



# The Sunny Side



Volume One: Issue Five

## ACCESSIBILITY AND SOCIAL MEDIA

February 4<sup>th</sup> is #OptimistDay, a day where Optimists all around the world will be posting photos of themselves wearing Optimist apparel and sharing with their followers why they #ChooseOptimism and are proud to #BeAnOptimist. But before you click the “post” button on social media, you should first make sure your video or photo meets accessibility criteria. Below you will read ways to make your videos and posts more accessible by using video captions, image descriptors, content warnings (CW), and Hashtags. This is in no way a complete list, and we can’t be perfect all the time—but a little effort goes a long way. So join me in practicing accessibility on social media this #OptimistDay and beyond!

**Videos (2):** *People who are deaf or hard of hearing use captions to access to access sound content.* To make your videos more accessible, add captions by one of the following ways:

- Add captions manually to your videos.
- Download an app that captions your videos (i.e. Clipomatic, Autocap)\*
- Use the “add text” feature to add dialogue to an Instagram story

\*Please note: Auto-captions may not always be accurate, so please review and edit accordingly before posting.

**Photos (2):** *People who are blind or visually impaired use screen readers, devices that turn captions into either audio or braille, to access visual content.* You may also find “screen reader” in your smart phone’s “accessibility” options. Captions should include:

- All text that is included in an image (memes, screenshots of Tweets, graphs, etc)
- Descriptions of emotions that the image is trying to convey (humor, inspiration, etc)
- Descriptions of people in the image (number of people, their facial expressions, their actions, their clothing, their location, etc
- Descriptions of scenery (colors, shapes, location, time of day, etc )

Note: By including facial expressions and emotional descriptions, you will also be helping individuals who have difficulty interpreting them on their own.

### YOU'RE INVITED

#### Optimist Day

**Date:** February 4th

#### 2nd Quarter Conference

**Date:** February 13

**Registration:**

**Open:** Now

**Closes:** February 10

For more information:  
[Conferences](#)

*Three references (links) were used in writing this issue and are cited throughout accordingly:*

[Federal Social Media Accessibility](#) (1);  
[@bodyposipanda Instagram post](#) (2);  
[Content Warning](#) (3)

**Content warning (CW):** To flag your content as potentially sensitive, you can list either “Content Warning” or “CW” at the beginning of your caption. This prepares your followers and allows them to choose whether or not to continue viewing/reading your post. While none of us are posting intentionally harmful videos to our club or personal accounts, we may find ourselves needing to use “CW” in a caption (3) Here are a few example scenarios:

- **Example Scenario #1:** An Optimist Club sponsors a cheer squad and posts a video of the performance. The video includes light effects that go along with the music. You should include “Content Warning (CW): flashing lights” in the description to alert individuals with seizure disorders. (1)
- **Example scenario #2:** An Optimist Club builds an all-abilities playground. An 8-year-old girl in a wheelchair talks about how difficult it is for her to play at her school’s playground and how her classmates bully her, so she is grateful that the Optimists built this new playground. At the beginning of the caption, you should include “Content Warning (CW): bullying, ableism” so your audience can choose whether or not to read.

**Hashtags (1,2) :** Hashtags are a resourceful social media tool that virtually links people together. When using #ChooseOptimism, Optimist International’s 2020-2021 theme, or #OptimistDay you should capitalize the first letter in each word to be more accessible. You will make it easier for screen reader apps and, let’s face it, everyone to identify the words in the hashtag. (1, 2)

To submit a question for the SWIS District Leadership team or to request an article topic for *The Sunny Side*, please contact [Amanda.szymkowski@gmail.com](mailto:Amanda.szymkowski@gmail.com)