



Social Media Tricks

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TfA



Coming up...

Hello!

Why use social media for campaigning?

Accessibility: How to make your tweets inclusive

Tips n tricks for Tweeting

Examples

Questions?

Why use social media?

● **POWER AND REACH**

You have the ability to reach people you wouldn't otherwise.

● **NEW FORM OF CAMPAIGNING**

It can be used to raise awareness, or even target companies directly.

● **CONNECTING DISABLED PEOPLE**

We can amplify each other's voices, and make friends!

● **MANY EXAMPLES OF BRILLIANT HASHTAGS**

As we see on the next slide...

Examples of #hashtags

#JUSTASKDONTGRAB

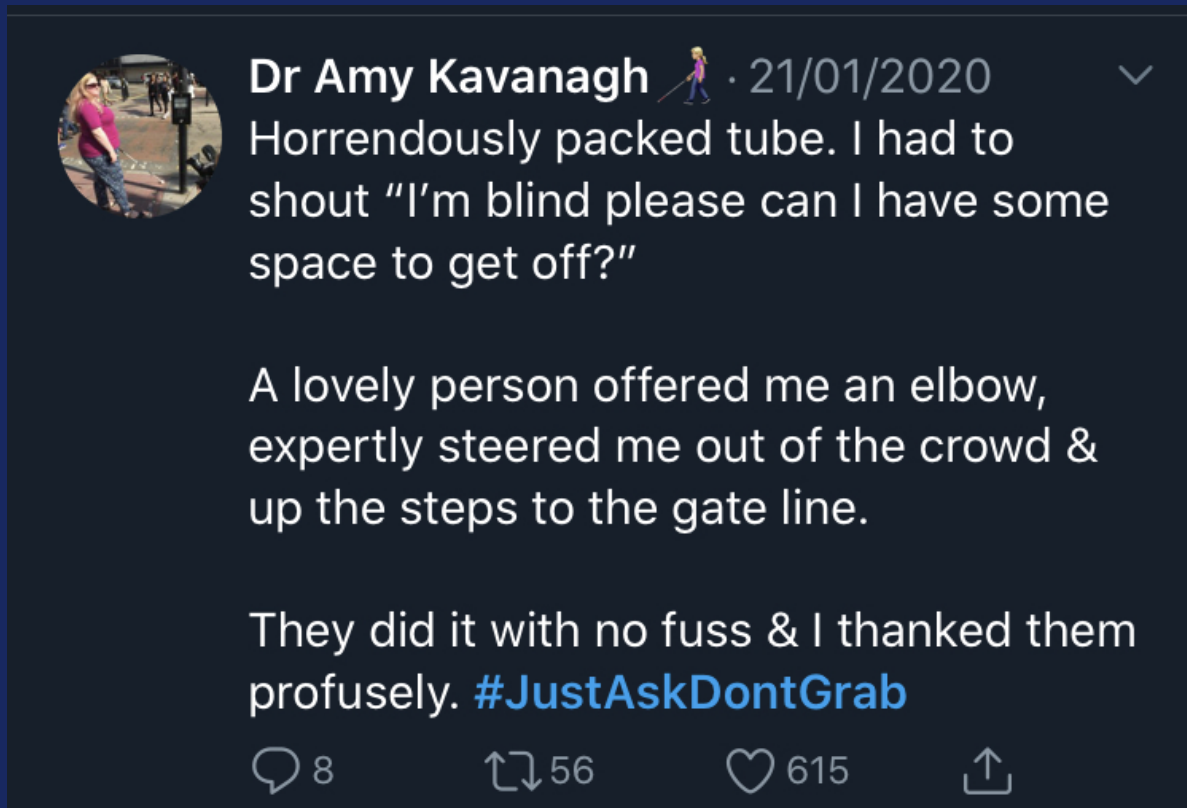
By Amy Kavanah!

#ABLEDSAREWEIRD

By Imani Barbarin

#TAKINGTHEDIS

By Julian Sorfleet



Accessibility

Alt Text

General

Display >

Data usage >

Accessibility >

About Twitter >

Accessibility

Vision

Increase color contrast

Improves legibility by increasing the contrast between text and background colors.

Compose image descriptions


Add the ability to describe images for the visually impaired. [Learn more](#)

Alt Text

- Be concise.
- Don't describe every detail – 3 main things you notice.
- Avoid redundancies.
- Think about context.



Words

- GIFS - describe in body of the tweet
 - Videos - include captions. Use online tools such as Headliner or Kapwing.
 - Capitalise your hashtags...
 - eg: #ThingsDisabledPeopleKnow
 - Avoid overusing emojis
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Design

- Use sans serif font types such as Helvetica, Arial and Verdana;
- Do not overlay text over an image or busy background;
- High contrast and complimentary colours – dark background and bright light colour words



Tips n tricks

- Find your voice
- Find your content
- Think visual
- Wording

Voice



- Let your personality shine through
- You're a character in a story
- Think about your audience



Content (what to tweet about!)



- What happened
- How did it make you feel?
- Think about relatable terms and consequences
- Any specifics or quirks?



Think visual

- Include pictures or videos
- Accompany the story
- Put yourself in the picture
- Remember to describe images

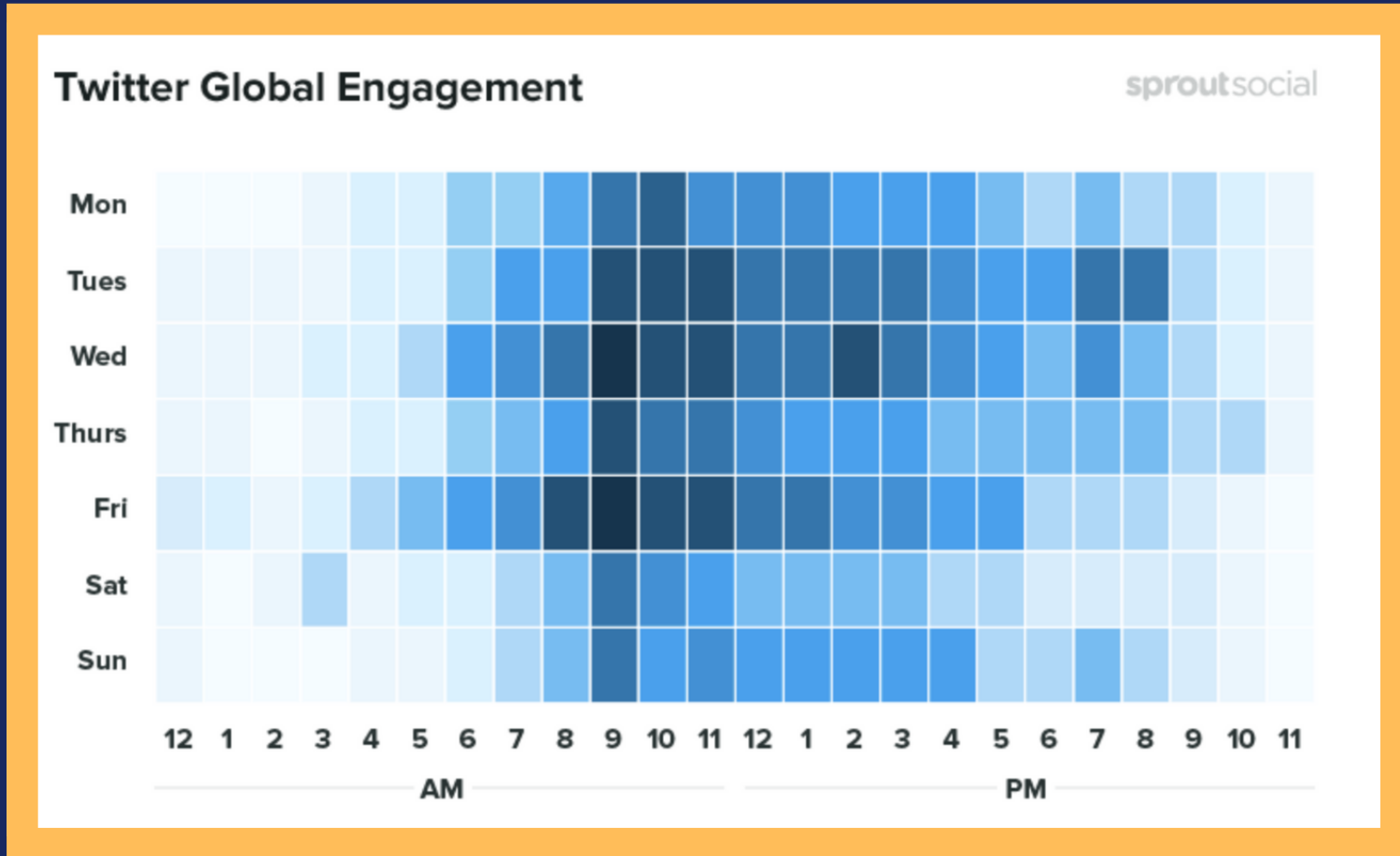


How to word my tweet

- Tweets are like newspaper headlines
- First 8 words count the most
- Quotes work well
- Go easy on hashtags



When to post my tweet



Wednesday and Friday mornings at 9am have highest engagement



Helpful tools!



CANVA

Easily edit images, add text, and build jazzy graphics.



HEADLINER

Create subtitled videos.



HOOTSUITE

Schedule tweets to post later.

Examples



IMANI BARBAIN

Aka Crutches And Spice
@Imani_Barbarin



DR AMIT PATEL

@BlindDad_Uk



SAVE THE
NEUROTYPICALS

@SNeurotypicals



A word of warning...

Once you post, you can't take it back

Be prepared for it to go far...

Twitter can be an ugly place, ignore the trolls

Any questions?