

WILN SOCIAL MEDIA VIDEO TOOLKIT

Six Reels Supporting Wisconsin's 2027–2029 Independent Living Policy Priorities

Prepared for: Wisconsin's Centers for Independent Living

Campaign: Wisconsin Independent Living Network (WILN)

Topics: Accessible Housing, Long-Term Care and Transportation

ABOUT THIS VIDEO 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 six short videos help illustrate the real-life challenges behind those recommendations. Featuring Wisconsin residents and disability advocates, the series connects statewide policy proposals to everyday experiences of independence, accessibility, aging and community participation.

Each video is produced in a vertical 9:16 format and includes captions for accessibility. The videos are intended for distribution on Facebook, Twitter, BlueSky, Instagram, LinkedIn, TikTok and YouTube Shorts.

Participating Centers for Independent Living are encouraged to share these videos with their audiences, adapt the accompanying captions to reflect local perspectives and direct viewers to WILN's complete policy agenda.

VIDEO 1: I WANT TO STAY IN MY HOME

Featured speaker: Chris Purdy, Wauwatosa homeowner and retired nurse

Policy connection: Accessible housing; incentives to improve existing housing; aging in place

Video description: Chris Purdy has lived in her Wauwatosa home for more than three decades. After experiencing serious back injuries, she faced the possibility of having to sell the home she loves. Chris describes why remaining in her familiar home and community matters so much to her.

Suggested Social Media Post

What happens when the home you've loved for decades becomes harder to maintain?

Chris Purdy has lived in her Wauwatosa home for 31 years. It's where she feels comfortable, connected to her community and independent. But after suffering serious back injuries, she nearly had to give it up.

Chris's story illustrates a challenge facing many Wisconsinites: how do we make it possible for people to remain in the homes they choose as their needs change?

Wisconsin's Independent Living Network is proposing new incentives to make existing homes more accessible and expand opportunities for affordable, accessible homeownership.

Because independence starts at home.

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

#IndependentLiving #AccessibleHousing #AgingInPlace #Wisconsin

VIDEO 2: AT THE BORDER

Featured speakers: Andrew Levinson and Andi Minster, Independence First

Policy connection: Regional Transportation Authorities; braided transportation funding; public transportation investment

Video description: Standing at the Milwaukee–Waukesha county line, Andrew Levinson and Andi Minster examine how transportation systems can create barriers for people with disabilities traveling between communities.

Suggested Social Media Post

Our lives don't stop at the county line. Why should our transportation options?

For people who drive, crossing from one Wisconsin county into another may be something they barely notice. But for people who rely on public transportation or paratransit, those boundaries can create serious challenges.

Wisconsin's Independent Living Network is proposing three ways to improve transportation:

- Increase and stabilize public transportation funding.
- Allow communities to establish Regional Transportation Authorities to better coordinate services.
- Explore ways to coordinate different transportation funding sources so riders can experience more seamless trips.

Reliable transportation is essential for accessing employment, health care, groceries and community life.

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

#AccessibleTransportation #PublicTransit #IndependentLiving #Wisconsin

VIDEO 3: THE MISSING MIDDLE

Featured speaker: Chris Purdy, Wauwatosa homeowner and retired nurse

Policy connection: Long-term care coverage gaps; access to community-based supports

Video description: Chris Purdy discusses the difficulty of obtaining assistance when her income places her above eligibility limits for certain support programs, despite experiencing physical challenges that affect her ability to maintain her independence.

Suggested Social Media Post

What happens when you need a little help to remain independent but don't qualify for the programs that could provide it?

Retired nurse Chris Purdy knows how important community-based support can be. After experiencing serious back injuries, she found herself confronting difficult questions about what assistance might be available to help her remain in her home.

Her experience highlights a broader concern: some Wisconsinites need support but fall outside the eligibility requirements of existing long-term care programs.

Wisconsin's Independent Living Network is calling for new approaches to long-term care coverage that could help people receive assistance before their needs become more severe.

People shouldn't have to lose their independence before they can get the support they need.

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

#LongTermCare #CommunityLiving #IndependentLiving #Wisconsin

VIDEO 4: WHAT IS VISITABILITY?

Featured speakers: Andrew Levinson and Andi Minster, Independence First

Policy connection: Minimum visitability standards for new housing construction

Video description: Walking through a residential neighborhood in Wauwatosa, Andrew Levinson and Andi Minster explain the concept of visitability and why basic accessibility features in new homes can benefit people with disabilities, older adults and their communities.

Suggested Social Media Post

Could everyone you know get through your front door?

It's a question many homeowners have never considered.

Visitability means designing homes with basic accessibility features so people with disabilities can enter, move around and participate in everyday life.

Wisconsin's Independent Living Network is proposing minimum visitability standards for new housing, including:

- At least one entrance without steps.
- Doorways that are 36 inches wide.
- A bedroom and bathroom on the first floor.

These features can make homes more welcoming to visitors with disabilities while helping residents adapt to changing needs throughout their lives.

Accessibility shouldn't be an afterthought.

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

#Visitability #AccessibleHousing #DisabilityInclusion #IndependentLiving

VIDEO 5: I FEEL LIKE A THROWAWAY

Featured speaker: Chris Purdy, Wauwatosa homeowner and retired nurse

Policy connection: Dignity, community participation and independence across the lifespan

Video description: Retired nurse Chris Purdy reflects on her experiences with aging and how she feels older adults are sometimes overlooked or treated differently. She challenges viewers to consider how society values older adults and their contributions.

Suggested Social Media Post

"I feel like a throwaway."

Those are powerful words from Chris Purdy, a retired nurse who has spent decades contributing to her community.

Now approaching 80, Chris shares how her experiences with aging have changed the way she thinks about how society treats older adults.

Her message raises an important question: Are we doing enough to recognize the experiences, contributions and independence of people as they age?

Wisconsin's Independent Living Network believes everyone deserves dignity, meaningful choices and opportunities to participate in community life, regardless of age or ability.

That's the principle connecting WILN's priorities for long-term care, accessible housing and transportation.

Learn more about WILN's vision for independent living across the lifespan: [\[LINK\]](#)

#Ageism #AgingWithDignity #IndependentLiving #CommunityInclusion

VIDEO 6: ACCESSIBLE HOUSING IN WISCONSIN

Featured speakers: Andrew Levinson and Andi Minster, Independence First

Policy connection: Accessible housing construction; modifications to existing housing; affordable accessible homeownership

Video description: Andrew Levinson and Andi Minster explore a Wauwatosa neighborhood to discuss how older homes can present accessibility barriers and how Wisconsin's housing policies could better support people with disabilities and older adults.

Suggested Social Media Post

Wisconsin has plenty of beautiful neighborhoods filled with homes built generations ago. But how many of those homes will continue to meet their residents' needs as they grow older or experience changes in mobility?

Steps, narrow doorways and other accessibility barriers can make it difficult for people with disabilities to find housing that works for them.

Wisconsin's Independent Living Network is proposing three ways to address the challenge:

- Build new homes with basic accessibility features.
- Create incentives to make existing homes more accessible.

- Expand affordable accessible homeownership opportunities.

Accessible housing isn't just about buildings. It's about giving people meaningful choices about where and how they live.

Because independence starts at home.

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

#AccessibleHousing #AgingInPlace #DisabilityRights #IndependentLiving

POSTING & DISTRIBUTION GUIDELINES

Recommended Platforms

All six videos are formatted vertically (9:16) for sharing as short-form video content.

Facebook: Publish as Reels. Include the suggested caption and direct viewers to the WILN policy webpage. When appropriate, place the link in a comment and direct viewers there from the post.

Instagram: Publish as Reels. Include the campaign caption and direct viewers to the WILN policy webpage through the account's bio link or another available link feature.

LinkedIn: Publish as native video posts. The suggested captions can be used as written, with a direct link to the WILN policy webpage.

TikTok: Publish as vertical videos, using shorter versions of the suggested captions when appropriate.

YouTube Shorts: Use the video title as the Short's title and adapt the suggested caption for the description.

Accessibility Guidelines

All six videos include captions. When sharing them:

- Keep the existing captions intact.
- Check that platform interface elements do not obscure the captions.
- Provide descriptive video text when the platform supports it.

Suggested Publishing Schedule

Centers may publish the videos according to their own communications calendars. To maintain variety and avoid repeating similar messages consecutively, the following order is recommended:

Week 1: I Want to Stay in My Home

Week 2: At the Border

Week 3: The Missing Middle

Week 4: What Is Visitability?

Week 5: I Feel Like a Throwaway

Week 6: Accessible Housing in Wisconsin

Centers may also publish more frequently or prioritize videos that connect most closely to local issues.

Localizing the Content

Each Center for Independent Living serves communities with different needs and experiences. Staff are encouraged to add a brief local connection to the suggested captions.

For example:

“Here in [SERVICE AREA], we hear similar concerns from people who want to remain in their homes as their needs change.”

Or:

“Accessible transportation is an important issue for people with disabilities throughout [SERVICE AREA].”

Local additions should complement the statewide WILN messaging without changing the meaning of the policy recommendations or implying that the people featured in the videos are speaking on behalf of every CIL.

Campaign Attribution

When sharing these videos, identify them as part of the Wisconsin Independent Living Network's 2027–2029 policy priorities campaign.

Where appropriate, please tag Independence First and other participating CILs to recognize the collaboration and expand the campaign's reach.

Primary campaign message:

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

Questions about campaign materials:

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These videos are intended to educate the public about issues affecting independent living and WILN's proposed policy solutions. Individual speakers share their own experiences and perspectives; their participation does not necessarily indicate endorsement of every WILN policy recommendation.