

Beyond INCLUSION

Social Media Supporter Toolkit

Beyond Inclusion is an 8-minute film that asks if there is a future for human diversity. Throughout its 40-year history, CSD has fought for the empowerment, representation, and inclusion of Deaf and hard of hearing voices at home, in the workplace, and in the public with success. With this film, we are looking beyond inclusion and asking what kind of future that humanity envisions for itself.

What if technology has removed all possible barriers to peoples' inclusion in society? Would you still see yourself as "disabled?" Would others? Would the notion of "disability" cease to exist? We believe that the time is now to question the assumptions behind the notion of "disability," where the word evokes a lesser-than status that hinders the quest for true equality.

There is still much more work to do. CSD will introduce and ramp up new programs tackling the problems of employment discrimination and lack of education that plague the deaf and hard of hearing communities. We are using the hashtags **#BeyondInclusion** and **#DeconstructDisability** to push for an even brighter future, together. Join us on our campaign to inspire a conversation to re-think the notion of "disability," and go beyond to a truly inclusive world.

This Toolkit contains a **call to action**, **suggestions for posting language** with example posts for Twitter and Facebook, and **tips for raising awareness** on your vlog. Be sure to include either of the hashtags **#BeyondInclusion** and **#DeconstructDisability** when posting, to ensure that they appear on the community board at our website: <http://beyonدينclusionfilm.com>

Any questions? Please feel free to contact CSD via direct message or @mention us at any of our social media channels! Click any of the icons at the bottom of each page to be taken straight to the relevant platform:



Call to Action for #BeyondInclusion or #DeconstructDisability

Our intent is to generate conversations about the current and future state of Deaf and hard of hearing people in America and the world. We need you to bring attention to this, and we believe that social media is one of the most powerful tools that traditionally underrepresented communities have of making themselves visible and heard.

Case in point: look at what Nyle DiMarco, who stars in Beyond Inclusion, is doing for Deaf kids and our community. It is because of social media that his messages of positive change are spread far and wide.

Now it's your turn to help create the cultural transformation you want, that we all want for ourselves: a truly inclusive society that values every single person living in it. We can't wait for society to become inclusive, we have to make it happen ourselves by pushing for it, together.

We believe an open, honest conversation is the way to do it. Educating people. Opening minds. Changing perceptions. You can promote inclusion for everyone by being inclusive yourself.

EDUCATE yourself and others through conversation.

THINK for yourself and what is important to you.

QUESTION your own values and assumptions, but don't abandon them if they are still useful to you.

ENGAGE with others on social media. Seek out people who think similarly to refine your ideas, and those who think differently to gain deeper perspective and understanding.

The hashtag #BeyondInclusion is about the vision, about our imagined, shared future for inclusion, for ourselves and our community, and what we do once we get there. You can use this to talk about technology, about genetics, and about cultural transformation.

The hashtag #DeconstructDisability is about looking at current situation and analyzing the assumptions and preconceptions in ourselves and the words we use everyday. You can use this to talk about language, discrimination, and how we represent ourselves and are represented in the media and public sphere.

And remember to always be kind. Communication Reimagined.



**Example Twitter posts for
#BeyondInclusion or #DeconstructDisability**

Do you envision free communication regardless of what language you use? Check out the #BeyondInclusion film! <http://beyondbeyondinclusionfilm.com>

Have you tried to #DeconstructDisability? It's a word that is both helpful and harmful. What do you think? Is there a better word?

What will you do to ensure a future for all of human diversity? #DeconstructDisability #BeyondInclusion <http://beyondbeyondinclusionfilm.com>

A future with Nyle DiMarco in it? That future looks very bright! Check out #BeyondInclusion <http://beyondbeyondinclusionfilm.com>

Nyle DiMarco is in this short film! It shows the future with all of this neat communication technology. <http://beyondbeyondinclusionfilm.com>

What's your superpower? What do you have to offer the world? #BeyondInclusion <http://beyondbeyondinclusionfilm.com>

How will you decide to identify yourself in the future when "disability" is no more? #BeyondInclusion <http://beyondbeyondinclusionfilm.com>

Can you imagine a Deaf candidate running for the Senate? This movie has one running in 2020! <http://beyondbeyondinclusionfilm.com>

I found this video very interesting. It made me think. Will you watch it, too, and we can discuss? <http://beyondbeyondinclusionfilm.com>

Look at the cool technology that's in this film! A tablet that can read ASL! #BeyondInclusion <http://beyondbeyondinclusionfilm.com>



Example Facebook, Google+, and LinkedIn Posts for #BeyondInclusion and #DeconstructDisability



I have this dream that Deaf and hearing people will be able to interact with each other without any communication difficulties. I think it's possible with technology, and that CSD has the vision to get us there! #BeyondInclusion



Did you know that disclosing that you are disabled, even if it has no bearing on the job you are applying for, may actually hurt your chances of getting the job? Maybe it's time to redefine what disability means. #DeconstructDisability



I see that CSD is doing this #BeyondInclusion and #DeconstructDisability campaign that rolls out variety of new programs to help solve unemployment and education issues in the deaf and hard of hearing communities. Check out their website: <http://beyondinclusionfilm.com>



I found this video very interesting. It made me think. I didn't think much about the impact of the word "disability" until I started deconstructing it. Will you watch this film, too, and we can discuss? <http://beyondinclusionfilm.com> #DeconstructDisability



So there's a short film about the future that stars Nyle DiMarco. In it, there's all sorts of communication technology that makes communication easy between people who use ASL and English. I can imagine that technology being used for all sorts of other spoken and signed languages. Check out the film #BeyondInclusion at <http://beyondinclusionfilm.com>!



CSD has done it again. With their first visionary film, they imagined a world full of ASL friendly technology. This time, they're imagining a world where Deaf, hard of hearing, and disabled people are thriving and living meaningful lives. But still, even with the vision, there is a lingering cloud: does everyone share the same value that all human diversity should be preserved? Check out the film #BeyondInclusion here: <http://beyondinclusionfilm.com>



Tips on Raising Awareness With Your Vlog For #BeyondInclusion and #DeconstructDisability

If you love to share your thoughts through your vlog, then you can use this following example to help raise awareness for the #BeyondInclusion film and vision and the #DeconstructDisability campaigns.

[Introduce yourself to the camera]

"Hi, my name is [insert your name here.] I wanted to share my thoughts on the film Beyond Inclusion. This film stars Nyle DiMarco, who is probably the hottest and most visible Deaf person in the world today, and Katie Folger, who plays opposite him.

In this film, there is an imaginary future where Deaf and disabled people are alive and thriving under "diversity." Pro-diversity advocates won a huge legal victory to stop years of inequality and discriminatory practices, boosting up the Americans with Disabilities Act of 1990 into something more powerful. This visionary law, the Human Diversity Rights Act, declares that the wide range of human diversity is now recognized under law and all of us is seen as beneficial to humanity. But while laws set the standard for human interaction, they are not permanent, and they cannot spark a cultural transformation. We have to do it ourselves, and we have to want to do it.

This film asks the question: can we? Do we want to transform? There are a lot of interactions in the film that say: Yes, we can. Yes, we want to.

What do you think? Check out the film at the website <http://beyondbeyondinclusionfilm.com>. When you're done, I want to you're your thoughts on social media. Join the conversation on social media using the following hashtags #BeyondInclusion and #DeconstructDisability.

Looking forward to an exciting discussion!

