



**BE LOUD.
HEARD.
DRIVEN.**



By **NMEDA**
National Mobility Equipment Dealers Association

**National Mobility Awareness Month
Guidebook 2022**

TABLE OF CONTENTS

Click on any line below to jump to that section.

- Promotion Overview** 3
 - Purpose 3
 - Dealer Goals 3
 - How It Works 4

- Getting Started** 5

- Online/Social Media** 6
 - Facebook Tips 6
 - Twitter Tips 7
 - Instagram Tips 7
 - LinkedIn Tips 7
 - How to Tag NMEDA on Social Media 8
 - Sample Social Media Posts 8
 - Plan and Promote a Facebook Live Event 9

- Public Relations/Media** 11
 - Draft a Press Release 12
 - Sample Press Release 12
 - Plan and Promote a Webinar 13
 - Plan and Promote a Resource Fair 13

- Checklist for Successful NMAM Activation** 14



PROMOTION OVERVIEW

Ten years of national campaigns, cross-country tours, widespread coverage, and countless stories of lives changed—spearheading National Mobility Awareness Month is one of our passions as an organization. This year, NMEDA is once again participating in this promotion with goals of driving even more change, awareness, and inspiration.

PURPOSE

The goal of the annual National Mobility Awareness Month is to educate the public and media on the following:

- Over 18 million people in the United States and Canada have mobility issues.
- Six million of the 18 million people are veterans.
- There are nearly 18,000 new spinal cord injuries each year in the United States.
- Mobility challenges are the most common disability among older Americans.
- Nearly 40% of people 65+ have at least one disability and 15.7 million people say they have difficulty walking or climbing stairs.
- Auto mobility equipment is available for people with disabilities, enabling them to enjoy active, mobile lifestyles.

DEALER GOALS

This guidebook and the provided online materials include everything needed to shine a light on National Mobility Awareness Month in your local community and, in the process, create community buzz for your dealership during this promotion. In turn, these grassroots efforts will help increase awareness of our industry, with the ultimate goal of driving sales for your business.

During the next few weeks, your goals should be:

- To grow awareness of the many available mobility solutions.
- Utilize the hashtags #nmam2022, #NMAMDriveChange, #NMAMBeDriven and #mobilityawareness on marketing materials and social media posts.
- Showcase inspirational stories on social media of customers whose lives have changed thanks to a wheelchair accessible vehicle and mobility equipment. Don't forget to use the hashtags above!
- Ask customers if they are willing to share their story with the media and pitch their story.
- Promote and hold a Facebook Live event or Instagram Story to showcase wheelchair accessible vehicles and mobility equipment.
- Utilize the PowerPoint presentation on www.mobilityawarenessmonth.com and organize and schedule a webinar or lunch and learn for support groups, rehabilitation hospitals near you, occupational therapists, case workers, and physical therapists showcasing available mobility equipment.



HOW IT WORKS

This guidebook provides step-by-step instructions on how to help make National Mobility Awareness Month successful on a local level, in conjunction with the National Mobility Equipment Dealers Association. The guidebook is broken down into six main sections:

1. Getting Started
2. Online/Social Media
3. Community Spotlight
4. Public Relations/Media
5. Events
6. Checklist

While this guidebook offers promotion ideas and resources, you don't have to implement them all. We encourage you to choose efforts that will have the biggest return for your dealership, with our recommendations being:

1. Promote National Mobility Awareness Month on social media
2. Plan and host a Facebook Live event
3. Find inspirational stories for community spotlights and invite media to cover them
4. Host a webinar or resource fair



GETTING STARTED

As preparations begin for NMAM, we encourage you to review this guidebook to get more familiar with this promotion. It's a good idea to designate two members of your team to help lead the awareness initiative and get the program going for your dealership.

To help promote your dealership during the next several weeks, download NMEDA-provided marketing materials from www.mobilityawarenessmonth.com. You will find the following items:

- Fact sheet on disabilities and mobility issues
- 11 x 17" poster for dealer showrooms
- 8.5 x 11" NMAM flyer
- Editable flyer to customize with your logo and message
- Social media header graphics for Facebook and Twitter
- Social media suggested graphics and posts; Tweets for Twitter are listed in the guidebook
- Animated gifs
- PowerPoint presentation template
- Sample press release

You may use these materials to update your social media graphics headers on Facebook, Instagram, and Twitter for the month or longer, as well as put up throughout your dealership and utilize in digital communications.



As part of preparations, practice your elevator speech for customers or media if someone asks what National Mobility Awareness Month is about.

For example:

“May is National Mobility Awareness Month, a time to educate seniors, veterans, caregivers, and people with disabilities about the many wheelchair-accessible vehicles and auto mobility equipment options available for living an active and mobile lifestyle. We are here to help drive change and it’s an honor for our dealership is part of such an important movement. Mobility is a right, not a privilege.”





ONLINE/SOCIAL MEDIA

DIGITAL COMMUNICATIONS

During NMAM, encourage your staff to update their work email signature highlighting National Mobility Awareness Month and interact with your company's and NMEDA's posts on Facebook, Twitter, and LinkedIn accounts.

SOCIAL MEDIA

Follow NMEDA on social media if you haven't already:

 <https://www.facebook.com/NMEDAcom>

 <https://twitter.com/NMEDAcom>

 <https://www.linkedin.com/company/nmeda/>

As the month goes by, we recommend staying engaged and active across your social channels. Below, find platform-specific tips to prepare you for a successful promotion.

Facebook Tips:

- Post new content relevant to National Mobility Awareness Month a few times each week.
- Your Facebook posts should include engaging media. We recommend a mixture of static posts using photos and video reels. Stories should also be posted regularly and can include interactive features such as polls and Q&A.
- Engage with your audience. "Like" all of the comments on your posts and reply to start a conversation. Follow the #nmam2022 and #nmamDriveChange and #nmamBeDriven hashtags and show your support by engaging with others in the community as well.
- Use the "share" function to capitalize on NMEDA's graphics.
- Encourage engagement by including calls to action in your copy. You can end your caption with a question or tell your audience to like/comment/share.
- Share feel-good stories that are relevant to NMAM and include the branded hashtags.



Instagram Tips:

- Post new content relevant to National Mobility Awareness Month one to two times each week.
- Always use designated, branded hashtags such as #nmam2022 and #yourcompanyname.
- Instagram allows a total of 30 hashtags. Place all branded hashtags (up to 5) in the caption and all other relevant hashtags in the comment section (no more than 20) to expand reach and prevent captions from looking too busy.
- We recommend also using relevant hashtags in the comments such as #mobility #mobilityawareness #wheelchairaccessibility #accessibilityforall #accessibilitymatters #drivingmobility #drivechange #beloudbeheardbedriven #mobilityisright
- Use high-resolution images that emphasize how a mobility vehicle can help change a person's life.
- Video content using reels will expand your reach to new audiences that do not already follow you. Use reels whenever you post video content. Video content could include vehicle tours, highlighting safety features, sharing your passion for the community, and so much more.
- Build the community. Follow people who interact with you and engage with their content in return.
- Encourage engagement by including calls to action in your copy. You can end your caption with a question or tell your audience to like/comment/share.
- Try to post stories daily or at minimum two to three times per week. Use interactive features in your stories such as polls and Q&A.
- In your reels, photos, and stories be sure to tag relevant account handles like the NMEDA page. Use the geotag/location feature to include the location of your business or the content was taken so users can find you.
- Encourage a salesperson at the store or the respective marketing person to talk about NMAM on stories. This helps build a more personal conversation with your audience.
- Visit the branded hashtags and like and comment on recent posts relevant to NMAM. This will encourage others to visit your page and engage with your own content.

Twitter Tips:

- Tweet multiple times every week in May about National Mobility Awareness Month and your business' participation.
- Always use designated, branded hashtags such as #nmam2022 and #yourcompanyname.
- Retweet or quote tweet positive tweets about NMEDA, National Mobility Awareness Month, and your store.
- Mention like-minded organizations to influence brand visibility in valuable account feeds.
- Keep tweets under 140 characters to allow your followers to retweet. Research shows that Tweets around 100 characters typically perform the best.
- Reply to every mention; always have the last word when interacting. Keep the conversation going!
- Build the community. Follow people who interact with you and engage with their content in return. The more accounts you follow in the community, the more Twitter will recommend accounts with similar content and messages.

LinkedIn Tips:

- Once a week, create educational posts about National Mobility Awareness Month.
- Always use designated, branded hashtags such as #nmam2022 and #yourcompanyname.
- Promote your Facebook Live event, linking back to your Facebook page.
- Promote your webinar event for case managers, OTs, PTs, and the VA.
- Talk about the different types of mobility solutions available and how your company impacts the community. What makes your company stand out?
- Join in on the conversation. Visit the hashtags and like and comment on relevant content. This encourages others to visit your page and increases NMAM awareness.



How to Tag NMEDA on Social Media:

To tag NMEDA on Facebook and Instagram, use the “@” symbol and type “NMEDAc.com”— the Facebook account will populate and you can select NMEDA’s account from there. See below for photo example:

For Twitter, the handle to tag is @NMEDAc.com. Twitter doesn’t require you to select an account. Instead, you’ll just use the handle provided to tag NMEDA.

For LinkedIn, you will use the “@” symbol and type out “NMEDA”. The LinkedIn account will generate and you can select the NMEDA account from there.

Sample Copy for Social Media Posts:

1. May is National Mobility Awareness Month. Spread awareness: #mobility options are available for people with #disabilities #nmam2022
2. Explore auto mobility equipment options from driving controls to conversion ramps. Designed with you in mind. #nmam2022 #mobilityawareness
3. Help raise awareness of #mobilityequipment options and give someone the gift of transportation. #nmam2022
4. #nmam2022 was created to help #drivechange for people with #disabilities and know that #mobility is still an option.
5. (#yourcompanyname) supports National Mobility Awareness Month #nmam2022 www.mobilityawarenessmonth.com
6. #DidYouKnow over 18M North Americans have mobility challenges? www.mobilityawarenessmonth.com #nmam2022
7. #DidYouKnow 8M Americans use assistive devices to help with #mobility? www.mobilityawarenessmonth.com #nmam2022
8. #DidYouKnow 6 million Americans with mobility challenges are #veterans? www.mobilityawarenessmonth.com #nmam2022
9. #DidYouKnow 1 in 7 adults have mobility challenges? #nmam2022
10. Auto mobility equipment is available for people with disabilities, enabling them to enjoy active, mobile lifestyles. #nmam2022
11. Together, we can help people with disabilities live a confident and independent lifestyle. RT to show your support for National Mobility Awareness Month. #nmam2022
12. This National Mobility Awareness Month, let’s honor the heroes, the seniors, the caregivers, and all those living with disabilities. #nmam2022
13. #DidYouKnow: Caregivers spend an average of 24 hours per week, assisting those in their care. RT to show your support!
14. Mobility challenges can affect people of any age, but with the right WAV and equipment, they can live a more active lifestyle. Visit www.mobilityawarenessmonth.com for info.
15. This month we celebrate accessible mobility, together, we can #drivechange and keep life moving forward! #nmam2022
16. How has your wheelchair accessible vehicle helped you? Reply and let us know. #nmam2022
17. What does it take to live an active lifestyle? Share your inspirational stories with us. #nmam2022
18. This month is dedicated to spreading awareness about auto mobility equipment and inspiring those to keep moving forward. #nmam2022
19. Together, we can #drivechange for more #accessibility. For tools on how to educate others about National Mobility Awareness Month, visit www.mobilityawarenessmonth.com. #nmam2022
20. Share your story using #nmam2022 on how a wheelchair accessible vehicle helped change your life.
21. Fill in the blank! #mobilityequipment has helped me: _____ #nmam2022 #replytweet
22. What opportunities has auto mobility equipment brought you? #nmam2022 #replytweet
23. The best way to spread mobility awareness is by sharing YOUR story! Tell us how an #accessiblevehicle changed your life and tag us using #nmam2022!
24. RT to show your support for National Mobility Awareness Month! #nmam2022



PLAN AND PROMOTE A FACEBOOK LIVE EVENT

Facebook Live is a great way to bring your mobility solutions into your customers' homes. It does not need to be a full-scale production — whatever equipment you have on hand should work. If you aren't steady with filming on your phone or tablet, purchasing a \$15-\$20 tripod will help do the trick. When planning your Facebook Live event, you can choose to livestream an event or virtual tour at your dealership or host a virtual event specifically for those watching live.

Included on www.mobilityawarenessmonth.com are marketing pieces to help promote a Facebook Live event should you choose to host one. We encourage you to promote the event on social media and send an email or call your customer database letting them know when the event is taking place. You can also partner with the charity organization of your choice and include a Donate button on your Facebook Live. This allows viewers to make donations in real time to help support those in need.

Below are some tips on holding a Facebook Live event:

- Do a video test run so you can get an idea of how Facebook Live works and what it will look like. You can do this test by selecting the "Only Me" privacy setting to ensure followers don't see the video.
- Be mindful of background noise and lighting.
- During the video test run, you can choose between broadcasting horizontally or vertically. People normally look at their mobile device vertically but if you want to add the video to your website or YouTube afterwards, shooting horizontally is typically preferred.
- In order to keep the camera steady, it is best to use a tripod, selfie stick, or a stabilizer. They can be purchased for as little as \$20 on Amazon.
- Depending on the type of event you are putting together, plan to have a few salespeople at a couple of different stations and ready to be on camera or have at least two people for the filming so one person can talk and move around, and the other person can follow to record everything.
- Showcase your company culture and include a welcome message from the General Manager.

- Share new and used vehicles available for sale.
- Let your audience know if you offer at-home test drives or will come and pick them up for a dealership appointment.
- Include any specials you are running, such as offering free vehicle delivery.
- Shoot for at least 10 minutes for the Live event and try to keep it under 30 minutes. You can always schedule another event the following week.
- Promote your Facebook Live video before and after by posting an announcement across your social channels prior and a recap after.
- Encourage viewers to like and share the video.



With your Facebook Live event promoted and mapped out, it's time to go live.

To begin the Facebook Live:

- Go to the Facebook app and your organizations page.
- Click the Live Video button.
- Add in a short description of your event so you can let viewers know what to expect. See examples below.
- Click Start Live Video.
- Speak clearly into the device so viewers can hear you.
- Have some fun and show some personality with the goal to educate people about National Mobility Awareness Month, engage, and entertain.
- When you are done recording, click Finish.
- And then you can click Share if you want to share it with your followers.

Sample Facebook Live Post

We are live! Join us as we celebrate National Mobility Awareness Month and showcase the latest in auto mobility equipment and vehicles. #nmam2022

Once your Facebook Live video is created, it will reside on your Facebook page for viewers who missed the event. Live events have a higher engagement rate than a static photo post so you may want to consider including this on a regular basis. You can pin the Facebook link to the top of the page and share the link on Twitter, and the video on your YouTube channel for additional exposure.



PUBLIC RELATIONS/MEDIA

Reach out to customers with inspirational stories requesting permission to help share their story. Inspirational stories can be about anyone in your community, whether they are a caregiver or a person with a disability, who has persevered through the obstacles of living with a disability and strives to lead an active, mobile lifestyle. Most NMEDA dealers are already familiar with many of their customers' stories. Now is the time to reach out and ask if they would be willing to participate in National Mobility Awareness Month to help raise awareness of mobility solutions on social media and with the local media.

Once you have locked in an inspirational story or two with some of your customers, **reach out to your local media outlets** to see if they would be interested in including their story as a lifestyle segment in conjunction with National Mobility Awareness Month.

If you don't have existing relationships with any of the news stations in the area, you can identify your local media contacts by developing a list with the following free resources.

The best and easiest way to get the name of the right contact is to call the media outlet's news desk. Be prepared to pitch your story idea in two or three sentences and then ask who the ideal contact would be to receive this information. Get that person's direct phone number and email address for further communication. Remember to include National Mobility Awareness Month, practice your phone pitch, as journalists are frequently working on deadlines.

Most news outlets have websites as well and list members of their editorial staff with contact information.

TV Stations. The following lists TV markets by state:

<https://www.stationindex.com/tv/by-state>

Newspapers. Here is a list for locating regional newspapers:

<http://www.usnpl.com>

Variety of Press. Identify media outlets in your area using this website:

<https://www.mondotimes.com/1/world/us>



Draft a Press Release

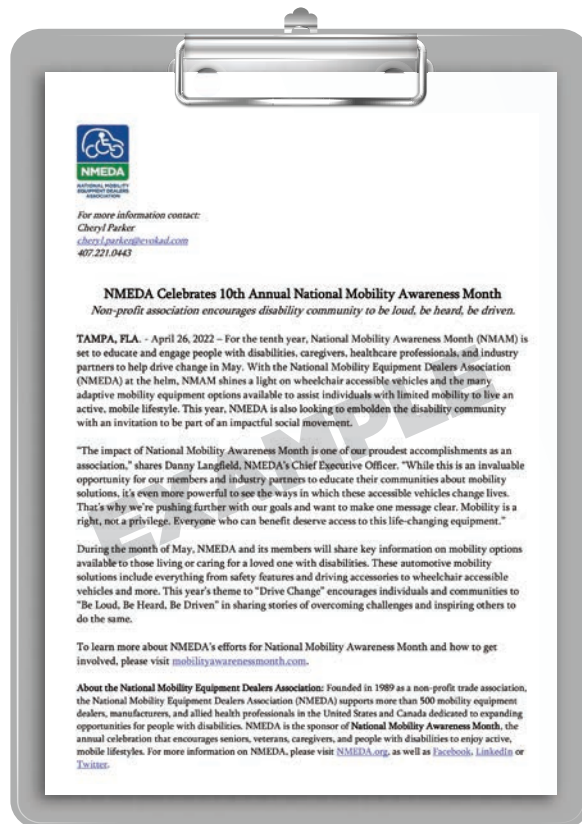
A press release is simply a written statement to the media. A release can announce a range of news items, but it is best to keep each press release focused on one topic, such as a scheduled event, promotion, award, new product, sales accomplishments, etc. They can also be used in generating a feature story.

Your press release should be targeted to the selected media contacts and should be individually emailed to each contact.

Here are some helpful tips for writing press releases:

- Write the copy using the inverted pyramid approach—state your headline first, support it with details, and then state your call-to-action.
- Make sure the information is newsworthy. Ask yourself, “Will a journalist view this news as worthwhile for their reader/audience? Will anyone connect with this story?”
- Avoid excessive use of adjectives and industry jargon.
- State the facts and be succinct. You can use some of the statistics provided on page 3 in this guidebook.
- Provide a quote from an individual in a senior leadership position, i.e., dealership general manager supporting the effort.
- Provide contact information for your dealership so the reporter knows who to call or email for more information. Be sure to include the name of the individual to contact, dealership name, and the person’s phone and email address.

Once you have shared information with the media, make sure to follow up to see if they would be interested in covering the inspirational story and National Mobility Awareness Month.





PLAN AND PROMOTE A WEBINAR OR A LUNCH AND LEARN

Reach case managers, occupational therapists, physical therapists, veterans administration, and support groups by planning and promoting a webinar or Lunch and Learn. Focus your presentation on National Mobility Awareness Month and the mobility solutions your dealership can offer their patients and those they help to keep your connection to these industry specialists strong.

Below are some items that can be included in your presentation:

- May is National Mobility Awareness Month and the purpose of celebrating the month is to continue to raise awareness for the many automotive mobility solutions available (see Promotion Overview on pages 3 and 4).
- Include the hashtag #nmam2022 and ask attendees to tweet or post about it on social media to share with their co-workers.
- Overview of the process for a vehicle to become accessible and customized to an individual's needs.
- Being a part of the National Mobility Equipment Dealers Association and Quality Assurance Program (QAP) accredited, certified technicians, and the annual audit.
- Utilize the opportunity to advocate for CAMS—Comprehensive Auto Mobility Solutions course to earn CEU credits for free. More information can be found here: nmeda.org/ceu

After the webinar or Lunch and Learn, immediately share a short survey to help gauge how you did. Ask if everyone could provide two email addresses of people that would benefit from learning more about the mobility to continue raising awareness.

PLAN AND PROMOTE A RESOURCE FAIR OR OPEN HOUSE

A resource fair or open house is a convenient way to share information in your community, offering resources, activities, giveaways, and speakers in one location.

May is also the awareness month for many organizations including ALS Association, Arthritis Foundation, Multiple Sclerosis, National Mental Health, and National Stroke Association. Reach out to your local chapters to see if they would like to partner and help promote the event.



CHECKLIST FOR SUCCESSFUL NMAM ACTIVATION:

- Schedule a kick-off meeting
- Assign key staff to work on the promotion
- Review the guidebook
- Practice elevator speech
- Download free materials provided on www.mobilityawarenessmonth.com
- Update website header
- Update Facebook and Twitter headers
- Follow NMEDA on social channels
- Post regularly throughout the month on social channels using #nmam2022 and tag NMEDA
- Plan and promote a Facebook Live event
- Secure community spotlight stories
- Develop media list
- Draft a short press release about the month
- Pitch local media to run a segment about NMAM and inspirational stories
- Plan and promote a webinar for the healthcare industry
- Plan and promote a resource fair
- Plan and promote a virtual consultation
- Hold a company meeting at the beginning of June and discuss what worked well, what you could have done differently and key takeaways

NMEDA would love to hear from you and what you did to help promote National Mobility Awareness Month, let us know by sending your comments to: cheryl.parker@evokad.com

