

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

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2023 Annual Ataxia Conference
March 30 - April 1, 2023
Las Vegas, NV

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2023 Annual Ataxia Conference

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Planet Hollywood
Las Vegas, NV

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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.

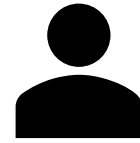


2023 Annual Ataxia Conference



Storytelling through Social Media

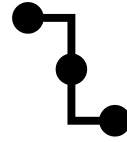
- Personal
- Entertainment
- Health
- Professional
- Education



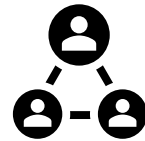


The Power of Social Media

- 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

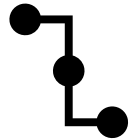
- Safety and reliable sources of information
- Authentic representation
- Meaningful experiences
- Social Media Tools
 - Canva
 - LinkTree

Messages that Move

- Message Connection



- Message Storytelling



- Message Accessibility


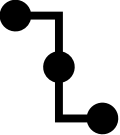



- Message Delivery





How to Make an Impact?

- Purpose 
 - Inspiration, educate, story, resource
- Connect 
 - Content, comments
- Collaborate 
 - Organizations, specific groups, people



Sample Social Media Posts

Cookbook Sponsored Like Page

Today was hard. I decided to take time for myself to do something that I enjoy, cooking. I am thankful for the support I have on my journey.
 @Supportgroup
 [Image Description: heart with text "I am determined not to give up even on the hard days."]

#SupportGroup #Cooking #Thankful

I am determined not to give up even on the hard days.

Hard Moments are Part of My Journey
 Blog Post

SUPPORT GROUPS Learn More

20 100 Comments 1 Shares

Like Comment Share

Cookbook Promoted

One of my favorite books that I always reference is "Cookbook" by @chef. I have used this resource for finding new recipes in the kitchen. What is your favorite go to resource? [Image Description: three different colored books stacked on top of a table] #Cookbook #Resource #Book

Cookbook Inclusion Learn More

15 10 comments 22 shares

Like Comment Share Send

