

LEVERAGING SOCIAL MEDIA TO EXPAND YOUR IMPACT

RESPECTING THE ROOM, ADDING VALUE, AND
FOLLOWING THE DATA

2019 ABA BUSINESS
BOOTCAMP

ROYAL SONESTA HOTEL
OCTOBER 11, 2019

TxABA



RYANO

Ryan O'Donnell, MS, BCBA



Cooper Heron & Heward

September 2017



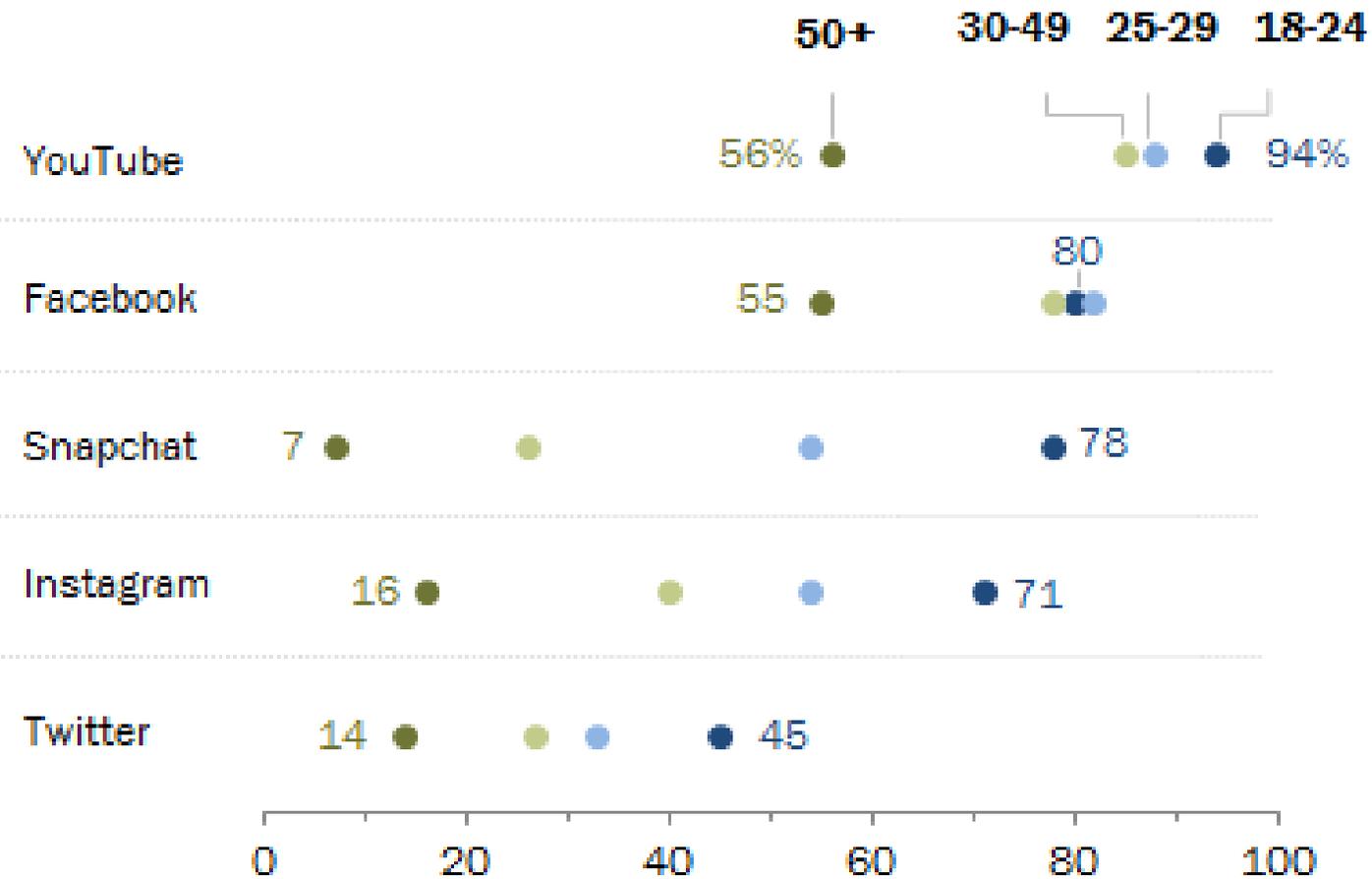
www.kahoot.it

S O C I A L

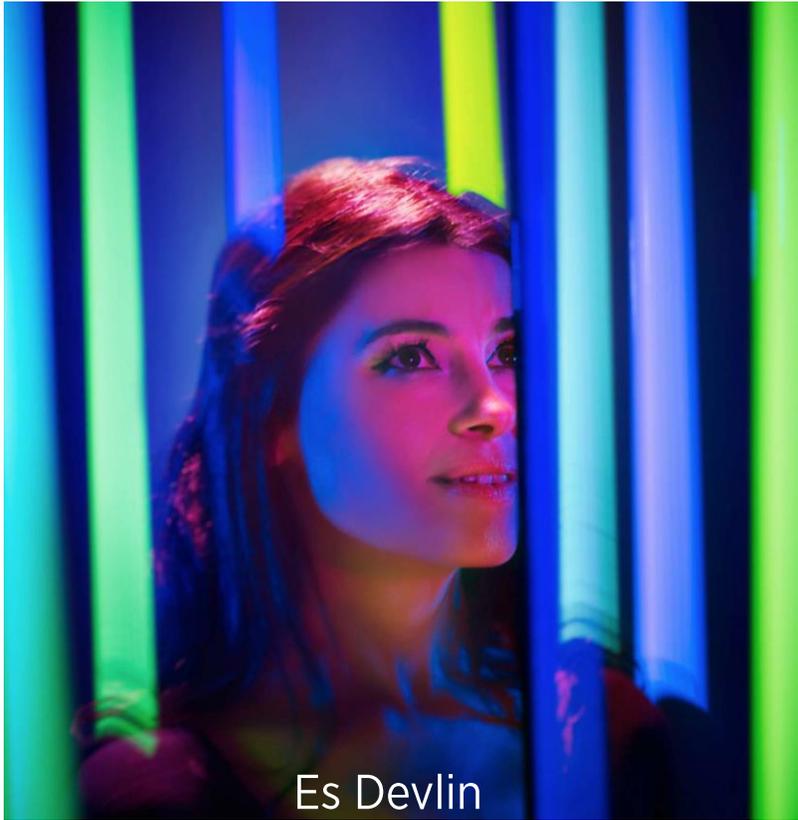
M E D I A

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

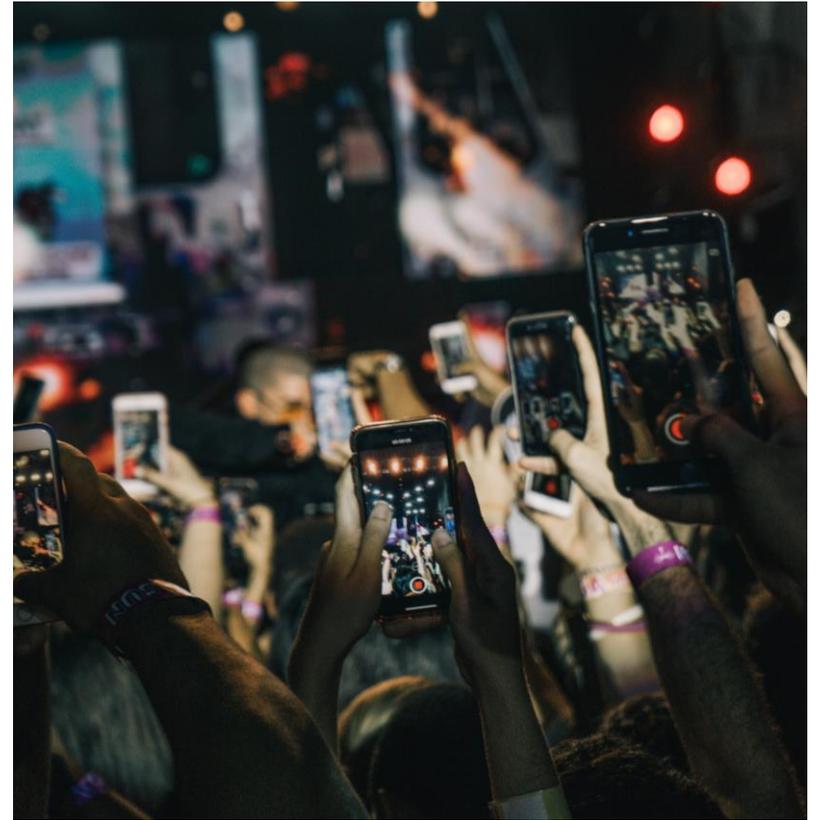
% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"



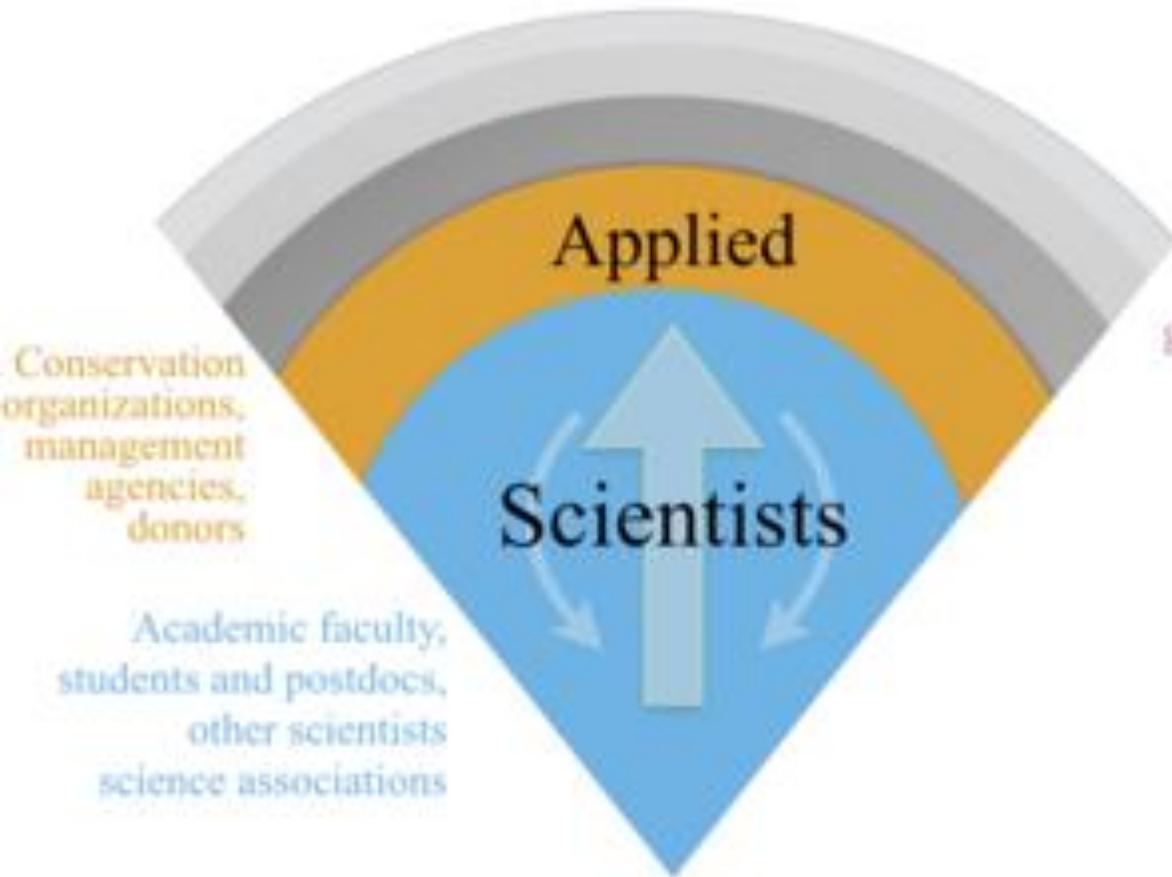
Es Devlin



Re-shaping the landscape.

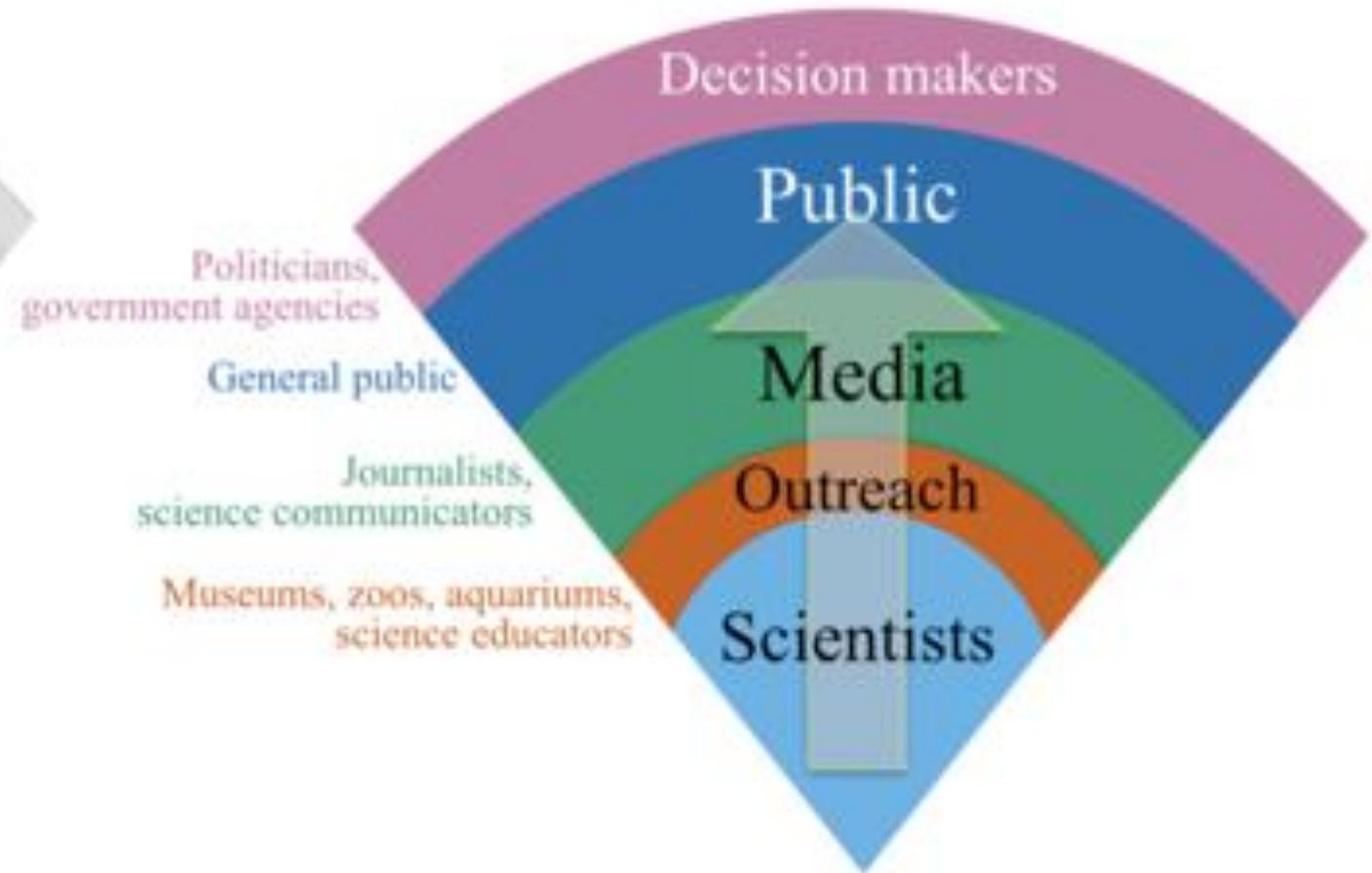
Inreach

Preaching to the choir



Outreach

Singing from the rooftops



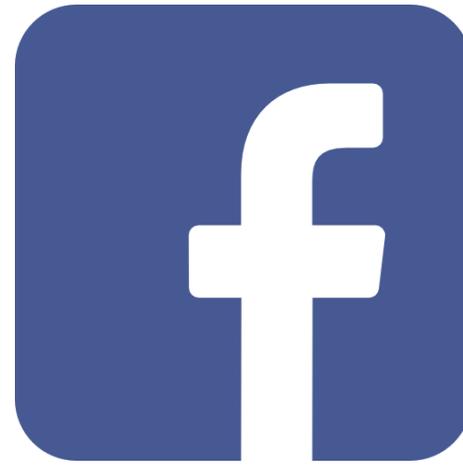


so·cial me·di·a

/,sōSHəl 'mēdēə/

noun

websites and applications that enable users to create and share content or to participate in social networking.



Tik Tok



Gary Vaynerchuk

Entrepreneur & Social Media
Mogul



MARKET
BAR







Algorithms





Create, Community & Curate

Three Cs of Social Media

Ethical Considerations

Blurred Lines...

“Responsible Conduct of a Behavior Analyst Under guideline 1.01, behavior analysts rely on scientifically and professionally derived knowledge when making scientific or professional judgments in human service provision, or when engaging in scholarly or professional endeavors. *Response effort is altered in social media, specifically the effort necessary with regards to how much information is obtained.*”

(O’Leary, Miller, Olive & Kelly, 2017) – italics added

Blurred Lines...

“Behavior analysts should continue to look to the literature for scientific information and not rely solely on social media outlets. Moreover, practicing behavior analysts must continue ongoing professional development (1.01) by reading the appropriate literature, attending conferences and conventions, participating in workshops.”

(O’Leary, Miller, Olive & Kelly, 2017)

Blurred Lines...

“ Guideline 1.05a states that behavior analysts provide behavioral diagnostic, therapeutic, teaching, research, supervisory, consultative, or other behavior analytic services only in the context of a defined, remunerated professional or scientific relationship or role.”

(O’Leary, Miller, Olive & Kelly, 2017)

Blurred Lines...

“Guideline 1.06 (dual relationships) recognizes that there are situations where it may not be possible to avoid nonprofessional interactions with clients, supervisees, research participants, or students.”

(O’Leary, Miller, Olive & Kelly, 2017)

Blurred Lines...

“Assessment Under this guideline, behavior analysts must ensure that appropriate assessments are completed and that the results of assessments are used accordingly.”

(O’Leary, Miller, Olive & Kelly, 2017)

Blurred Lines...

“The Behavior Analyst’s Ethical Responsibility to the Field of Behavior Analysis Under this guideline, the behavior analyst has a responsibility to support the values of the field, to disseminate knowledge to the public, to be familiar with these guidelines, and to discourage misrepresentation by noncertified individuals (BACB 2010).”

Blurred Lines...

1. Real clients should be heavily disguised.
2. Avoid making treatment recommendations.
3. Refer readers back to the literature.
4. Write a disclaimer.
5. Provide resources.
6. Organizational Training.

Further Info: https://www.bacb.com/wp-content/uploads/180606_CodeEnforcementSummary.pdf

Further info: <https://www.bacb.com/wp-content/uploads/2017/09/170706-compliance-code-english.pdf>

Roll up your sleeves...

8.0 Public Statements.

Behavior analysts comply with this Code in public statements relating to their professional services, products, or publications, or to the profession of behavior analysis. Public statements include, but are not limited to, paid or unpaid advertising, brochures, printed matter, directory listings, personal resumes or curriculum vitae, interviews or comments for use in media, statements in legal proceedings, lectures and public presentations, social media, and published materials.

8.04 Media Presentations and Media-Based Services.

- (a) Behavior analysts using electronic media (e.g., video, e-learning, social media, electronic transmission of information) obtain and maintain knowledge regarding the security and limitations of electronic media in order to adhere to this Code.
- (b) Behavior analysts making public statements or delivering presentations using electronic media do not disclose personally identifiable information concerning their clients, supervisees, students, research participants, or other recipients of their services that they obtained during the course of their work, unless written consent has been obtained.
- (c) Behavior analysts delivering presentations using electronic media disguise confidential information concerning participants, whenever possible, so that they are not individually identifiable to others and so that discussions do not cause harm to identifiable participants.
- (d) When behavior analysts provide public statements, advice, or comments by means of public lectures, demonstrations, radio or television programs, electronic media, articles, mailed material, or other media, they take reasonable precautions to ensure that (1) the statements are based on appropriate behavior-analytic literature and practice, (2) the statements are otherwise consistent with this Code, and (3) the advice or comment does not create an agreement for service with the recipient.

Public Statements

Public statements include, but are not limited to, paid or unpaid advertising, brochures, printed matter, directory listings, personal resumes or curriculum vitae, interviews or comments for use in media, statements in legal proceedings, lectures and public presentations, social media, and published materials.

8.01 Avoiding False or Deceptive Statements.

(c) Behavior analysts do not advertise non-behavior-analytic services as being behavior-analytic.

8.03 Statements by Others.

- (a) Behavior analysts who engage others to create or place public statements that promote their professional practice, products, or activities retain professional responsibility for such statements.
- (b) Behavior analysts make reasonable efforts to prevent others whom they do not oversee (e.g., employers, publishers, sponsors, organizational clients, and representatives of the print or broadcast media) from making deceptive statements concerning behavior analysts' practices or professional or scientific activities.
- (c) If behavior analysts learn of deceptive statements about their work made by others, behavior analysts correct such statements.
- (d) A paid advertisement relating to behavior analysts' activities must be identified as such, unless it is apparent from the context.

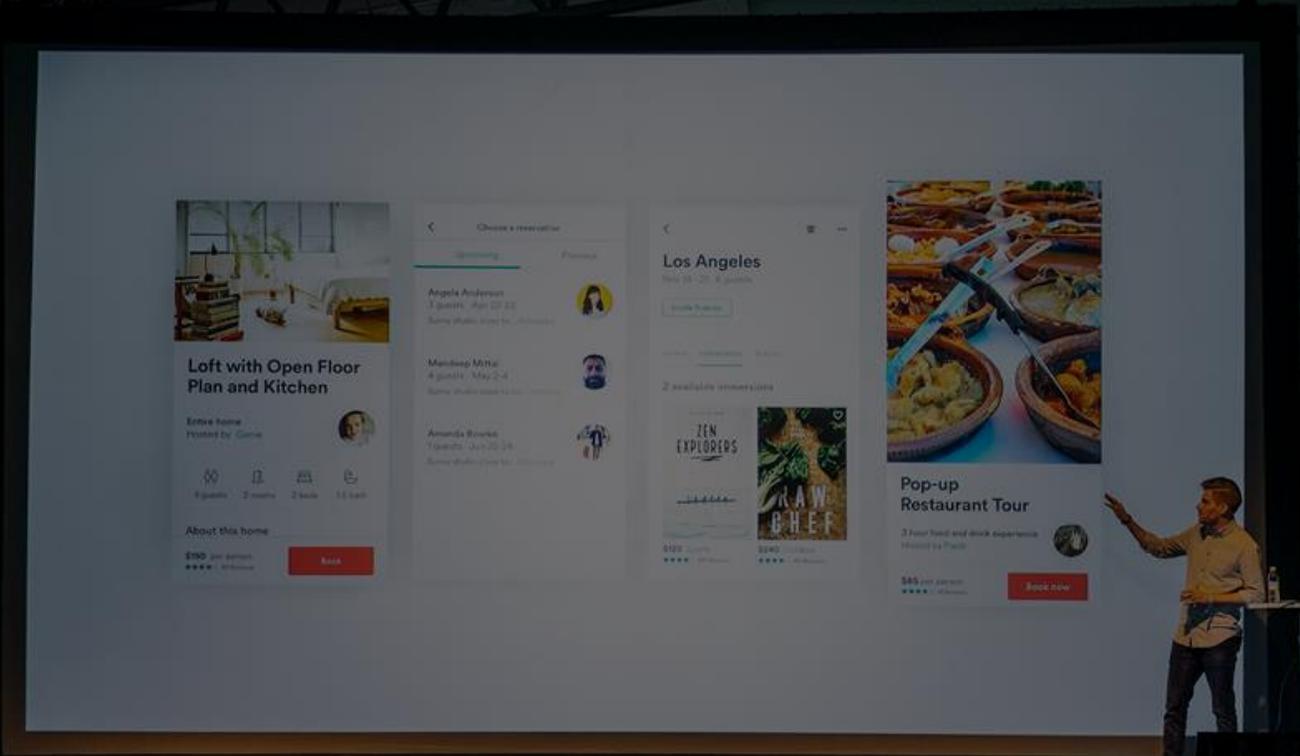
Copyright © 2014 by the Behavior Analyst Certification Board,[®] Inc. (“BACB[®]”), all rights reserved.”

The BACB[®] does not sponsor, approve or endorse the materials, information or sessions identified herein.

8.05 Testimonials and Advertising.

Behavior analysts do not solicit or use testimonials about behavior-analytic services from current clients for publication on their webpages or in any other electronic or print material. Testimonials from former clients must identify whether they were solicited or unsolicited, include an accurate statement of the relationship between the behavior analyst and the author of the testimonial, and comply with all applicable laws about claims made in the testimonial.

Behavior analysts may advertise by describing the kinds and types of evidence-based services they provide, the qualifications of their staff, and objective outcome data they have accrued or published, in accordance with applicable laws.



SciComm



Why Science Needs Story



HOUSTON,

**WE HAVE
A NARRATIVE**



Randy Olson



- Invited to a conference to speak alongside two other scientists
- argues over email and realizes:
 - stories are personal extensions,
 - science is a personal extension of their professional endeavors.
- Who allows someone to change their narrative?



Why Science Needs Story



HOUSTON,

**WE HAVE
A NARRATIVE**



Randy Olson



Apollo 13 - Jack Swigert in 1970 when an oxygen tank exploded on board said, "Houston, we've had a problem here."



Why Science Needs Story



HOUSTON,

**WE HAVE
A NARRATIVE**



Randy Olson



But 25 years later, when Tom Hanks delivered the line in the movie version of the events, the words were “Houston, we have a problem.”



Why Science Needs Story



HOUSTON,

**WE HAVE
A NARRATIVE**



Randy Olson



- “What changed and why? Two things.
 - The Hollywood folks made the line more concise (fewer words)
 - and they made it more compelling (present tense makes it more urgent).”



Why Science Needs Story



HOUSTON,

**WE HAVE
A NARRATIVE**



Randy Olson



- I (*Randy*) wanted to do this with scientists - keep things accurate yet make them conform better to the constraints of the narrative world in which we live.”



Why Science Needs Story



HOUSTON,

**WE HAVE
A NARRATIVE**



Randy Olson



“But this sort of manipulation worries scientists. They want people to know how things are in the real world, and they dream of simply being able to “see it, say it.”

IMPRAD





Why Science Needs Story



HOUSTON,

**WE HAVE
A NARRATIVE**



Randy Olson



“See it, *Shape it*, Say it.”

	Contained exaggerated advice	Contained exaggerated causal claims	Contained exaggerated inference to humans from animal research.
Contained in Press Release	40%	33%	36%

The ABT Framework and *Story Circles* Narrative Training

A Collaboration Between Prairie Starfish Productions
and the American Association for the Advancement of Science (AAAS)

And – And – And



Despite — However — Yet

And

But

Therefore



Trey Parker



10. O LORD our God; therefore we will wait upon thee: for thou hast made all these things.

CHAPTER 15

Judah's Reaction for Manasse's Sin

1 THEN said the LORD unto me, Though Moses and Samuel stood before me, yet my mind could not be toward this people: cast them out of my sight, and let them go forth. 2 And it shall come to pass, if they say unto thee, Whither shall we go forth? then thou shalt tell them, Thus saith the LORD, Such as are for death, to death; and such as are for the sword, to the sword; and such as are for the famine, to the famine; and such as are for the captivity, to the captivity.

3 And I will appoint over them four kinds, saith the LORD: the sword to slay, and the dogs to tear, and the fowls of the heaven, and the beasts of the earth, to devour and destroy.

4 And I will cause them to be removed into all kingdoms of the earth, because of Manasseh the son of Hezekiah King of Judah, for that which he did in Jerusalem.

5 For who shall have pity upon thee, O Jerusalem? or who shall bemoan thee? or who shall go aside to ask how thou doest?

6 Thou hast forsaken me, saith the LORD, thou art gone backward; therefore will I stretch out my hand against thee, and destroy thee: I am weary with repenting.

7 I will fan them with a fan in the day of wrath: I will destroy my people, since they have not from their ways.

8 Their bows are increased to me, saith the LORD, for they have taken an oath, saying, I will not see wrath, neither will we see war, nor will we build bulwarks, for we shall dwell in peace for ever.

9 And I will not be merciful to entreat thee well in the time of affliction.

10 Shall iron break the steel, and the sword cut the iron?

11 Thy substance and thy treasures will I give to the spoil without price, and that for all thy sins, even in all thy days.

12 And I will make thee to knowest not: for a fire is kindled in mine anger, which shall burn upon you, and consume you, and I will make myself known to you.

13 LORD, thou burn upon you persecutors; take me, and revenge me, and have suffered rebuke.

14 Thy words were found, and thy word was found, and I did not call by thy name, O LORD God of Israel.

15 I sat alone, because of the cause of thy hand; for thou hast filled me with indignation.

16 Why is my pain perpetual, and my wound incurable, which refuseth to be healed? wilt thou be altogether unto me as a liar, and as waters that fail?

17 Therefore shalt thou return, and thou shalt stand before me, and thou shalt say, I have sinned.

18 Thou shalt be as my mouth; let them return unto thee, but return not thou unto them.

19 And I will make thee unto them as a fenced brass wall, and they shall fight against thee, but they shall not prevail against thee, for I am with thee, saith the LORD.

20 And I will deliver thee out of the hand of the wicked, and I will rescue thee out of the hand of the terrible.

CHAPTER 16

Judah's Cowardly Foreboding

1 THE word of the LORD came also unto me, saying, 2 Thus saith the LORD, The days are numbered, that I will bring the captivity of Judah, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

3 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

4 And I will bring the captivity of Simeon, and the city of Beersheba, saith the LORD, and will cause them to return into their own land.

5 And I will bring the captivity of Benjamin, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

6 And I will bring the captivity of Ephraim, and the city of Bethel, saith the LORD, and will cause them to return into their own land.

7 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

8 And I will bring the captivity of Simeon, and the city of Beersheba, saith the LORD, and will cause them to return into their own land.

9 And I will bring the captivity of Benjamin, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

10 And I will bring the captivity of Ephraim, and the city of Bethel, saith the LORD, and will cause them to return into their own land.

11 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

12 And I will bring the captivity of Judah, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

13 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

14 And I will bring the captivity of Simeon, and the city of Beersheba, saith the LORD, and will cause them to return into their own land.

15 And I will bring the captivity of Benjamin, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

16 And I will bring the captivity of Ephraim, and the city of Bethel, saith the LORD, and will cause them to return into their own land.

17 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

18 And I will bring the captivity of Judah, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

19 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

20 And I will bring the captivity of Simeon, and the city of Beersheba, saith the LORD, and will cause them to return into their own land.

21 And I will bring the captivity of Benjamin, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

22 And I will bring the captivity of Ephraim, and the city of Bethel, saith the LORD, and will cause them to return into their own land.

23 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

24 And I will bring the captivity of Judah, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

25 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

26 And I will bring the captivity of Simeon, and the city of Beersheba, saith the LORD, and will cause them to return into their own land.

27 And I will bring the captivity of Benjamin, and the city of Jerusalem, saith the LORD, and will cause them to return into their own land.

28 And I will bring the captivity of Ephraim, and the city of Bethel, saith the LORD, and will cause them to return into their own land.

29 And I will bring the captivity of Manasseh, and the city of Samaria, saith the LORD, and will cause them to return into their own land.

Detrich, 2018

As Himeline (2018) asserted, the task for behavior analysts is to contribute to the scientific understanding of narrative and, at the same time, use narrative to reach to a broader audience about what we have learned.

Detrich, 2018

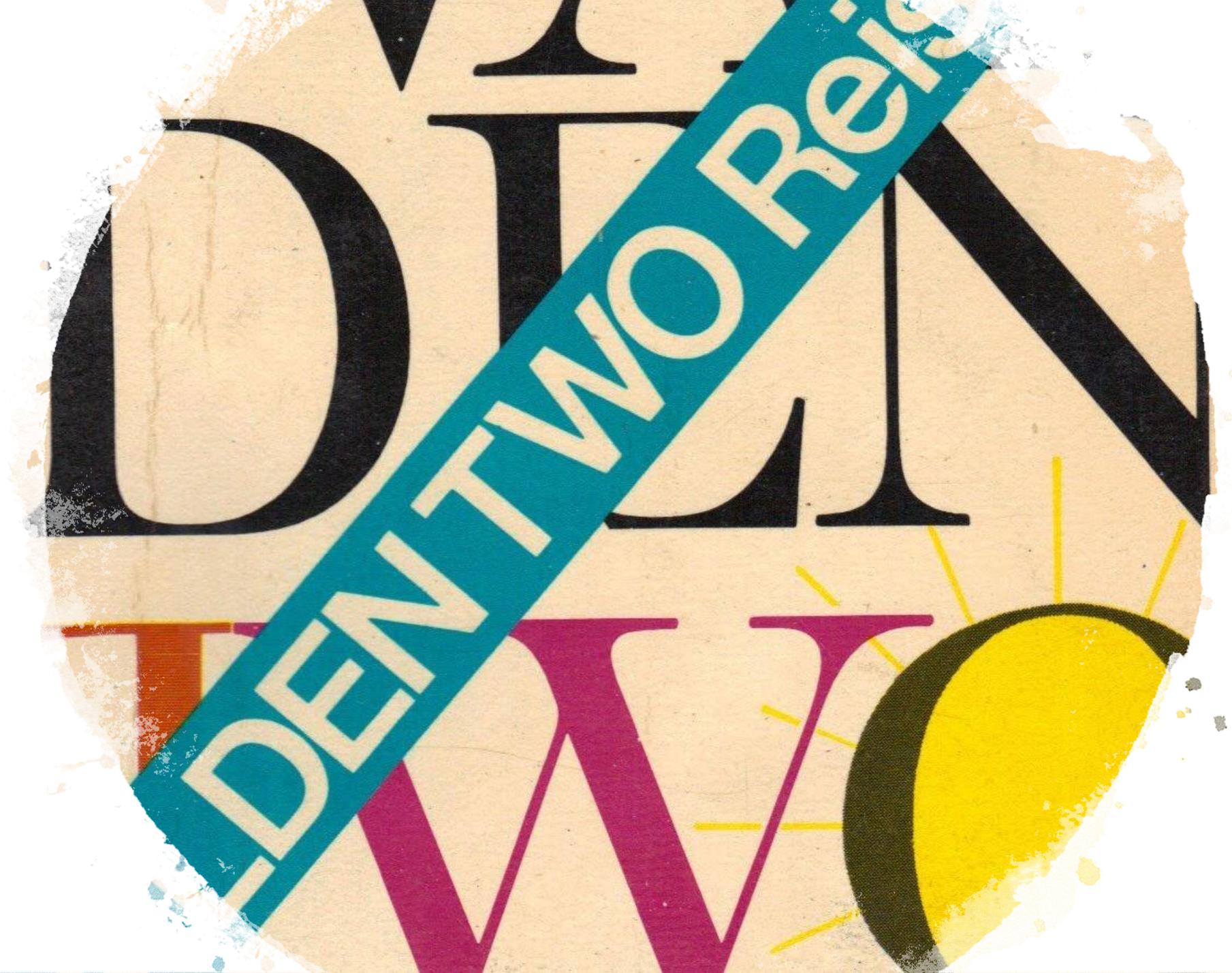
These different tasks entail entirely different repertoires. In the first instance, narrative is the dependent variable and the subject matter for science. In the second instance, narrative is the independent variable and is a tactic for influencing the rate of adoption.

Detrich, 2018

At this stage of our science, the ability to analyze phenomena is more fully developed than our ability to disseminate our findings. Our field will benefit from a thorough understanding of the science of dissemination as we work to achieve the dream of “better living through behaviorism.”

Detrich, 2018

This will be a great story to tell.



IDENTITY NO REPAIR

DREAM

IA



Let Me Hear
Your Voice

A Family's
Triumph
Over Autism

"[A] universal tale of
hope, dogged parental
love, hard work and
ultimate triumph."
—*The Boston Globe*

CATHERINE MAURICE



Dan Mace



Behavior analysis is rooted in pragmatism (Hayes, 1993) and its truth criterion is successful working with respect to a particular goal.

(Dietrich, 2018)



How could social media help you or your organization?



Create, Community & Curate

Three Cs of Social Media

Social Media Starter Pack



Facebook Key Features

- **Personal Accounts** – a personal page is a prerequisite for engaging on the platform. You have control over what is shared publicly on your account, but do not need to share personal content to use the professional tools (e.g., pages).
- **Pages** – vary from organizations, personalities, to brands.
- **Groups** – vary from public to hidden (invite-only) and allow for more intimate discussion typically.
- **Stories** – A way to share some vertical (9:16) video or photo for up to 24 hours.

Types of Posts

1. **Video** - Prioritized by the platform over static posts by as much as 5 times currently, with over 85% of videos being viewed with 'no sound.' (Think watching on the toilet or at the desk). This can be as simple as a steadily held cell-phone video, or a professionally edited video. The key is to engage and connect quickly (i.e., hook them within 3-5 seconds) and deliver value.
2. **Static Posts** - written text with or without photos that should be a genuine and authentic update or statement that shows just how passionate and how much thought you put into the share.

What to Expect

1. Sharing valuable and compelling information has to be your priority. Simply posting a job ad and expecting to hire talent isn't how this works, you have to build your tribe and deliver value first.
2. As your tribe goes, you will need to begin ad spend, which allows you to selectively choose who sees your video or static post (e.g., people who like my page, behavior analysts in [geographical region]).
3. Facebook groups and pages can be a great way to get a sense of the "ABA landscape" on Facebook. Below are some of my favorite groups and pages to check out, remember each is a different "room" and thus a different context.

Where to Engage

- [ABA Therapy Billing and Insurance Help](#)
 - [Students of Applied Behavior Analysis](#)
 - [Confessions of a Behavior Analyst](#)
 - [StudyNotesABA](#)
 - [ABA Skill Share](#)
 - [#dobetter Professional Development Movement](#)
 - [PEAK Relational Training System Official Forum](#)
 - [Uncomfortable BCBA](#)
 - [Animal Training Academy - Engage](#)
 - [ACT for ABA Practitioners](#)
 - [OBM/Management Skill Share](#)
 - [ABA Business Builders](#)
 - [BehaviorMan, BehaviorBabe, BScI21](#)
- Note: there are over 100 different groups I'm aware of and 1000+ pages. Each of these are great at one or many aspects of Facebook, such as: building community, building an honest place to share, providing valuable resources, or showing how to leverage a private group for your business.

Created by Ryan O'Donnell - Updated: 10/07/2019 - www.thedailyba.com - @thedailyba on Facebook



LinkedIn Key Features

- **Personal Accounts** – a personal page required for engaging on the platform in any other way. You share photo and video-based posts for others to see and engage with.
- **Business Accounts** – vary from organizations, personalities, to brands and have additional features, including audience insights and paid advertising features.
- **Groups** – private communities with limits on how many can join (32 people currently), typically used as a "mastermind" sort of community.
- **Hashtags** – A way to index a post under a certain topic or brand that makes it more discoverable by users on the platform.

Types of Posts

1. **Video** - This can be as simple as a steadily held cell-phone video, or a professionally edited video. The key is to engage and connect quickly (i.e., hook them within 3-5 seconds) and deliver value. The current limits are 1-minute videos, unless posted to IGTV, in which case you can upload up to 10-minute videos. Includes written text that goes along with the post to elaborate on the story, ask questions, etc. to your followers.
2. **Static Posts** – Images that also include written text to go along with the post to elaborate on the story, ask questions, etc. to your followers.

How to Leverage the Platform:

LinkedIn published their own guide, which I would consider reading in full [here](#).



Created by Ryan O'Donnell - Updated: 10/07/2019 - www.thedailyba.com - @thedailyba on Instagram



Instagram Key Features

- **Personal Accounts** – You share photo and video-based posts for others to see and engage with.
- **Business Accounts** – vary from organizations, personalities, to brands and have additional features, including audience insights and paid advertising features.
- **Groups** – private communities with limits on how many can join (32 people currently), typically used as a "mastermind" sort of community and invite-only.
- **Stories** – A way to share some vertical (9:16) video or photo for up to 24 hours. Include rich features highlighted later.
- **Discover** – An individualized curated list of posts that Instagram believes you will enjoy based on your past consumption behavior.
- **Hashtags** – A way to index a post under a certain topic or brand that makes it more discoverable by users on the platform.
- **IGTV** – A vertical orientation video platform that works within Instagram for videos over 1 minute.

Types of Posts

1. **Video** - This can be as simple as a steadily held cell-phone video, or a professionally edited video. The key is to engage and connect quickly (i.e., hook them within 3-5 seconds) and deliver value. The length is currently limited to 1-minute, unless posted to IGTV, in which case you can upload up to 10-minute videos. These include the ability to add written text that goes along with the post to elaborate on the story, ask questions, etc. to your followers.
2. **Photos** – Images that also include written text to go along with the post to elaborate on the story, ask questions, etc. to your followers.

What to Expect

1. Sharing valuable and compelling information has to be your priority. Simply posting a stock photo or job ad and expecting to get engagement or hire talent isn't how this works, you have to build your tribe and deliver value first.
2. The platform, for better or worse, does have a lot of visually stunning imagery. While you don't have to be an amazing photographer, there seems to be a level that is acceptable based on the niche you are within (e.g., fitness, travel, psychology are all different cultures within the platform).
3. As your tribe grows, you will need to begin ad spend, which allows you to selectively choose who sees your videos or photos (e.g., people who like my page, behavior analysts in [geographical region]).

Created by Ryan O'Donnell - Updated: 10/07/2019 - www.thedailyba.com - @thedailyba on Instagram

www.theryano.com/houston2019



Let's write that down in a goal format!



What can you create, curate, and build community around?



What indicators would you measure?



Who could
you
collaborate
with?



What
resources do
you need?



What are the potential ethical concerns?



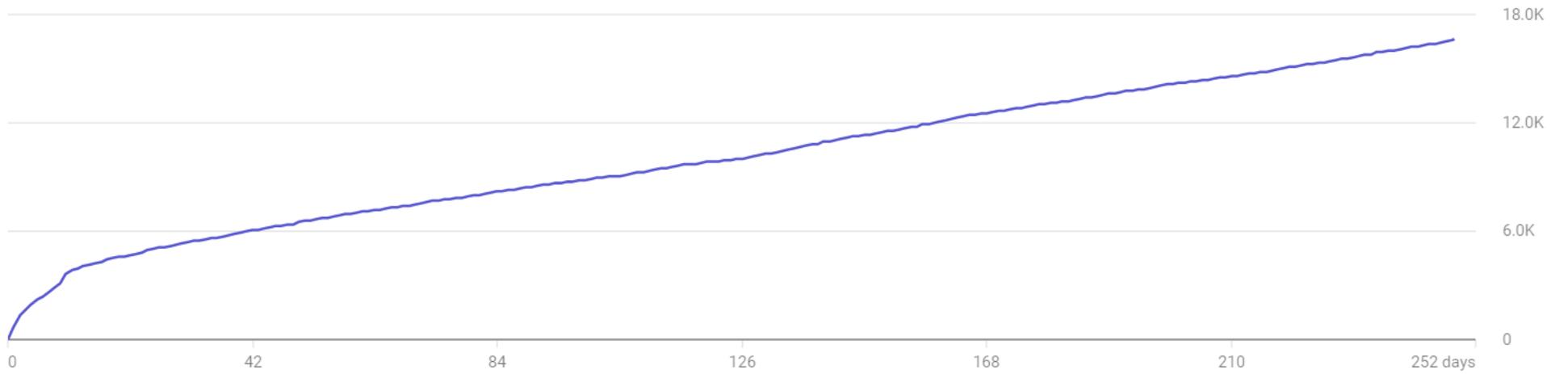
Overview **Reach** Engagement Audience Revenue

Feb 4, 2019 – Now

Since published

Impressions 16.6K
Impressions click-through rate 4.8%
Views 7.5K
Unique viewers —

Updated Oct 10, 2019, 9:24 PM



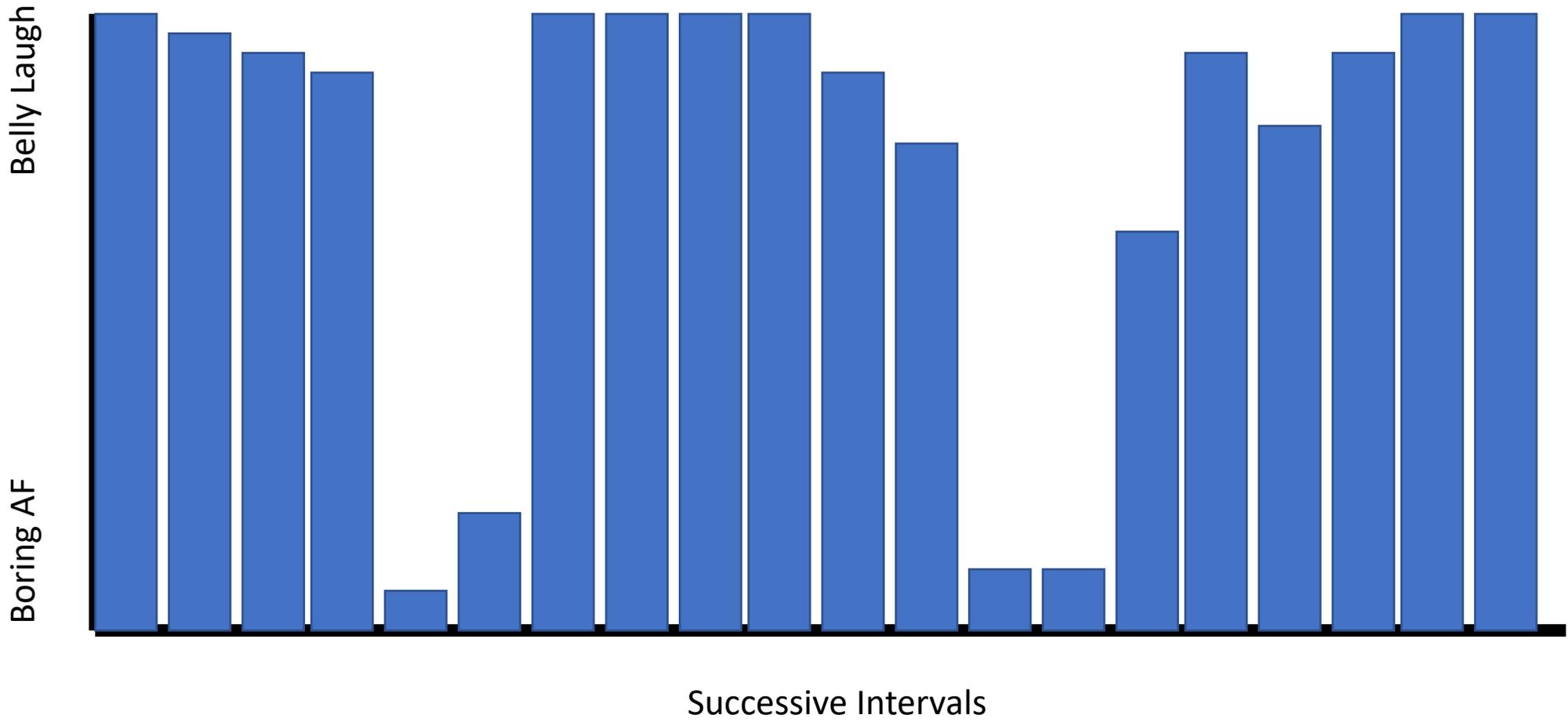
[SEE MORE](#)

- Video
- Details
- Analytics**
- Editor
- Comments
- Transcriptions
- Settings
- What's new
- Send feedback
- Creator Studio Classic

HARMON BROTHERS

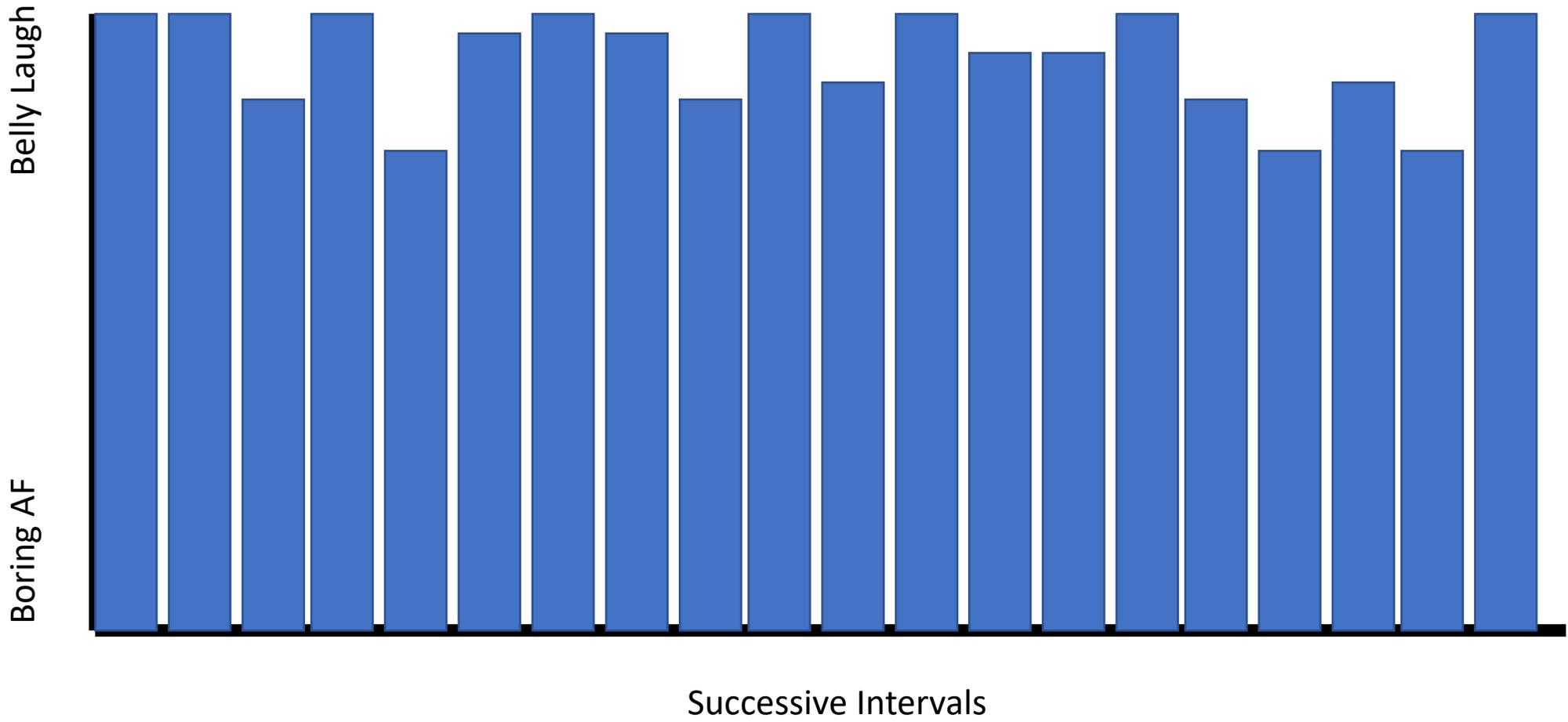


The Laugh Graph (Harmon Brothers)



Fictitious Data

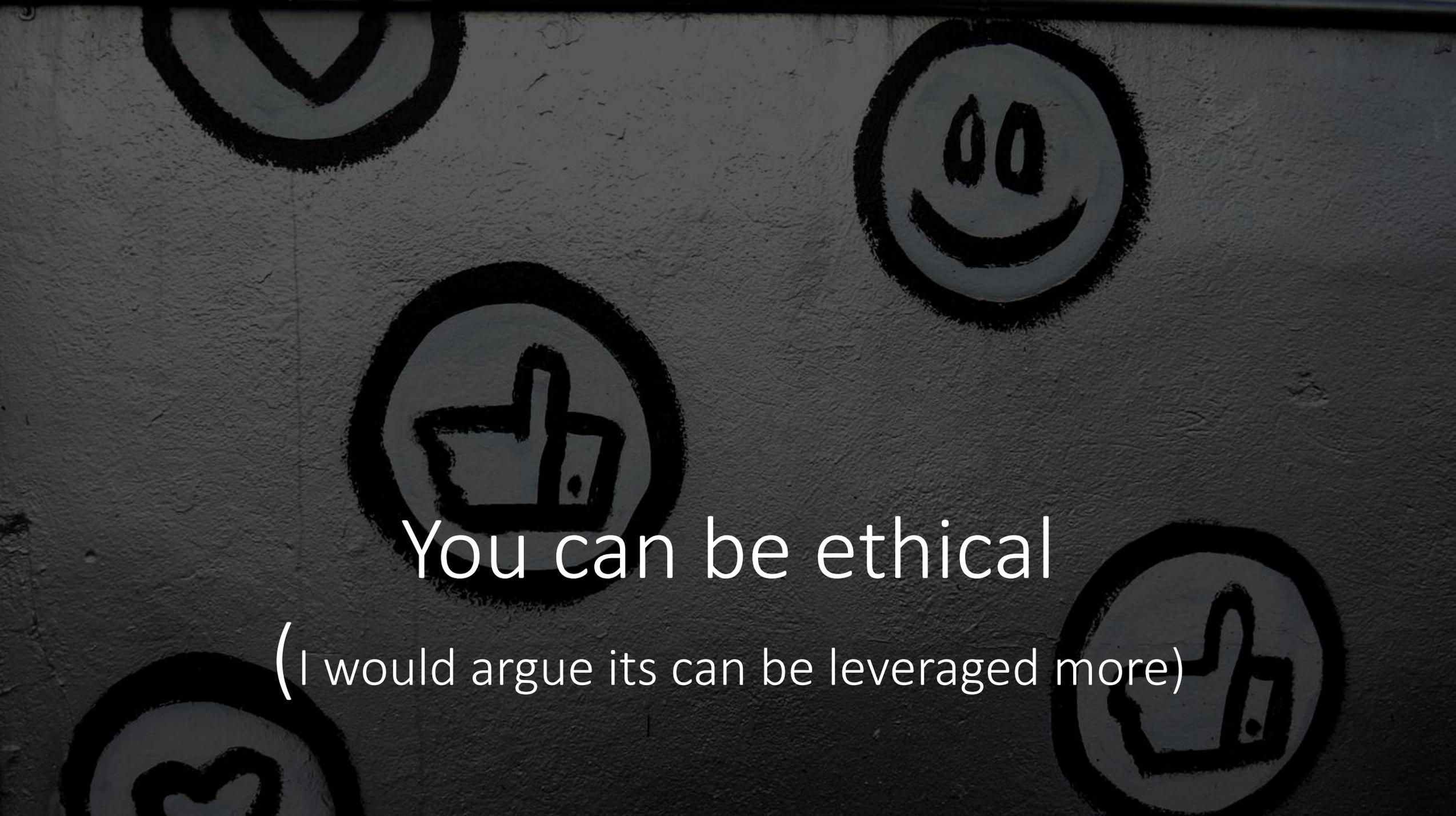
The Laugh Graph (Harmon Brothers)



Fictitious Data



The other face of the
internet...



You can be ethical

(I would argue its can be leveraged more)





X PETER GERHARDT
BEHAVIOR ANALYST

The Pink Sweater

“I have gotten a lot of positive feedback about it—more than I have gotten for anything I’ve done on line before.” (Friman, 2019) – personal correspondence



thank you

info@thedailyba.com

@theryanodotcom

@thedailyba