KAT REDNIS: We would like to start today with a land use acknowledgment. We pause to acknowledge that the place we exist, connect, and create is the traditional un surrender territory of the Abenaki people. One of 5 Wabanaki nations who have continued and enduring presence with this land. We honor Abnaki ancestors, past, present, and future, and Katie is going to pop into the chat.

Sometimes the auto captioning doesn't translate some of those words accurately. So we're going to put the correct spelling of those in, and then also for more about Abenaki history, culture, and art. Please feel free to visit Abenaki-edu.org and Katie will also put that in the chat.

So I’m going to get started and just acclimated to where we are, and give you kind of the rundown of what to expect. So my name is Kat Redniss. I am the director of communications and development for inclusive arts Vermont. I’ve been here for just under 2 years now and I’m part of this incredible team and with Katie, and with some of our other colleagues and I apologize I’m a little stuffed up. Covid finally got me, which is the convenience of working from home, that I could still be working. But just to put that out there if I'm stuffy, or if I need to repeat something, please let me know and so right now, some folks are introducing themselves in the chat box.

If you'd like to do that feel free to put kind of who you are, where you're from in the chat box. And that's a way that We'll have that and have you know, a great way, as Katie said, to network and connect.

We always take a human's first approach and what that means is we want you to take care of yourself. So. I have animals in the room with me Katie is animals in the room with her. there's kids. There's you know who knows what's happening in your world. We totally understand that that may happen that there may be people or animals coming into the thing.

Take care of yourself if you need to go, grab food. If you need to go to the bathroom, do that you can leave your cameras on or off. That's totally up to you we also encourage multiple ways for participation.

So we're going to have time for questions, but if there's anything that comes up feel free to either use the hand raised icon, or to signal one of us. You can Also, if chatting out loud isn't for you can also feel free to chat in the chat box, so you can ask questions there, you can make comments. You Can you know if you've got a link that relates to something we're talking to. You can put that in there as well, what we'll do and I’m about to do this, and I’ll model this is if you are speaking.

We ask that you use verbal description of self and surroundings, and what verbal description is for those of you who haven't experienced. It is verbal description is an access tool that helps provide the visual
information for folks who can't access that. So, for instance, I am a pale skin, chubby, cheeked, blonde, blue-eyed human. I am wearing my hair is about shoulder length like that, it's kind of choppy and messy of bags that come over by eyebrows right now. I'm wearing a mustard yellow sh t-shirt and earrings that are probably not visible, but they are metallic geometric earrings, and I’m sitting in my sub room.

So behind me is some furniture but mostly what's in the screen are large black windows that are letting it lots of sad, and then white piddled walls and ceiling so that is me and so Katie will do that as she starts speaking. If you start speaking, you do a brief one, just to let us know and give us that visual information.

This session will be recorded, So as Katie said, and this will be available on the Vermont Arts Council's website, and also all of the past trainings that we've done are on there as Well, so if you want to access any of the past ones to get some of that learning and information, those are all there. Those also come with a transcript of what's happening today, so that's another access feature that we included this, and captioning is also available. If you want to turn the captions on I’ll pause for a minute. Awesome and then what I’m going to do is I’m going to put in the chat box what we are doing today.

I’m just going to put that in there, and then I’ll go through it and so kind of schedule an overview of time for this workshop. is first we're going to talk about what is accessible so social media. And what is the current digital context of that? And then at different areas to consider for access specific platforms tips and tricks.

And then there'll be time for reflection and questions and So that's kind of where we're going with everyone today, and how we're going through this and so again.

Please feel free to introduce yourself ask any questions or comments in the chat, and we're so glad you're joining us today, and I’ll turn it over to Katie.

KATIE MILLER:
Awesome. Thanks, Kat. Welcome back to those who have been with us before. I am still Katie Miller, and I am the executive director at inclusive arts Vermont. I am a fair-skinned pale skinned woman in her mid-30s I have blonde brown hair that's half a half down, I’m wearing big black glasses, and a white t-shirt. so seated in my bedroom home office that has pale grayish blue walls, chunky white trim. There's a dresser with a potted plant behind me, and you might see a couple of Kats or a black dog pop up.

So okay, defining social media.

So for the purpose of this training, when we talk about social media, we're going to be talking about the big 4 which are Facebook Instagram Twitter at TikTok.
Social media is really a term that means something much larger it's any media that people are using in a digital platform that is social. So it could also include things and the information. we're going to give you today certainly applies to these things like if you have a slack channel or a discord channel, Pinterest a blog.

And but today we're the majority of the information Kat and I are going to are going to give you is going to be applicable to those big platforms that have the most users. If that makes sense and social media really is a lot of the information we're going to give you today.

We'll touch on things we've already talked about and been learning. We've sort of been scaffolding throughout this training series.

So social media is part of a much larger context when we're talking about digital accessibility. And you know the concepts we're exploring it's one corner of that, and you know one common theme that definitely applies here, and I think it's the most easily definable, and you can sort of see it the easiest.

But social media is that digital barriers are very real for people with disabilities. Digital barriers are just as real as physical barriers when it comes to experiencing the world. If you're a person with a disability especially in this world we're in now... This you know, like very remote, very digital world. I mean, like the thought that we would be doing a yearlong training series fully remote on zoom.

I think even just that switch. for people doing trainings. And does anybody remember the day where you used to drive to White River or wherever to sit in a conference room for a training all day, like the fact that we can do this on zoom is amazing. But there are some steps you need to Take to make it more accessible, and that's very true in social media, too, you know.

You can put all it's a great way to get a lot of information out to people very quickly to build an audience to connect with followers and it's only as good as if people can access it right?

So before we jump too much into information, I do want to share a few links with you first, the easiest way, because some of these tools were going to give you.

They change. I wouldn't say extremely often, but they do change every once in a while, as platforms sort of expand their accessibility offerings. Is that every one of these platforms has their own page related to accessibility. And usually, if you just Google, the term, whatever your platform is, you’ll find it.

So let's say twitter and accessibility the very first link that pops up is going to be their accessibility page. And I'm going to share those Links now this is one for TikTok, Instagram, Facebook and Twitter, and it goes into each platform a little bit more detail. Then we'll be able to do within an hour today.
The other thing I want to share with you is something that we found when we were researching and putting together the outline for the training today. And it's a social media policy toolkit which is, this is from their website a shared service of the Federal social media community of practice. It was put together by the department of labor I believe like Federal Department of Labor, and it has a lot of the tips and tricks we're going to talk about today.

But it also has links to articles about if you want to design policies and some of the more legal nitty gritty stuff than we're going to get into today, because, as we said before, we're not lawyers, so we cannot provide you with legal advice related to any of these accessibility.

Any questions before I move on about what we're going to cover today.

No. Okay, alright. So some what I want to talk about for the next little bit here are just some areas of consideration, thanks to think about when you're thinking about how to make your social media accessible.

And what does that mean overall the goal? here? is much the same as when you're doing in-person programming or anything else? We've talked about where you want to make sure that people have a way to access information or participate in your content in a way that is meaningful and accessible and comfortable to them. Right?

And it's remembering from the beginning from before you even post something on social media that not everyone accesses information the same way.

It's all pictures and video it's very visual based the entire digital world really is really visually based. What about someone who is a screen reader user, so screen reader software reads the visual elements of what's on a screen allowed to them while they're scrolling.

And if there's No, alt text there's no like there's not information in the caption, and it's just like an emoji they're not getting anything out of it.

So it's making sure that everyone has access to the same information equally okay. So some tips and tricks.

So some tips and tricks for social media.

Everything I'm going to talk about here is talked about in a document I'm going to link to you at the end of this, so don't feel like you have to furiously take notes if you need to learn like that's I highly encourage that. But don't feel like you have to memorize all of this.

Okay, So the very first one I'm going to say is to make sure that the information you're sharing is available on more than one channel, and that's not even so much a disability access thing as It is just making
sure everyone has access to the information. Not everybody has all of the different social media accounts, Right?

Like, I’ll just use myself as an example. I have Instagram and I have TikTok, but I don't have Twitter, and I don't have Facebook.

So so if an organization posts about let's say an event or a program that's happening, and they only host about it on Facebook. You're missing out on a whole plethora of people that might not use that particular media and the next thing is to make sure that a way to contact you for any accessibility related.

Oops Sorry. Any accessibility related stuff is really clear. You can put it in the bio of your account somewhere. You could have what's called a link tree which if you've ever seen those on seventys accounts when you click a link, and it brings up like a list like a new web page with a list of links making sure that contact information somewhere is in there and make it really clear like for access requests.

So, for a combination needs and then the contact is information and that's just to eliminate the labor of somebody going to search for that information on your website somewhere. Okay, So now we're going to start to get into the nitty gritty when you're creating content for a social media channel, no matter where it's going, you want to make sure that you're using design and or designing with accessibility in mind from the beginning rather than backtracking.

It is far easier to implement accessibility features from the beginning than it is to backtrack and try to fill it in later.

So when you're creating something maybe it's a post about an event that's coming up we'll just stay with that example for the sake of time.

What does that look like in terms of graphic design?

The very basics of accessible graphic design standard and I’m gonna put this in the chatbox is that you keep all of your text left justified, so lined up on the left side of the screen you're focusing on the readability of the text. So looking at the spacing between letters, using a sans-serif font like Aerial or Helvetica, alternating the use of bold and regular text minimizing use of italics, and making sure you have good contrast. Lastly, not relating relying on color. 2 convey the meaning, and what that means in the context of accessible graphic design is, say you all of your text, is black, and you have one word that's read because it's really important, and you want people to draw their attention to it people who are using a screen reader don't they can't see that they don't know that like that's the most important piece of information.

So the next piece to this is to make sure whatever text is in a graphic.

You are also including in the caption of your post

And if you want examples of that Kat manages our social media at Inclusive Arts Vermont and she's really great about this. If you just
scroll our Instagram or Facebook you'll be able to see every time we post about an event or something, we make sure that if the Graphic that we're including say it says I don't know block party Friday night, 7 P. M. and then the address.

We make sure in the caption all of that information is also included, so that everybody has access to it, because it could be, even if somebody's not using screen reader, it could be that maybe their phone screen is smaller like Maybe they're using an older phone and the phone screen smaller, and the font is too small for them to read or Maybe the image just won't download because their Internet is being weird that day there's a whole host of reasons why but make sure it's included in both and in terms of that language.

When you're writing a caption you want to make sure you're using accessible language, So what is accessible language means it means you're using plain language or words that are common and easy to understand you're avoiding run on sentences saying this and this and this and edited and it's like just short, simple sentences are key using the active voice instead of a passive voice.

And all of this contributes to what's called a readability score and I'm going to insert a link. Right now. This is from Microsoft. This link explains how to use something called the flesh Kincaid Scale which the Flesh Kincaid scale grades the readability score of a document based on grade level. and you whenever you're putting text out into the public, you want to shoot for eighth grade or below, in terms of reading level, that I can tell you this this harder than you think it is to do I think especially in the nonprofit world. We tend to often, right in, like a bit of an academia speak. We use a lot of passive voice, and the more that you can eliminate, to just be really clear and concise with your language the better. And this link here. it shows you exactly how to put your text in Microsoft Word and check the readability scale.

Okay, the next thing I’ll share is hashtags

The hashtags are the pound symbol, and then a bunch of a couple of words. usually, and what that is, it's a way for people to search a certain topic. So there might be like hashtag inclusive arts or hashtag accessibility. It's really important with hashtags to Make sure that each individual word in your hashtag is capitalized, and I’m gonna put an example of this in the chat box.

And the reason for this is anyone who uses screen reader software again, where it's reading the text and reading the images out loud.

But the words aren't capitalized in your hashtag It reads it as individual letters, or gobbledygook, so it'll be like pound sign a C. C. E S. I. B. L. e instead of hashtag accessible, you know. I'm not gonna spell all the words out, but instead of it reading out loud a hashtag accessibility practices, it would say hashtag and then read each individual letter in a row, which is really hard for somebody to figure out like, because it does it so fast what they're actually saying.
And I’m gonna put that chat right now, actually Kat, can you just type in like a like an example of what that looks like in the chat box?

So again you want to make sure you capitalize every word in a hashtag, and that takes a lot of work to get used to, I think, because not everybody does that.

Next let's we're gonna talk about emojis. Emojis are super popular, particularly in captions. Us. millennials. We love our emojis and here's the thing with emojis.

They're subjective. They don't mean the same thing to everyone, and they do have like their own little layered and nuanced meetings, but they don't mean the same things to everybody like what I think an Emoji means I am learning through talking to teenagers, that it's not what it means at all to them or to other people.

Also, when you use those screen reader software it will read aloud what the emoji is, and we have a coworker, and at inclusive arts robot who use a screen reader software and sometimes it'll read the modes and I’m like I didn't know that that's what that was or that's how it read that at all.

So with emojis it's better to either like just do it.

A verbal description, or to not use it in the unless it's something simple, like a heart or a rainbow, or a paint palette, like the emotive ones. Like any of the smiling faces it's just really hard to translate to the meaning of what it is.

KAT REDNISS:  
So a quick anecdote about this and this came up recently, because we're all if you know with pandemic, there's been so many different trends. And everybody hopped on the wordle trend right. Everyone was playing wordle, and they were posting their mortal results, and that was coming up. And for folks with screen readers who were on social media, it became so tedious because if they were scrolling through their feeds, what their feed would sound like is gray boxed yellow box gray box gray box green box gray box, yellow box, yellow box, gray box, green box.

You would read every single box that was posted for a Wordle post.

So if you had, like half of your friends list reading a world post your entire feed in Facebook became just a screen reader reading what color boxes people got on wordle. And so it was one of those where it was like.

KATIE MILLER:  
You know how to share your results without really like impeding screen reader folks ability to get through their feed, and so little things like that sometimes we aren't even considering because to us, like we can visually access that information but for somebody else that became a really tedious experience on social media when especially like every single person you knew was posting at I mean the emojis it's interesting because you know like I have people that I know where they and I do this,
too, like I’ll send a text message, and it’s just emojis But I think there’s a difference. there's a difference between the text messages you send between people, you know, who you have like a shared understanding with. And when you put things out into the broader world and mike I think the wordle thing, Why, that's such a great example is it's? I think the work I think we're delay in general is kind of fascinating how there was this shared understanding without anybody ever saying it like you don't share what the word of the day is?

You just share your score, and everybody sort of rallied around this like collective agreement.

However, anybody who uses a screen reader is like what is happening. What feed filled with all of these little boxes? So, anyway, just a thing to keep in mind from the beginning that not everyone accesses information the same way.

Okay, moving along. Kat is gonna get into the nitty, gritty later of like individual platforms. And how to do this. But one thing that's really important is providing captions and all text really for images and video, There is not a way right now to provide all text for videos on social media my hope and dream is that that is sort of the next step for all of these platforms but recently I think it's within the past year or 2. There's a new way for you to be able to edit the alt text of your image and all text again is the text that the phone reads a lab for people who are using screen reader software.

It's also what will load if your image doesn't load. We have a previous, I think it's 2 workshops back. If you go to that website. The arts council's website the all about writing alt texts, so that'll teach you how to do it. It's important again to make sure that everybody has the same information. It's also important to update those so there's Ai. Now for Facebook and Instagram, and I believe Twitter has it, too, that artificially will sort of like guess what your image is.

But it's usually not right so you could have saved a picture of me and my cat. It could be like it would in my guess would be like photo of a pumpkin with an apple, and it's like that's not what that picture is of at all. So going in later and updating the all text, is really important, and I can post some links now that tell you how to do it.

These are links from Instagram, Facebook Twitter, and then the last one is a blog post.

I found where someone was talking about this issue on TikTok and like how to do video descriptions in TikTok. What are some ways that people are starting to play around with this? Because right now again, there's no way to go into the back end of your post and say, this is what I want my all text to be.

I think most commonly people will put, so you can update the alt text for an image for a video. Most commonly people will write a sentence or 2 in the caption that says video description.
And then a very brief description of book video is of if that's for me makes sense.
The last couple of notes. I’ll share is along with alt text it's really important.

If you have a video to turn on captions. This is a really simple feature.

You can turn on in Instagram you have to I don't love that you have to opt into it. I wish it was the default. But you have to go into your settings and most of these platforms to turn on auto captioning, and that will add captions to all of the videos you post automatically, which is really exciting. and each one again has their own like ways you do it even within the app like, I know, with Instagram, the way you add captions to a story is different than a real is different than a big, like longer video.

So make sure you stay up to date and head to those links.

And there's a question in the chat what about when you post a link to an article or something there's a link preview with an image.

Is there a way to add alt text to that? So I think what? And, as mentioned talking about is on Facebook when you post a link, it automatically comes up with a preview.

And you can't change that, my understanding at least, Kat might know better than me is that you can't change the all texts on that image. And the reason is because what Facebook is doing is it's actually a preview of their website, and the person who designed the website sets the preview image typically, you don't get to choose it, and it's whatever the alt text they set on their back end on their website.

But Kat, do you know any more about that and I'm not sure. Yeah.

KAT REDNISS:
And I was I was maybe reading that question differently was like I was thinking Instagram stories when you post a link in Instagram story, and it's embedded over the photo and I’m trying I’m just trying to think through that, because that's and I think that's the thing is also so much of this is changing so quickly and like and I’m trying to think and there's no way to do that I know to do alt text on Instagram, Facebook or Tiktok stories. right? The stories are very different.

I think that's the thing is like stories allow the captioning, which is great, like if you're doing a video, you can do the captioning, but in that it can be tough, and that's something that we think about all the time, because it is such a visual platform and like you know our co-worker basically says like I don't even do Instagram.

But I know there's stuff I’m missing out on that I’m not doing it, and so I think that's something that you know if it's if it's something that you're putting in your story with a link. How can you also put it in a post that then has that alt text? Or has you known, information about a link in the caption?
So thinking about those multiple modalities, those multiple access points. So okay, if I'm gonna post this in my story and I'm gonna post a link in my story, how can I also post this elsewhere?

That it could be found by somebody who's using a screen reader, or found by somebody who can't access that information that way. So I think right now it's as social media is evolving, and the accessibility of social media is evolving. I think a lot of it is asking those questions of what workarounds are there. If I can't make this one singular format as accessible as I want, how can I offer another modality that will?

GUEST:
Yeah, thank you. I was yeah I was I didn't even think about the you know, story aspect, I was thinking more of, like Facebook and Twitter. When you post a link I work for a news organization so we're posting our articles all day long, and you know we are good on our website about always having an alt text in our images. So we think that that's kind of best practices that scenario. Then We'll just stick with doing that I just didn't know if there's a way to kind of level up on others.

KAT REDNISS:
I think, with the best way to get around it with something like Facebook or Twitter would maybe be to just put it in the caption and say, like all texts of it, like And then for image description, And then just describe the image that pops up automatically.

Okay, , they don't change it on you cause they have that happen before, where it like pops up is one thing, and then I post it. And it looks different. and it's like what happened here yeah but it's, you know.

KATIE MILLER:
Okay. So I have one last thing before we move onto something else, and that is, it's a bit more of a nuanced topic and I think typically, this is the part that feels the stickiest for people, and that is promoting positive inclusion and staying away from what's called inspiration porn. if anyone knows what inspiration porn is, then you already know what I'm about to say.

But essentially what inspiration porn is it's the portrayal of people with disabilities, as being inspirational to non-disabled people on the basis of their life circumstances and really what the term is to suggesting is that this type of content objectifies disabled people for the benefit of non-disabled people.

This can look like a lot of different things and usually we'll get like a snowball of questions about like, What is this inspiration porn? is this? It's kind of like a case-by-case basis. There's stuff that we go to reshare on social media. Sometimes where we have to sit with it for a minute and like, think about it.

A few questions to ask yourself when you're trying to figure out if it is, or it isn’t what role has the person with a disability played in the telling of this story?
You know? Did they get any say in this story going out there? Did they get to tell their own story in any way? What is the purpose of the piece? I always use this example and it's kind of perfect cause it's prom time right now, but every year there's a few videos that pop up on social media of a football player or some such asking a girl with down syndrome or some “poor disabled girl” to prom, and everyone posts and says, Oh, how lovely that boy is so nice! Isn't he such a hero and what it's doing is it's making him look like a hero, because he asked this girl with a disability to prom when the nuance there is that he and I'm using he sort of like in this generic term, but, like he's giving up his non disabled his opportunity to take a non-disabled girl the prom to take this poor disabled girl to prom and isn't he such a hero for it and like if that's one version where it's people with disabilities are used to raise up the status or create feel good content to make people without disabilities feel better about their actions and then there's another version which I think is the way more nuanced and less clear, which is when storage are told about disabled people. People in these posts are amazing in spite of their disability or they overcame their disability. and that's when it can get really tricky, and you wants, and I think anybody, if you ever have a question feel free to send it our way we're happy to like, give you our 2 cents anytime. But know that how we perceive something might be different than how somebody else out there perceive something, and all you can do is just think about it before you post something I am going to share a link right now from Ford that I came across this article. I found it's actually one of the better ones on how like, parse out what inspiration porn really is, and how to avoid it, how to avoid resharing it.

And really what it comes down to is just thinking, not even twice. But 3 times before you reshare something like. What is the purpose of this Why of I sharing it? What is the purpose of the story? Then take it from there. Alright, I just did a lot of talking at you. 'So we're gonna take a break for a second and open it up. If there are any questions, thoughts, reflections, comments, feel free to either put them in the chat or share them out loud. There are any we can move on to that's fine and feel free to interject them any time, either in the chat section or out loud.

Okay, Kat take it away. you're muted my friend.

KAT REDNISS:
I am going to, I'm gonna I'm gonna bounce around a little bit and just with a few little anecdotes. and then I just want to show a couple of examples of what Katie was talking about.

So first I found a couple of statistics when I was looking at this one.

Is that what Katie talked about too? is think about like that last piece of tricky is how do you be inclusive that include populations and include content in your social media without going into that instruction or in place? Because, as we're noticing like hopefully media is getting more inclusive, we're seeing more different types of people, we're seeing more representation, and that that's hugely important like representing hugely important but it also really needs to be like authentic like faking it
kind of faking inclusion to making representation. But and also doing it wrong, can also really be in this step. And so 64% of people took an action. After wait, after watching an ad that was considered inclusive. So like inclusive content does draw people in, and I think people respond really well to it. So that is something. And then, when we're talking about people who need access features to access our material, often people don't complain. You might hear a few complaints or if you like I couldn't access this, but most of the time folks don't complain.

They just leave. They just stop accessing your information and these specific identity. I've done around that is that 71% of people who couldn't access your information.

They just leave they just decide. Okay, like this isn't for me and that goes beyond social media that goes with like if you have programming, and you're not listing somebody to contact for access features like often the message that's being given is that's not a priority for us and so folks will just kind of step away and say this isn't maybe an organization I want to interact with and the other piece is that when we're you know when we're designing for folks at the margins, which often people with disabilities are at the margins of design for society.

When we design for folks at the margins, some of the things that we do benefit all of our users, and an example of that is captioning. And I just want to chat about that and captioning is we're seeing it much more on videos. We're seeing it in in meetings like this, but like, I think about Tiktok as an example. and Tiktok is some a place where a lot of people hold people accountable for captioning they say, you know, I wish your videos were captioned they're not captioned, you know I can't access the audio information of this. But there are a lot of folks who say you know whether it's... It might not be that you have hearing loss, but maybe auditory processing just isn't how you function best. And you're a visual processor. and so sometimes folks do that sometimes folks are watching videos when they're in bed at night. they're you know they don't want it to be up loud because they've got a baby that's to them or they've got a partner or whatever it is and so those captions provide an in in more, in so many more ways. And so when you design for the margins, you often bring people in in different ways.

And then a while ago colleague of mine and I, we took this great, we took this great workshop on alt texts that was called all Texas Poetry, which was a beautiful workshop, and one of the things that they said is image description versus all text. and they said ideally you do both because some folks don't have screen readers some folks aren't, you know, aren't doing that, and so if they if they can't get all the visual information, but they can get the caption by you know increasing their size or something like that. The image description gives that to them right there without doing that.

But then the alt text also does that for screen reader so ideally when you're doing that, you use both you use both all text. and you're using image descriptions I want to.
Just a little example of what inspiration port is, and how they can come across to people, and often it does... it infantilizes the folks who are at the, you know, at the forefront of that storytelling, and it's about letting folks reclaim their story and tell their own story, and that's something you know.

This is this is just a note that I want to make often we're working with artists. Disabled artists who are giving us language about themselves and it might not always be the language that we would use. But we're gonna honor the language that they give us so we have folks who really are keeping their disability at the forefront of who they are. We have folks who are reclaiming words We have folks who maybe don't use those words. They don't use the words disabled because it you know rings true to them.

We're always going to try to respect the language that our artists and our art constituents, and our participants want over, you know, like That's where we would default to other language. Versus the language that we use, and so that's just something there.

So I just wanted to show a couple of examples of some of the stuff Katie was talking about. So let me share a couple other screens and sorry friends. My Okay. Alright. So, I’m sharing this right here. And so this is a poster. This is a Facebook post that we posted. So, as Katie said, this is a left, you know, all of the writing is left justified. This is Mass this is talking about a reception that's there.

Saint Johnsbury opening reception, Friday may the sixth, you know. Here's the time, at the bottom you'll notice it says for accessibility requests here's the information here's both a phone number and an email and then there are the access symbols of what accessibility features will be there and then on the right there is a photo of a banner in front of St. Johnsbury, Athenaeum, on that and then in the caption which is to the right.

You'll notice that all of the information that is in there plus more is in there. So here's the date here's where it is here's what it is we've also listed this event will have asl audio to our assistive listening large print and braille materials as well as tactile representations, of some piece again we're reiterating here's. if you have additional access needs here's who you're going to contact, and then below that is the image description so for this because all of that is in there. So a square graphic with text on the left and a photo above the text is included in the caption above.

So we don't need to repeat all of that because it is all there. you know.

The photo is of the brick outside of the F, and a purple banner hangs from a red brick sign post. The banner, says St. Johnsbury Athenaeum, April fifteenth to July eighth at center is a close-up photo of painted mask lit from above. So that's just an example of excuse me of how we would use image description.

How we would also reiterate the information that's in a visual piece of information in the caption of that, so that you're able to see and
experience and read what they're doing so if you could not access that information you're having it there. And if you know if anything comes out of these series, ever it's always having someone available to be the access point person.

So if there's ever anything put in your captions that there is somebody that they can contact -

KATIE MILLER:
Kat is Frozen.

I'm looking at the time and I just until Kat gets back I want to open it up. Does anybody have any questions about any of the stuff we've talked about today? Or maybe you've had a like a specific example happen on social media that you have questions about, that I can answer.

GUEST:
Where do those accessibility icons live? the one she was showing in the example.

KATIE MILLER:
Yeah, Okay, I will show you that's a great question So the accessibility icons are you can download them in a lot of places online. But I'm gonna give you a link to where you can find them, not just to download, but as well as what they all mean, which is really helpful. Let me find accessibility symbols now. So this link here is where you can download them.

You can download them in white on black or black on white. And I should say if you're into design and you want to change the color of them. That's totally fine like accessibility standards wise, you could change them to purple or orange, or whatever just as long as they stay a solid color. And have enough contrast that you can still see them in comparison to their background, so that's where you can download those symbols from. And then the question mark symbol. If you have questions about that I'm gonna share our we have like a one pager tip sheet on the question mark symbol and I'm putting a link to that in the chat box as well.

KAT REDNISS:
Hi, friends, I apologize. My computer just totally shut down in the middle of this. Katie. I guess I heard you were talking about the symbols and everything like that. I just want to share 2 other quick screenshots just showing a little bit about just a couple examples of some of the things that we've talked about. If that's okay, does that work?

Okay, So I wanted to share this. So Shay is a teaching artist that we with, a brilliant artist. So this is an example of Shea's artwork and this is what I'm using this for is that this was part of Shay was giving multiple. There were. there are multiple I can't click through because I'm about a desktop. but this was an Instagram post that had multiple images of it, and I just wanted to show how she did that so link in bio. So that tells you where that's going to be and then this is image description several black and white prints against a brightly colored blip, braided rug in the background.
And then what she has done is Shea has listed here's one here's 2 here's 3. So you know that as you're scrolling through you've got image descriptions for each one of these to script each one of these images. So that's just a way to do that on Instagram if you're doing multiple pictures is that to just kind of list here are those, and you can do what I like about what Shea has done is there's an overall one. So several you know black and white prints against that so you kind of know what the whole thing is. and then I want to share one more thing and then we'll give some time for questions and specifics.

And so what I want to show here is this is another teaching artist an artist that we work with Toby MacNutt, and so Toby here what I'm using this is what is what Katie was talking about is about what can be called camel case of for hashtags. And so if we see at the bottom of toby's caption here, Toby has used hashtag disabled dancer, and both of the D's in those are uppercase are capitalized hashtag non-binary dancer and then hashtag choreographer, because choreographers one word. So it's gonna it's gonna read that all is one whole. But for disabled dancer and non-binary dancer. Toby has capitalized those so that the screen reader will differentiate each of those words in the hashtag, so that somebody on a screen reader can get all of those hashtags and so I just wanted to give those as a couple of examples of good accessibility practices from teaching artists who really value accessibility and inclusion, and how they're utilizing that and these are both of their personal pages they're public so it's okay. They use them for public things. But I just wanted to show that.

And so great Oh, and then one thing that that is something that I want to work on, and something that is I tend, and this is something that I need to get better at. We don't have a link tree right now on our we just have a one link, but often I will put because we repost a lot like we'll. We'll post links to Oh, you know Vermont Humanities Council is having a great event, and often I’ll have the links in the bio, and we got some feedback about that. About how that can be really difficult, especially on Instagram to pull out a full link from the caption on Instagram, because it isn't copy and paste able.

So for somebody who has visual processing just orders or somebody who for whom that's really you know there's a lot of steps involved to pull a link out of that. So it's something that as I’m looking forward to how we share content.

I'm really figuring out like either can I link to Vermont humanities. who has a link tree? Can I do that you know how can I do that in a way that's more accessible to folks so that I don't expect them to have to figure out how to either like look at a caption, and write from the caption to figure out how to get into the next But we're all are you saying that a link tree is better a link tree would have, because it's up there.

So I’m seeing what you know that's hard for all of us. I think exactly. Yeah, like, I think that is really hard when there's a link embedded in there. and it's something that I often do, and something that I need to work on as a person who's doing social media.
So I think that both a link tree does provide options, you know I think what's tough is often like for us. It might not make the most sense because like if we're linking to other people things. And so, in that case I might instead say, instead of saying, Visit this link to do this, I might tag Vermont humanities who has a link tree.

So instead of saying, here's you know here's this or go to Vermont, humanity, So again providing multiple options, Yeah, Katie, go ahead.

KATIE MILLER:
There's also an option to I cannot remember the name of the service for the life of me. But instead of a link tree, what some folks do new, This is really popular in news organizations... I think the New York Times does this if you check out their Instagram. As an example, the link in their bio goes to what looks like a grid just like their Instagram. But it you click each one of those pictures you can go to the link that it's referencing, or the article that it's referencing. So if you're posting links a lot in your especially on Instagram, that's a way to Oh, great yeah, it's called Link.Bio. That's so helpful thanks so that's another way to do that.

I think you could do a combination like you could have a link tree with the link.bio grid... And what I like about a link tree is it gives you a way to have like really clear buttons and like actionable items for people. And so it's it makes it more of like a choose your own adventure like you could have like Instagram post links donate news and events sign up for our next event like you know there's a way to do it.

Oh, and link bio anna says that Links bio is $60, We think, for a lifetime subscription which I feel like is really low. that's great. And you can get link tree for free. So you know that's like a pretty cost, effective way to combine those 2 things.

Any other questions or thoughts before we wrap up and talk about next steps?

Okay, Well, per usual. I will be it'll likely be tomorrow sending out an email with a link to a follow-up survey. I highly recommend you fill it out if you have thoughts on how today's training went for you, because we take that feedback and directly implement it into following trainings when and if we can. So we welcome your feedback. It will also have the links that were shared in the chat. This follow up email and as well as a zoom link next week, the same time next Tuesday at 9 30. So what's that? The tenth. Kat and I will be back here answering questions if you have them just for open office hours. So, and it doesn't have to be related to social media specifically so if you want to pop in and ask any questions related to access or digital accessibility, we are here to help and always be, say all the time we have a delightful colleague Heidi, who says this all the time like just because the zoom screen is closing today doesn't mean we disappear, so we use reach out to us anytime with questions. Thoughts. you know, requests for help or whatever we're here, so thanks everybody for coming today. This was a delight to get to share this information with you.