Inclusive and Accessible Social Media: Tools and Technology to Empower You

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The following personal financial relationships with commercial interests' relevant to this presentation existed during the past 12 months:

Jourdan Saunders

• I received an honorarium for speaking at the National Ataxia Foundation Conference.
Storytelling through Social Media

- Personal
- Entertainment
- Health
- Professional
- Education
The Power of Social Media

- Connection
- Community
- Access
- Advocacy
Assistive Technology

- On-screen keyboard
  - Microsoft Free Virtual Keyboard, Click 2 Speak, Onscreen Keyboard
    Mac
- Screen Reader
  - Talk Back (Android), Voice Over (Apple), and NVDA (Nonvisual Desktop Access) for Windows
- Text to Speech
  - Speechify
- Speech to Text
  - Google Documents, Speech Notes, Speech Texter, Apple Dictation
Accessibility

• Captions and transcripts
  • YouTube, Otter.ai, MixCaptions for Android, Mix Captions for Apple

• Alternative text (Alt Text) and image descriptions
  • How to Write Alt Text and Image Descriptions- Perkins School for the Blind

• Camel Case for hashtags
  • #NationalAtaxiaFoundation vs. #nationalataxiafoundation

• Color contrast
  • WebAIM: Contrast Checker

• Inclusive language and content
  • Inclusive Language Guide – National Assembly of State Arts Agencies
Social Media Tips

• Safety and reliable sources of information

• Authentic representation

• Meaningful experiences

• Social Media Tools
  • Canva
  • LinkTree
Messages that Move

• Message Connection
• Message Storytelling
• Message Accessibility
• Message Delivery
How to Make an Impact?

• Purpose
  • Inspiration, educate, story, resource

• Connect
  • Content, comments

• Collaborate
  • Organizations, specific groups, people