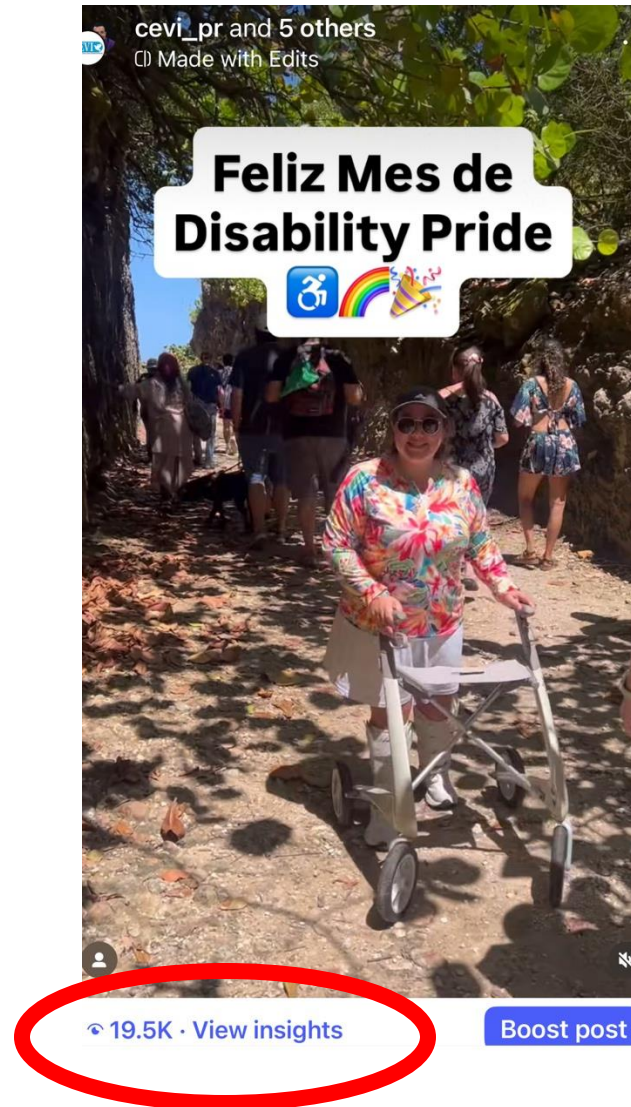
Looking at the numbers

We have not spent any budget on “boosting posts”, all our content is shared organically.

- Baseline post (no partnership with ambassadors): **1,300 views.**

Ambassador Partnerships

- Disability Pride Video (with ambassadors): **19,500 views.**
- Here We Live Independently (with ambassadors): **10,100 views.**



Now let's bring it to you!

2025 Social Media Trends

- Across platforms, short-form video is the way to go for memorable and engaging content.
- Globally, people watch **138.9 million** Facebook and Instagram Reels every minute.
- **Instagram is the fastest growing social media platform**, YouTube remains the most used across all ages, and Facebook has the most users.
- **TikTok is a major news source** for 52% of U.S. adults, doubling in popularity since 2020.

*Statistic obtained from Hootsuite, “**60 social media statistics marketers need to know in 2025**”:
<https://blog.hootsuite.com/social-media-statistics/>

From Posts to Power: Creating Your Voice

- Institutional posts underperform; people don't feel represented.
- Social media bridges the gap, centering authentic voices.
- Storytelling → belonging → participation.

How to Build your Story (Framework)

- One clear, plain-language message.
- Accessibility first: captions, alt text, high contrast.
- Peer and youth voices at the center.
- Culturally resonant visuals (language, identity, community).
- Clear calls to action.
- Consent and dignity at every step.



What are your Social Media Channels?

- Facebook
- Instagram
- YouTube
- TikTok
- X, formerly known as Twitter
- Others...

What do you want to tell your audience?

- Who is your audience?
- What message do you want to share with them?



Accessibility in Practice

- Instagram → Advanced settings → Add alt text.
- Facebook → Edit photo → Add alt text.
- Always caption videos and check color contrast.
- Include Closed Captions (CC)
- Test with VoiceOver or TalkBack before posting.

¿Qué es la filosofía de Vida Independiente?

Las personas con impedimentos tienen derecho a vivir de forma independiente, a decidir sobre su propio cuidado y camino de vida, con apoyos que respeten su libertad y dignidad.



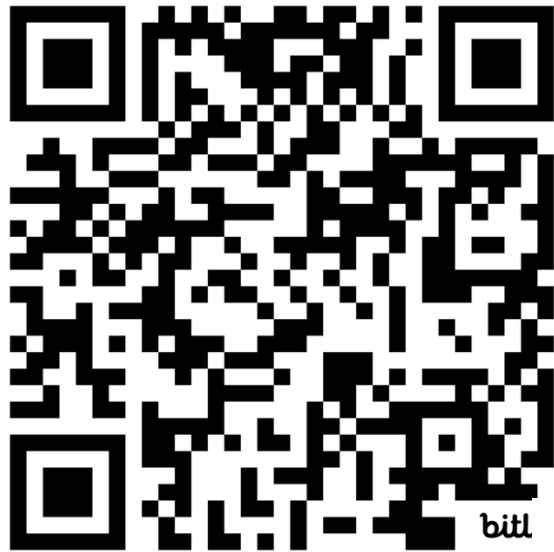
Post Template You Can Use Today

- **Headline** (≤ 6 words).
- **Message** (≤ 50 words, plain language).
- **Hashtag** (e.g., #AquíSeViveINDEPENDIENTE).
- **Visual with alt text.**
- **Call to action** (link, QR, phone).

Closing the Loop

- **Every post must lead somewhere:** service, event, feedback, or contact.
- Outreach → Capture → Response.
- **Interact with your community:** Comment, like and share posts of other Content Creators with Disabilities, Related Events and other organizations that work with the population.

Thank you! Let's Stay in Touch.



Contact & Links

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