



# Social Media for Furthering One's Career

Finding Your Voice and Building Your Brand

# Who is Crutches And Spice?

**Crutches THEE Spice** 

@Imani\_Barbarin

Black girl magic+disabled pride | MA Global Comms | my thoughts | Creator  
#DisTheOscars + #AbledsAreWeird  
#ThingsDisabledPeopleKnow | ✉  
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📍 Pennsylvania, USA  
🕒 12:29 AM - 4 Nov 2009  
📅 Joined November 2009  
📅 Born March 21, 1990

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**32.3K** **964** **29.8K** **71.6K** **7** **1**

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 **Crutches THEE Spice**  @Imani\_Barbarin · Feb 7  
CW: Mention of suicide

As we wind down the seventh day of #BlackHistoryMonth 🍌, I want to talk to you about a black disabled kid, #SevenBridges.

As a black disabled person, I see a real need for representation and conversations with others like us.

#OneForSeven

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Who are you?  
Who do you  
want to be  
surrounded  
by?

- To find your voice in the crowd, you must take stock of who's already there.
- Social media is as much about listening to a conversation as it is about starting one.
- Even while many want to start speaking first, it is important to note that there are, and have been, people in this space before you.
- There are rules of engagement that need to be followed and can be observed through listening.
- Some of the most effective time spent online is spent not talking.

# Follow and Observe



Who do you want to be involved with?



What are the conversations that are happening you would like to be contributing to?



What are the points people haven't made yet?



What is still  
needed?

- Take care to observe conversations and what perspectives are being overlooked. How can you speak to them in an authentic way that adds to the dialogue? How can you inform and learn while engaging online?

Where do you  
want to spend  
your energy?:  
TWITTER  
VS FACEBOOK  
VS INSTAGRAM

- Different platforms are like separate communities with their own ways of separating information and ecosystems.
- Facebook is like a community with its own cliques and defined boundaries, usually, those looking coming across pages search for what they're looking for with specifics in mind. Works on personal referrals best for follower increases.

Where do you  
want to spend  
your energy?:  
TWITTER  
VS FACEBOOK  
VS INSTAGRAM

- Twitter is far more open and has less defined boundaries around information and people which is why hashtags function better here and they have become a gauge for what people are talking about online. The conversation is not restricted to just the content people's personal circles are interested in.
- Instagram is visual based (though Alt text is available in "advanced settings," and while users cultivate their own feed, it is easy to discover new content and follow hashtags daily.

# Be Yourself

Social media thrives on individuality, even though there are millions of people on social media platforms, be the you that people need.

Brands and companies aren't looking for more people to regurgitate the same perspectives as anyone else, but someone who can assess the online space and fill in the gaps.

# Don't Hide Your Disability

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Counterintuitive to everything disabled people are taught about presenting themselves to employers, disability can be nothing but an asset in online spaces.

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Speak to how your disability informs, or can inform, the industry, or career you are trying to be a part of.

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What are people missing?

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What can you observe that others cannot?

# Hashtags: Be A Part of The Conversation

- Hashtags are like bookmarks to conversations online. It's like being in a crowded room with multiple conversations happening simultaneously and labeling them so you can return and participate in them whenever you want.
- There are several huge hashtags involving the disability community including:
  - #CripTheVote (Politics)
  - #DisabledAndCute (Pride)
  - #WhyDisabledPeopleDropOut (Academic Ableism)
  - #SpoonieChat (Chronic Illness)
  - #ThingsDisabledPeopleKnow (Representation)

\*When creating tags in disabled spaces, hashtags are all one word, but it's important to capitalize the character to each new word for accessibility.

# Hashtags: Create the Conversation Space

- Just like hashtags can help a user engage in an existing conversation, they can help them create the conversation.
- Theoretically, anyone can create a trending hashtag if the right accounts see and engage in it, but it generally helps if there are at least 1,000-1,500 followers following the account of a hashtag creator.
- Hashtags should be personal enough that they allow one to tell a personal story but broad enough it allows others to engage.

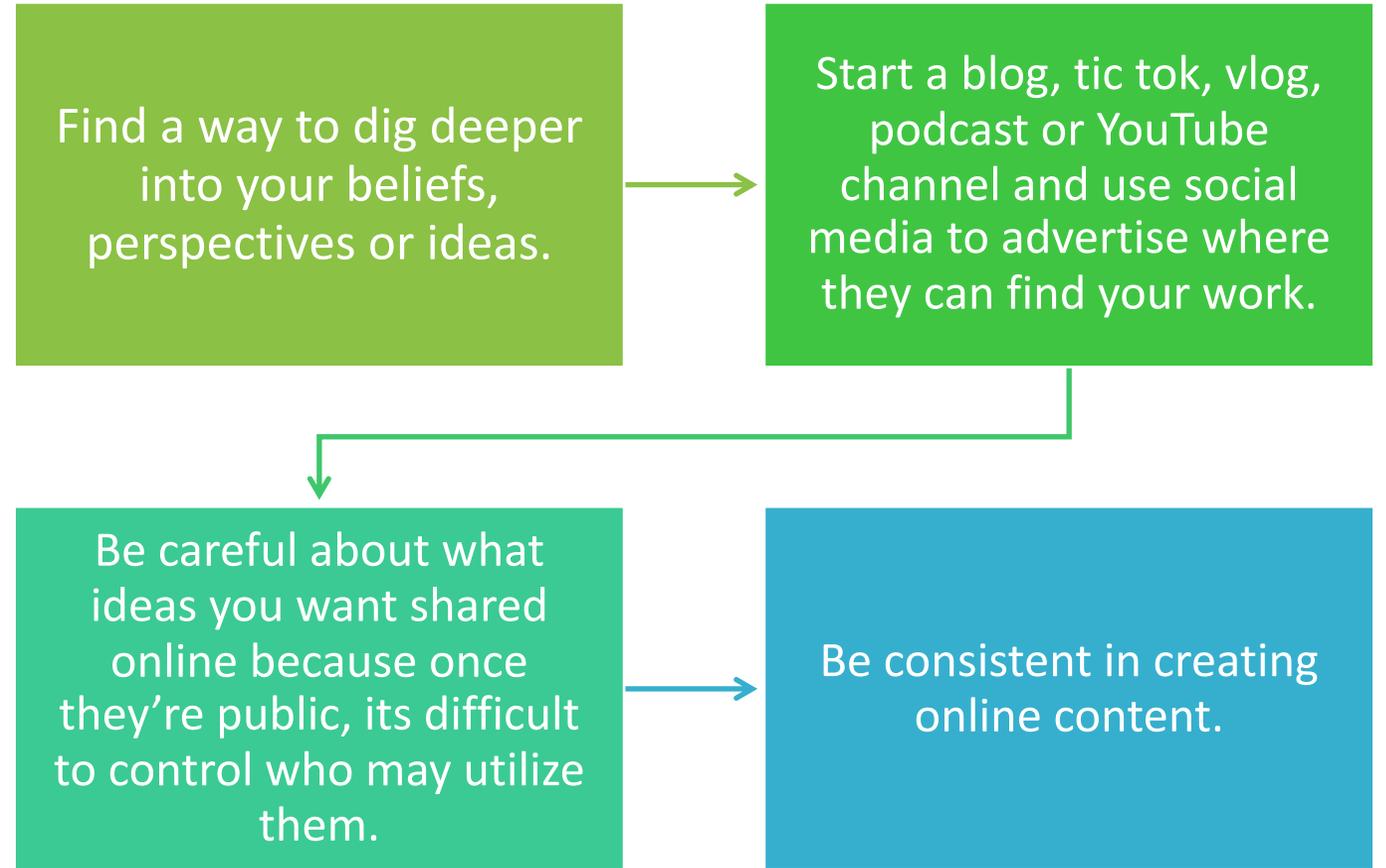
# Content Creation

Find a way to dig deeper into your beliefs, perspectives or ideas.

Start a blog, tic tok, vlog, podcast or YouTube channel and use social media to advertise where they can find your work.

Be careful about what ideas you want shared online because once they're public, its difficult to control who may utilize them.

Be consistent in creating online content.



# Earned Media



MANY TIMES WHEN A HASHTAG OR IDEA TRENDS SHEDDING LIGHT ON A PARTICULAR COMMUNITY OR ISSUE, PUBLICATIONS WILL CONTACT THE TAG'S CREATOR FOR THEIR INSPIRATION BEHIND IT.



THIS IS A GOOD TIME TO GO FURTHER INTO YOUR EXPERTISE AND HOW IT RELATES TO THE CONVERSATION YOU JUST STARTED. MAKE SURE THAT ONLINE PUBLICATIONS LINK TO YOUR PROFILES AND WHERE YOU CAN BE FOUND ONLINE.

# Don't Be Shy About Self- Promotion

## Engage

As more people engage with your work, share the positive comments and engage with the disagreements.

## Share

Share articles about your work or industry.

## Thank

Thank the people who have found you for engaging.