

WILN SOCIAL MEDIA GRAPHICS TOOLKIT

Three Shareable Graphics Supporting Wisconsin's 2027–2029 Independent Living Policy Priorities

Prepared for: Wisconsin's Centers for Independent Living

Campaign: Wisconsin Independent Living Network (WILN)

Topics: Transportation, Accessible Housing and Long-Term Care

ABOUT THIS GRAPHIC SERIES

The Wisconsin Independent Living Network has developed 13 policy priorities for the 2027–2029 legislative biennium, addressing long-term care, transportation and accessible housing.

These three graphics introduce the major issues behind those recommendations and encourage public discussion about what independence means in everyday life.

Each graphic features a prominent headline, supporting message, photographs and WILN branding. The graphics are formatted at 1080 × 1350 pixels (4:5 aspect ratio) for sharing on Facebook, Instagram, LinkedIn and other social media platforms.

Participating Centers for Independent Living are encouraged to share all three graphics, use or adapt the suggested captions and direct audiences to WILN's complete policy agenda.

GRAPHIC 1: TRANSPORTATION

Your Life Doesn't Stop at the County Line

Graphic filename: GRAPHIC_Your Life Doesn't Stop at the County Line.png

Subheadline: Reliable Transit. Connected Communities. Greater Independence.

Policy connection: Public transportation funding; coordination of transportation resources; Regional Transportation Authorities.

Suggested Social Media Post

For many people, crossing a county line is as simple as driving down the road. But for Wisconsinites who rely on public transportation or paratransit, traveling between communities can be much more complicated.

Different service areas, schedules, eligibility requirements and funding arrangements can create barriers to employment, health care, shopping and community participation.

The Wisconsin Independent Living Network is highlighting three transportation priorities for the 2027–2029 legislative biennium:

 **Stronger transportation funding** to help maintain reliable public and specialized transit services.

 **Better coordination of transportation resources** so different programs can work together more effectively.

 **Regional Transportation Authorities** to support transportation planning and coordination across community and county boundaries.

Transportation is about more than getting from one place to another. It's about having the freedom to participate in everyday life.

What transportation barriers have you experienced in your community?

Learn more about WILN's transportation priorities: [\[LINK\]](#)

#AccessibleTransportation #PublicTransit #IndependentLiving #Wisconsin

Alternative Text

Blue and white Wisconsin Independent Living Network graphic with the headline “Your Life Doesn't Stop at the County Line” and subheadline “Reliable Transit. Connected Communities. Greater Independence.” Three photographs show a blue public bus, a man using a power wheelchair and a wheelchair-accessible vehicle with its ramp extended. Below, text explains that reliable transportation connects people to jobs, health care, shopping and community life. WILN calls for stronger transit funding, better coordination of transportation resources and regional solutions that help people travel across county lines. The Wisconsin Independent Living Network logo appears at the bottom.

GRAPHIC 2: ACCESSIBLE HOUSING

Independence Starts at Home

Graphic filename: GRAPHIC_Independence Starts at Home.png

Subheadline: Accessible Homes. Stronger Communities. Greater Independence.

Policy connection: Visitability standards for new housing; incentives for accessibility improvements to existing homes; affordable accessible homeownership.

Suggested Social Media Post

A home should be a place of comfort, security and independence. But for many Wisconsinites with disabilities, finding housing that meets their needs can be a challenge.

Steps at the entrance, narrow doorways, inaccessible bathrooms and the cost of home modifications can limit where people are able to live.

And as Wisconsin residents grow older, homes that once met their needs may become increasingly difficult to navigate.

The Wisconsin Independent Living Network is proposing three approaches to improve accessible housing:

 **Visitability standards** to incorporate basic accessibility features into new homes.

 **Incentives for home modifications** to help make existing housing more accessible.

 **Affordable accessible homeownership opportunities** so more people can find and maintain housing that works for them.

Accessible housing benefits people with disabilities, older adults, families and entire communities.

What would make housing more accessible in your community?

Learn more about WILN's housing priorities: [\[LINK\]](#)

#AccessibleHousing #Visitability #AgingInPlace #IndependentLiving

Alternative Text

Olive-green and white Wisconsin Independent Living Network graphic with the headline “Independence Starts at Home” and subheadline “Accessible Homes. Stronger Communities. Greater Independence.” Three photographs show a wooden access ramp outside a home, a wheelchair user cooking at an oven and a bathroom equipped with grab bars. Below, text explains that everyone deserves a home that meets their needs regardless of age or ability. WILN calls for accessible design in new homes, incentives to improve existing housing and expanded opportunities for affordable, accessible homeownership. The Wisconsin Independent Living Network logo appears at the bottom.

GRAPHIC 3: LONG-TERM CARE

Needing Support Shouldn't Mean Losing Independence

Graphic filename: GRAPHIC_Long Term Care Priorities.png

Subheadline: More Choices. Better Support. Independent Living.

Policy connection: Home- and community-based services; long-term care coverage gaps; personal care services; consumer choice and self-direction.

Suggested Social Media Post

Needing assistance with everyday activities shouldn't mean losing the ability to make decisions about your own life.

For many Wisconsinites with disabilities and older adults, home- and community-based services make it possible to remain in familiar surroundings, maintain relationships and participate in their communities.

But gaps in long-term care coverage, access to personal care and the availability of community-based supports can create serious challenges.

The Wisconsin Independent Living Network has identified seven long-term care priorities for the 2027–2029 legislative biennium, including:

- Strengthening services that help people transition from institutions into community living.
- Expanding access to home- and community-based supports.
- Exploring new long-term care coverage options for people who do not qualify for existing programs.
- Improving personal care services while protecting individual choice and self-direction.

The goal is to help more people receive the support they need while remaining in control of how and where they live.

What does independent living mean to you?

Learn more about WILN's long-term care priorities: [\[LINK\]](#)

#LongTermCare #CommunityLiving #DisabilityRights #IndependentLiving

Alternative Text

Dark blue and white Wisconsin Independent Living Network graphic with the headline “Needing Support Shouldn't Mean Losing Independence” and subheadline “More Choices. Better Support. Independent Living.” Three photographs show hands providing assistance to an older adult, a smiling caregiver sitting with an older woman and a care

worker assisting an older woman with a mobility aid at home. Below, text explains that everyone deserves the opportunity to live independently in the community they choose. WILN calls for stronger home- and community-based services, improved access to personal care and solutions to gaps in long-term care coverage. The Wisconsin Independent Living Network logo appears at the bottom.

POSTING & DISTRIBUTION GUIDELINES

Recommended Platforms

All three graphics are provided as PNG images at 1080 × 1350 pixels (4:5 aspect ratio).

Facebook: Publish as image posts with the suggested caption. Centers may place the policy webpage link in the comments and direct readers there from the caption.

Instagram: Publish as feed posts. Use the suggested caption and direct viewers to the WILN policy webpage through the account's bio link or another available link feature.

LinkedIn: Publish as image posts with the suggested caption and a direct link to the WILN policy webpage.

Bluesky and X: Publish the graphics with shortened captions that highlight the central message and link to the relevant policy information.

Centers may adapt wording and hashtags to suit their audiences while maintaining the accuracy of the statewide policy descriptions.

Accessibility Guidelines

When sharing these graphics:

- Include the provided alternative text using the platform's alt-text feature. The descriptions may be shortened where character limits apply.
- Keep important policy information available in the accompanying post text rather than relying on the image alone.
- Upload the original PNG files to preserve text clarity.
- Avoid adding overlays, stickers or other elements that obscure the existing text.
- Check image previews for cropping, particularly on platforms that display portrait images differently.

Suggested Publishing Schedule

These graphics may be shared independently or interspersed with the six WILN video reels.

Week 1: Transportation — Your Life Doesn't Stop at the County Line

Week 2: Accessible Housing — Independence Starts at Home

Week 3: Long-Term Care — Needing Support Shouldn't Mean Losing Independence

Centers are welcome to adjust the sequence or timing to align with local outreach activities and community discussions.

Encouraging Community Discussion

Each suggested caption includes a question intended to invite discussion. Social media managers are encouraged to monitor comments and respond respectfully to questions about the policy agenda.

When someone shares a personal experience, acknowledge their perspective without requesting sensitive information in a public comment thread.

For questions about specific WILN policy proposals, direct readers to the full policy agenda or the appropriate statewide contact.

Localizing the Content

Centers for Independent Living may add a brief statement connecting the issue to their service area.

Transportation: “People throughout [SERVICE AREA] rely on accessible transportation to participate in community life.”

Housing: “Accessible housing is an important issue for people with disabilities and older adults in [SERVICE AREA].”

Long-Term Care: “Our Center works with people who want to maintain independence and make their own choices about community living.”

Local additions should reflect the center's actual services and community experiences.

Campaign Attribution

Identify the graphics as part of the Wisconsin Independent Living Network's 2027–2029 policy priorities campaign.

Where appropriate, tag participating Centers for Independent Living and community partners.

Primary campaign message:

Helping Wisconsinites remain in their homes and communities, regardless of age or ability.

Questions about campaign materials:

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These graphics are provided for public education and discussion of the Wisconsin Independent Living Network's policy priorities. Participating organizations may adapt the suggested social media captions while preserving the meaning and accuracy of the proposals.