ACKNOWLEDGEMENTS

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Around, 1 in 5 (18%) Australians—or about 4.3 million—identify as being a person with disability. By making your social media more accessible, you will also be taking the right steps to increase your audience and create shareable content.

Being inclusive causes us to be innovative, to include not only those with disability but also those that have other life experiences, including culturally and linguistically diverse people, and older Australians.

Social Media refers to the major social media platforms, Facebook, Instagram, Twitter and YouTube. But these methods can be applied to any existing platform.

Keep Accessibility in Mind

- Change workflows to put Accessibility at the start of the creation process.
- Adjust mindsets towards inclusivity.
- Ensure that accessible design standards for social media are well defined.
- Easier than retrofitting content
- Make accessibility part of your design research
- Engage with disability advocates and Organisations for more information
- Look to bring in people with disability into the design and creation processes.

Altering mindsets and work patterns can be difficult, but it is easier to acknowledge accessibility options as a crucial first step, then it is to retrofit content at the end to make it accessible. Before starting any project, piece of content or even a simple social media post, take a second to think about what accessibility requirements might the audience have.

Changing workflows can be a great time to innovate and reassess the various needs of the social media teams and the audience on social media. It can also be a great opportunity to connect with disability advocates and organisations for advice. Create rules and documents to make workflows clear when creating accessible content.

While changing mindsets and work patterns can be challenging, view them as a great opportunity to bring in new ideas and to make sure you’re connecting with everyone in an accessible manner.

Best practices for social media = Accessible social media presence
Captioning Videos

- Increases engagement and accessibility.
- 85% of Facebook videos are watched on mute.
- Videos with captions increase average view time by 12%.
- People who watch videos with captions are more engaged and more likely to remember what they saw.
- If a video has no audio or is only background music, then it requires no captioning.

Captions (or closed captions) are better than subtitles as they contain more information for the viewer. Closed captions, supplement dialogue and other relevant parts of the soundtrack, describing background noises, phones ringing, sound effects and other audio cues that need describing.

Captions are also an opportunity to be creative with topography and animation. If the text is clear, you can include other information, not available visually, for example: artist information, exhibition dates, or even animation or links to other videos.

**EXAMPLES**


2. From National Gallery of Australia, Canberra Facebook. Video: ‘Enlighten Festival 2020”. Branded font, showcasing the design and highlighting the creativity of this event. It’s also clear to read and below has captioning for increased accessibility. Link: [https://bit.ly/325aaXq](https://bit.ly/325aaXq)
Alt text and Image description

- Adding alternative text to photos is first and foremost a principle of web accessibility.
- Users of screen readers will use alt. tags or image descriptions to better understand an image.
- They help with Search Engine Optimisation.
- Very useful to those with vision impairment.

Alt. Text is a basic description limited to a brief sentence of the media, usually an image. Alt text is embedded into the social media platform and is done separately from when posting. But it doesn’t contribute to character limits and is what is displayed if the image doesn’t load.

Image description is usually prefaced by the type of media e.g., [PIC], [VIDEO], [AUDIO], [GIF], and then a detailed description.

An image description gives more details than alt text and allows someone to learn more about what is in an image that goes beyond alt text. Alt text gives the user the most important information while image descriptions provide further detail.

All the images in this report have alt text.

**Basically, if you can close your eyes, have someone read the alt text to you, and imagine a reasonably accurate version of the image, you're on the right track.**

**FOR EXAMPLE:**

**Alt. Text**

The Mona Lisa by Leonardo Da Vinci. A painting of a woman in front of a wooded background. She has an unusual smile.

**Image Description**

[IMAGE] The Mona Lisa by Leonardo Da Vinci. A painting of a woman, she has brown hair, flowing clothes, no eyebrows, and an unusual smile. Her hands are folded in front of her and she is sitting in front of a wooded background.
Text and Language

- Use plain English.
- Use recognisable slang and acronyms relevant to your audience.
- Use inclusive language.
- Keep text post short and direct.
- Use link shorteners.
- Make sure graphics are easy to read.
- Limit overly ornate script and italics.
- Avoid industry jargon.

Text still makes up the biggest part of content online and having clear and well-written copy can help with engagement and interaction.

Make use of accessibility features like readability in writing programs or online. These programs can tell you how easy to read your copy is, as well as things like writing style and grammar.

Many people worry about using the right language and it can be intimidating, the key is to not panic, be respectful and have good intentions. Accessible Arts also has language guides available to assist with using the most accessible language.

USEFUL RESOURCES

- Canva.com – tiles and templates
- Word – Newer versions have accessibility features (readability)
- Grammarly or ProWritingAid – online writing aids: help with spelling and readability.
- Bitly.com - for making links shorter and easier to read.
#Hashtag and Emojis

- Use CamelCase in hashtags.
- Limit use of emojis and understand their meanings.
- As a rule, you don't want to use more than four emojis in a post at any one time.
- Emojis can be used to break up large chunks of text.

Emojis should complement text, not replace it. But they are a fun tool and help with tone. Social media is a casual platform and emojis are a part of that.

CamelCase looks #ABitLikeThis and makes hashtags easier to read. For Screen readers used by people who are blind or visually impaired, they will hear the words individually rather than as a long incoherent word. CamelCase also improves readability for general users, particularly amongst people who speak English as a second language and people who have limited computer literacy like older people.

Thoughtful Representation

- Avoid content or posts that are objectifying, "If they can overcome it, why can't you?"
- Share or create content that is consistent with your message or brand while also being accessible.
- Include photos that aren’t objectifying and have diverse peoples.
- Use varied photographers and content creators.

Building a relationship with artists and creators is something galleries excel at. Extend these skills to online and social content. Be sure to reference the owner of the content eg: photographer or video maker. Build a relationship with creators, uplift disabled activists, writers, and artists. Where possible - always use your own content.
**EXAMPLE:** An event held by the Art Gallery of NSW, showcasing emerging disabled artists from Front Up from 2019, 2018, 2017 & 2016.


**Connect with Community**

- Talk to the disabled community via social media.
- Share and create relevant content.
- Use social platforms to connect with people, build a relationship with your audience.
- Be open to change and criticism, Facebook is a great way for an unfiltered connection.
- The Facebook algorithm promotes posts with ‘natural’ conversation.
- Acknowledge important days.

Many organisations see social media as a marketing tool, which cheapens the experience. Social media allows organisations to connect with people, and for people to connect with organisations.

Take advantage of this, keep social media social. Encouraging positive conversation and commenting will increase engagement, and increase posts popularity on Facebook, with shares to users feeds and pages.

**IMPORTANT DATES:**

03/12 - International Day of People with Disability

19/05 - Global Accessibility Awareness Day
Social Profile

- Having a clear ‘about me’ and profile section makes navigation easier for users.
- Also allows you to direct people back to your website.
- Show your logos and names, making it easy for people to find you.

Your profile in any social media site is where you have the most control, and people who come to your profile are usually looking for information. Your profile is your social shop front, it should have details like opening times, contact details, accessibility options and should direct people back to your website.

FOR EXAMPLE: Screenshots from National Gallery of Australia's Facebook and Instagram pages

ngagalleryaus Follow

2,482 posts 135k followers 1,872 following

National Gallery of Australia
Director @nickmitzevich
On Ngunnawal and Ngambri land.
Book free timed tickets via the link.
#NationalGalleryAus
linktr.ee/nationalgallery

> Clear logo, name, and handle (the @ name). The account is also verified, reassuring users that this page is legitimate. They include relevant links and hashtags (in CamelCase).

> The about me page on Facebook is filled out completely, this not only helps with searches and SEO, but also with guiding people to the website and encouraging users to “contact us” if they need more information.

Link: https://www.facebook.com/watch/NationalGalleryofAustralia/
Accessability features of social media sites

- All social media websites have accessibility functions built into them.
- They have functions like options to include alt. text and add captions to videos.
- New features are being introduced all the time.

**Facebook Accessibility Page:**
https://www.facebook.com/accessibility
https://www.facebook.com/help/accessibility

**Instagram's Blog on accessibility features:**
https://about.instagram.com/blog/announcements/improved-accessibility-through-alternative-text-support

**Twitter accessibility features:**

**Youtube (Google) accessibility features:**
https://www.youtube.com/playlist?list=PL590L5WQmH8dvW6kJld5jRDN0IiCJHLZZ

**Youtube captions:**
https://support.google.com/youtube/answer/2734796?hl=en
AMaGA Victoria respectfully acknowledge the Traditional Owners of the land on which we work, the Boon Wurrung and Woi Wurrung peoples and honour their Ancestors, Elders and next generations of community and pays respect to the Elders of all the Nations of Victoria, past, present and emerging.