Marketing Accessibility Training

12/3/2020

Q&A Responses

With all the accessibility symbols you are putting on marketing materials—do they refer to services offered for just that event or for your Organization in general?

You only want to use symbols for accessibility features that apply to that particular event, that you can guarantee will be available. For example, we have the ability provide verbal description, but if a describer won't be there unless requested, I wouldn't put that symbol.

Are there some good text examples or best practices for text to use in fields/fomats where we could not include symbols?

Yes! In general, you want to plainly list the features. For an example check out: https://www.inclusiveartsvermont.org/wp-content/uploads/2020/01/2020.01.15_ANEW_Announcement.pdf

Any tips for fundraising as distinct from marketing in terms of accessibility?

It's all about offering multiple ways for people to do everything, from engagement to donation methods. Allow any giving amount, and not set amounts. The rate of poverty is much higher among people with disabilities, but many still want to donate to their favorite causes and do! By not setting a minimum, it means more people can support your cause, regardless of the amount they can give.

Some people still prefer to send checks and get paper letters, others love to donate by Venmo or text. You could go the extra mile and offer a number folks could call to donate by phone.

Which is more ideal, alt-text or image description in caption?

If you have to choose, go with alt-text, as it's what a screen reader will read first. Description in the caption is nice, and is a great educational tool. It also sends a clear message of "hey! We're thinking about accessibility!"

Is there any sort of caption option for FB live or live streaming video? How would you make Facebook Live more accessible?

Unfortunately Facebook live no longer options auto-generated live captions. We've gotten around this by uploading videos to youtube that are pre-recorded, and streaming them through Streamyard.

The truth is, FB live is not accessible. But to make it moreso, you can do the above, as well as implementing verbal descriptions of people and graphics on screen.

What's best practice for length/number of sentences for image descriptions?

Depends on the application. For social media or a PDF, a sentence or two is just fine.

How do you manage people describing themselves and sensitivity to people saying a description out loud and whether or not the individual is comfortable doing so?

We use "challenge by choice" for this. Some people might feel uncomfortable, while others might not do the description because they don't communicate through spoken word. On ZOOM, we offer the chat box as an option, and always give the opportunity to pass, should someone wish to do so.

Does the color of the access symbols matter, or do they always need to be black?

You *can* change the color of them but need to make sure the contrast is high enough for them to be very easily seen. Always keep the color solid. You can also change them to circles instead of squares. Again, the focus is on making sure they're easily seen and recognizable.

Will you send out info to everyone on next trainings?

You betcha!

Verbal Description is next Friday at 10am: https://www.eventbrite.com/e/126599146455

Art of Connection is January: https://www.eventbrite.com/e/128265047209

We will also have a three-part series called Disability Awareness, that will include three consulting sessions with myself and Heidi. That's launching in March. Stay tuned, and join our mailing list for more information! Head to our website and scroll to the bottom. Type in your email, then click "Join" https://www.inclusiveartsvermont.org/