



## **Birdability Access Considerations for Social Media**

1. Accessibility and inclusion should be the first priority when posting on Birdability's social media accounts.
2. All images should include alt text and visual descriptions.
3. Use high-contrast, accessible text with [plain, active language](#).
4. Don't use emojis, or use them very sparingly and never next to each other, or as an unexplained cultural reference.
5. Subtitles and closed captions should be on every video, whether our own creation or shared from another source.
6. Use inclusive language. We offer guidance at <https://www.birdability.org/inclusive-language-use> for Birdability standards.
7. Avoid labeling links as "click here." Instead use the linked resource name, e.g. [Inclusive Language Use](#), as the label.
8. Social media should not be the main messenger. Link information back to the [Birdability website](#) whenever possible.
9. Avoid acronyms or abbreviations, unless already mentioned in full.
10. Avoid using Graphics Interchange Formats (GIFs) and if using images with text or memes, caption the image with a description.
11. Confirm sites you link to contain accessible information or describe the accessibility that is available at that site.

# Suggested hashtags to use when sharing about Birdability on social media

Hashtags help social media users find content related to Birdability and facilitate engagement. As shared above, Birdability encourages folks to use CamelCase hashtags, where you capitalize each word in a hashtag, to increase legibility and allow screen readers to distinguish each word.

Example of inaccessible hashtag: #birdabilityweek2023

Example of a CamelCase hashtag: #BirdabilityWeek2023

## **Suggested hashtags to use when promoting Birdability:**

#Birdability

#BirdabilityWeek

#AccessibleTrailTuesdays

#BirdingForAll

#BirdingForEverybody

#Birding

#Birds

#AccessibleBirding

#AccessibleOutdoors

#Accessibilty

#InclusiveBirding

#InclusiveOutdoors

#OutdoorsForAll

#Inclusion

#Access

#Nature

# Birdability Branding Details

If you plan to share our work, consider using the same fonts and text colors that Birdability uses.

## Fonts:

- Title Font: Merriweather
- Body Font: Open Sans

## Text Color Hex Codes:

- Dark Blue: #006195
- Light Blue: #28C5FF
- Dark Gray: #68829B
- Light Gray: #9C9C9F
- Black: #FFFFFF
- White: #000000

## Additional Resources:

<https://www.accessible-social.com/>

<https://digital.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>

<https://blog.hootsuite.com/inclusive-design-social-media/>

<https://disabilityin.org/resource/creating-accessible-social-media-content/>