



Social Media, Disability Inclusion and Accessibility

The Session begins at 1:00 pm CST
We will be testing audio quality periodically

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Useful Keyboard Shortcuts

- Full list - *Keyboard Shortcuts* from the *Help* menu on the Menu Bar.
- Speaker level Up:
 - Windows: Ctrl+Alt+Up Arrow
 - Mac: Command-Option-Up Arrow
- Speaker level Down:
 - Windows: Ctrl+Alt+Down Arrow
 - Mac: Command-Option-Down Arrow
- Chat: Move cursor to the Message text box
 - Windows: Ctrl+M
 - Mac: Command-M

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More keyboard shortcuts

- Open Closed-Captioning window
Windows: Ctrl+F8
Mac: Command-F8
- Close Closed-Captioning window
Windows: Alt+F4 or Ctrl+W
Mac: Command-W

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Listening to the Webinar, *continued*

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Pass Code:
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Listening to the Webinar, *continued*

MOBILE Devices supported include iPhone, iPad, Android Devices, Kindle Fire HD)**

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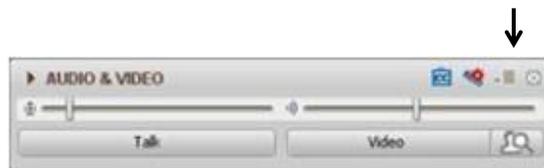


**Closed Captioning is not visible via the Mobile App and there is limited access to the white board for individual's using voice over technology

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Captioning

- Real-time captioning is provided during this webinar.
- The caption screen can be accessed by choosing the  icon in the Audio & Video panel.
- Once selected you will have the option to resize the captioning window, change the font size and save the transcript.



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Submitting Questions

- **You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area**
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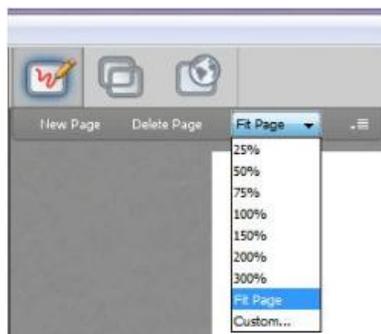


Please note: This webinar is being recorded and can be accessed on the website at www.ada-audio.org within 24 hours after the conclusion of the session.

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Customize Your View

- Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is “fit page”



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Customize Your View *continued*

- Resize/Reposition the Chat, Participant and Audio & Video panels by “detaching” and using your mouse to reposition or “stretch/shrink”. Each panel may be detached using the  icon in the upper right corner of each panel.

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Setting Preferences

- Depending on your system settings you may receive visual and audible notifications when individuals enter/leave the webinar room or when other actions are taken by participants. This can be distracting.
- To turn off notifications (audible/visual)
 - Select “Edit” from the tool bar at the top of your screen
 - From the drop down menu select “Preferences”
 - Scroll down to “General”
 - select “Audible Notifications” Uncheck anything you don’t want to receive and “apply”
 - Select “Visual Notifications” Uncheck anything you don’t want to receive and “apply”
 - For Screen Reader User – Set preferences through the setting options within the Activity Window (Ctrl+slash opens the activity window)

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Technical Assistance

- If you experience any technical difficulties during the webinar:
 1. Submit a message regarding your issue via the chat area and the Moderator will address your concern via a private chat with you and/or refer it to one of the Great Lakes ADA Center IT Staff to contact you off line; or
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Social Media, Disability Inclusion and Accessibility

Presented by: Debra Ruh



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Introduction



Debra Ruh is CEO and Founder of Ruh Global Communications. She is a Global Disability Inclusion and Accessibility Strategist.

Ruh Global Communications is a Strategic Marketing firm that allows organizations to connect and integrate with the PwD community and their families. Focus on UN Convention of the Rights of People with Disabilities (UNCRPD).

- Debra is proud to be on the G3ict Advisory Board and a member of the G3ict Expert Panel.
- Debra founded TecAccess in 2001 and merged with SSB BART Group (SSB) in April 2011. TecAccess was a US based multi-million dollar firm focused on ICT Accessibility and over 80% of the team were technologists with disabilities.
- Author of two books and influencer on Social Media with over 100,000 followers on Twitter. KLOUT score of 79+



Debra speaking in China at Dell's Take Your Own Path

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Market Size

- Over 1 billion people, or about 15% of the world's population, live with some form of disability – that's one in 7 people. Source: WHO
- There are 60 million plus persons with disabilities in the U.S., affecting approximately 1 in 2 Americans "living with" or "directly affected by these individuals. Source: NOD



- At age 50, adults begin experiencing age-related physical changes that affect hearing, vision, cognition and mobility. Source: AARP
- More people living longer will result in a dramatic increase of people experiencing some form of disability at some point in their lifetime.

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The World is Changing



- The number of people with disabilities is on the rise due to many factors.
 - Medical advancements
 - Technological advances
 - Aging Societies
- Globalization
- Countries are taking major steps to ensure the rights of persons with disabilities.
 - UN Convention on the Rights of Persons with Disabilities. (CRPD)
 - Reduction of Digital Divide
- Corporate Social Responsibilities

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Seamless Integration



- Integrating persons with disabilities into society, the workplace, accessibility of products and services, and an organizations social media and other marketing efforts, and is not only a worthy cause, but one that makes financial sense.
- We are the world's largest minority group. Larger and more loyal than the tweens and teen groups that so many marketers pursue.
- Societies function better when everyone is giving the opportunity to contribute and participate.
- Persons with disabilities are finding their voices on Social Media.

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Social Age

Social media is not a trend it is essential to your brand. To believe otherwise can limit and threaten the growth of your business or career.

People join social networks to connect, expand, share, engage and obtain information.

- People prefer people above brands.
- This means that brands need to approach their use of social media differently.
- It's about being human and taking personal identity above an institutional identity.



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Social Media Update

- Social Media is less than 10 years old.
- The first recognizable social media site, Six Degrees, was created in 1997.
- 2015 Pew Social Media Research Survey shows a significant increase in the proportion of U.S. adults who use them.
- Facebook remains the most popular social media site. It has not seen significant growth among users since 2012.
- Pinterest and Instagram (owned by Facebook) have experienced significant growth between 2012 and 2015.



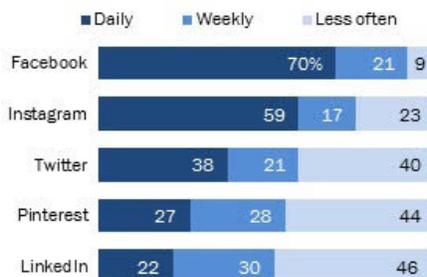
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Social Media – Daily Usage

Facebook and Instagram Users Highly Engaged on Daily Basis

Among the users of each respective site, the % who use that site with the following frequencies (e.g., 70% of Facebook users use the site on a daily basis)



Source: Pew Research Center, March 17-April 12, 2015.

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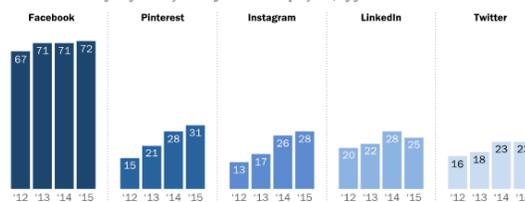
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Facebook, Pinterest & Instagram

- 72% of online adults use Facebook only a slight change from 67% in 2012.
- Pinterest was up 2015 from 15% in 2012.
- 28% of online adults use Instagram, a 15-point increase from the 13% of internet users who did so in 2012. Source: Pew

Pinterest and Instagram Usage Doubles Since 2012, Growth on Other Platforms Slower

% of online adults who say they use the following social media platform, by year



Pew Research Center Survey, March 17-April 12, 2015.

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LinkedIn and Twitter Update

- LinkedIn and Twitter both saw significant rates of growth, but at a slower pace.

- A quarter of online adults use LinkedIn, up from 20% in 2012.
- 23% of online adults use Twitter, a 7-point increase from the 16% who did so in 2012.

Source: Pew



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Social Media Usage

Facebook:

- 72% of adult internet users, 62% of entire adult population.
- 77% of Facebook are women
- Age Group: 82% between 18 to 29, 79% between 30 to 49, 64% between 50 to 64 and 48% are over 65.

Twitter:

- 23% of all internet users, 20% of entire adult population
- Age Group: 30% of online adults under 50, compared with 11% of online adults ages 50 and older.

LinkedIn:

- 25% of adult internet users, 22% of entire adult population.
- Usage higher among 30- to 49-year-olds than among 18- to 29-year-olds.

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Social Media Usage

Pinterest:

- 31% of adult internet users, 26% of entire adult population.
- Women dominate Pinterest, 44% of internet users as opposed to 16% of male internet users.
- Age Group: 37% are under 50 and 22% are over 50.

Instagram:

- 28% of adult internet users, 24% of entire adult population.
- Online women continue to be more likely than online men to be Instagram users (31% vs. 24%).

- Source: 2015 Pew Social Media Research

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Profiles

Here are some tips for writing your profiles:

- Be professional, authentic, interesting and personable.
- Upload a good picture, do not use fuzzy, or inappropriate profile picture. It is okay to be creative but think professional.
- Use a clear and simple headshot of you looking into the lens.
- Use the keywords that are most relevant to your profession to enable others to find you via search. Also remember to use hashtags (#) in Twitter and Facebook for keywords.

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Tell People Where to Find You

- Be sure to take advantage of every opportunity to let your audience know how to find you on social media.
- Consider showcasing links (usually represented by icons) to your social sites across all customer-facing touch points:
 - Website
 - Online properties (including other social media)
 - Email signature
 - Newsletter
 - Business cards (Braille your cards)
 - Advertising



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Be Consistent

- **Budget time for social media.**
- Amount of time spent depends on your goals.
- Tools like Buffer can help you buffer posts on most social media platforms so you appear active when you are really doing something else.
- Also tools like Hootsuite and TweetChat allows you to schedule posts.
- Also keep an eye on interactions and notifications. That will allow you to engage with your followers and keep up with what happened on your social media platforms during your downtimes.



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Share and Endorse

- To build relationships on social media it is critical to engage, endorse and share the content you discover and enjoy.
- **Social media is meant to be reciprocal.** People notice and appreciate your efforts to share their content, blog posts, images, video, etc., and will often return the favor.
- Each network has one or more forms of endorsements including a Like on Facebook (thumbs up) + on Google+, like on LinkedIn, and “love” on Twitter.
- Only endorse the posts that really speak to you and your audience.



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Follow and Follow Back

To engage on social media by following others that have content that interests you.

- Follow friends and customer accounts
- Follow influencers and bloggers in your niche
- Most networks suggest people to follow based on your profile.
- Search keywords that interest you and follow those accounts.
- Follow accounts that follow you.



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Don't Pitch or Market

It is okay to market from time to time but relentless sales pitches will not be tolerated.

- Instead engage and chatter on topics that are relevant to your brand.
- Remember the more you pitch your products and services, the greater chance you will have of being rejected on social media.
- Try a softer approach to selling. Think of your offers as friendly invitations and information.
- So it is fine to promote your brand but it is critical to strike a balance so your brand does not accidentally turn people off.



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Engage, Engage, Engage

Be sure to engage with those who share your updates and those who respond to you.

- Thank them, answer their questions, and ask them why they likes that tweet or this post.
- Consider this engagement part of ongoing market research for your social media strategy.
- Engage with others, follow them, Repost, Share and Like their content.



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Engagement Strategy



- Engagement has to be tied to measureable business objectives.
- The key is finding a balance with your time and resources.
- Remember engagement is not STRATEGY it must be tied to your Overall Marketing Strategy
- Engage frequently and directly. Post and respond to comments. This will help build your company's influence and the targeted communication fosters trust and loyalty.
- Post company updates and news. People enjoy reading new information about their favorite brands.

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Branding Tips



Promote others: Helping others with pure intentions builds your social credibility.

- **Stay on topic!** If you have a business audience, focus on your topic at least 80% of the time.
- **Curate** the best content that ties in with your online community; whether photo or product.
- **Build trust** by sharing relevant topics. It is okay to sprinkle personal posts, they bring humanity to your brand.
- **Lose any feeling of entitlement** — no one is required to follow (or listen to) you. Engage your customers by engaging in conversations and commenting on their content.
- **Tell stories!** Storytelling about successes is a favorite read. Source: Marsha Collier

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Measure Measure Measure

Measure what is important:

- Start with your business and marketing objectives.
- Define how social media can help you reach those objectives.
- Measure your social programs relentlessly.
- Measure what moves the needle for your business and avoid data overload.
- Identify a few main goals and focus.
- Use supporting metrics for insights to inform your strategy.



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Tools to help you manage

- Buffer www.bufferapp.com
- TweetDeck www.tweetdeck.com
- HootSuite www.hootsuite.com
- KLOUT www.klout.com
- Manage Flitter www.manageflitter.com
- NUVI www.nuvi.com steve@nuvi.com
- Meshfire www.meshfire.com



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Social Media Accessibility Tips

- **Keep it simple.** Good design and good content leads to accessible content.
- Use plain language
- Use camel case (capitalize the first letters)
- Limit your use of abbreviations and acronyms.
- Add captions to all videos and descriptive captions to all photos
- Provide link showing that it is a photo, video or audio file (e.g. [PIC], [VIDEO], [AUDIO]).
- Ensure that you link has accessible content, i.e., a tagged photo, captioned video or audio with written transcript.
- Good Resource: Social Media Accessibility Toolkit: <http://www.digitalgov.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>

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Linked-In

- Linked-In was consistently accessible and was named as the most accessible social media in 2011 by Denis Boudreau a global ICT Accessibility Expert.
- Today Linked-In has actually gotten less accessible.
- Linked-In has a dedicated accessibility team and are responsive to reported bugs.
- The platform provides in-page navigation tool to help keyboard and screen readers navigate long posts and pages.
- It has real-time notifications for users navigating with keyboards, and actions like sending messages, and interacting with dialog boxes can now be done with keyboard or screen reader.

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Twitter

Twitter has a dedicated accessibility team and provides accessibility training to team members. Team responsive to accessibility bugs and good at releasing fixes for the bugs in a timely manner.

- Twitter has keyboard shortcuts for all functionality including navigating tweets, love, reply and retweet.
- Screen readers sometimes have to turn off their virtual buffers to use the app.
- iOS and Android both are accessible

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Facebook

- Facebook desktop and mobile apps are fairly accessible. From time to time they do have bugs that cause accessibility issues.
- Facebook has a dedicated accessibility team and the team is very responsive when accessibility bugs are reported.
- Facebook has ongoing accessibility training for engineers and other technical team members
- Facebook Messenger is accessible
- Facebook has keyboard shortcuts

Google Plus (G+)

- G+ is fairly accessible.
- Google has a dedicated accessibility team.
- Google has reused components from other products to provide keyboard accessibility and screen reader information exposure.
- The Android App is fairly accessible.
- iOS still has accessibility issues. Users with disabilities are still reporting accessibility problems with iOS on iPhone and iPads.

What is AXSChat (Access chat)

- Collaboration between Neil Milliken, Debra Ruh (US Disability consultant / Social Media influencer) and Antonio Santos

Simple concept:

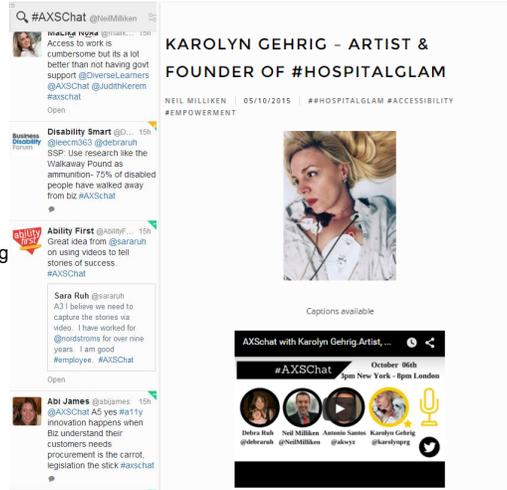
- 30 minute video interview on a topic related to innovation in inclusion and accessibility (captioned of course)
- 60 minute structured Q&A on Twitter using the #axschat hashtag
- Open to everyone

- Website www.axschat.com as Central Hub for info & content.

- The busiest twitter chat in Europe and UK

- Top 10 Global Twitter Chat

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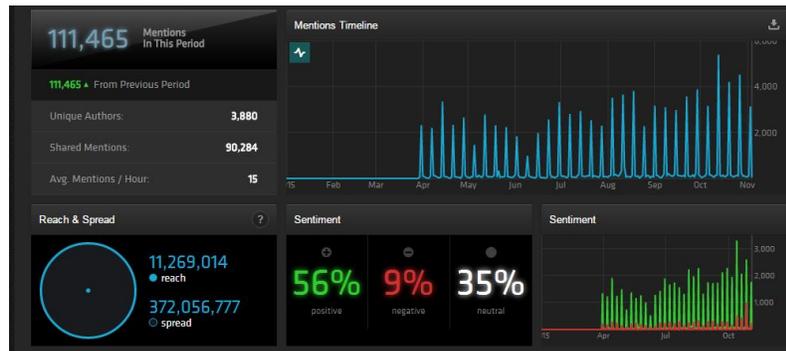
AXSChat – Largest Tweet Chat on Disability Inclusion & Accessibility



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Extremely Viral & Positive

#AXSChat content hit people's feeds 372million times April to Nov 2015



- Approx advertising costs if we were a company running a campaign:
 - Buying cost per click / mention on twitter \$0.50 - \$1.00 = \$111,500 - \$223,000
 - Buying impressions / spread \$0.01 - \$1.00 = \$3,720,000 – \$372,000,000

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Next Steps

Create a Social Media Strategic Plan

- Decide which audience to target
- Join the conversations
- Create a Pipeline of Content
- Start networking
- Share the links to your social presences repeatedly
- Be Consistent
- Assure Accessibility
- Engage, Share, Follow and Contribute



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QUESTIONS?



Cleveland – Dancing Wheels

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Debra Ruh speaking at United Nations



Sara and Debra Ruh speaking in Qatar

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Thank you for participating!

NEXT SESSION IS JANUARY 21, 2016

***Creating Accessible Forms
With Adobe Acrobat Pro***

The session today was recorded
and will be archived at

[HTTP://ADA-AUDIO.ORG/ARCHIVES/ACCESSIBLETECH/](http://ada-audio.org/archives/accessibletech/)

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