Better Writing for Websites, Social Media, and Publications

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Learning Objectives

- 1. List at least 7 types of **spaces** where good microcontent is essential all the time.
- 2. Describe **4 likely outcomes** of improving your micro-content, improving your outreach, and investing in supported social media posts.
- 3. List 6 **features** of effective micro-content you can use when writing or editing material.
- 4. List 3 things your P&A should focus on to improve accessibility and readability of macro and microcontent.



Poll

It is better to use **more words** to say things.

True or False?



Poll

It does not matter if anyone else uses **our** website as long as we like it.

True or False?



Where is good micro-content essential all the time?

What is Micro-content?

 Ultra-short abstract of the macro-content (usually a webpage) associated with it.

 A small groups of words that can be scanned or skimmed by a person to get a clear idea of the content of a web page or associated macro-content.

 Small information chunks that can stand alone or be used in a variety of contexts.



Where is it Important?

- 1. Facebook updates
- 2. Tweets
- 3. Newsletters
- 4. Web pages, headings, and subheadings
- Email subject lines
- 6. Taglines
- 7. Bold text or hot links
- 8. Public input surveys
- 9. Brochures and publications

...and any other place where people **scan** content before accessing it.

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Why?

- Why do you need good micro-content in these places?
 - To be clear
 - To be inviting
 - To be engaging
 - To be more accessible
 - To start dialogue
- Because web users scan, before they access or read full texts
 - Jakob Nielson (1997)

http://www.nngroup.com/articles/how-users-read-on-the-web/



Two Macro-content Use Strategies

- 1. Drawing people to use **content on your website**:
 - Your P&As website as the hub
 - Your social media, newsletters, videos, tweets, Facebook posts, brochures, and other media as the spokes or paths back to your site.
- Engaging people by using content not on your website:
 - Your legislature's websites
 - Your partner's websites
 - Staff's photos of events and other P&A content not on your website

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News articles and other web pages.

What Macro-content is Easy?

- 1. Existence of your website
- 2. How individuals may request help and ways to access P&A services (TDD, online, toll free, etc.)
- 3. Accessibility features of your services
- 4. Existing rights training content (web, video, publication, etc.)



Easy Macro-content (continued)

- Rights training events (locations, dates, and times)
- Outreach events attended
- 7. Best practices training events (especially if cosponsored by the P&A)
- 8. Photographs (with alt text or captions) of outreach events attended easy choices include:
 - Table displays
 - Event signage
 - Photos of P&A staff (consent or policy may be required)
 - Photos of public officials or events



Easy Macro-content (continued)

- 9. Information about P&A goals and priorities
- 10. Testimony and comments from the P&A that are already public record
- 11. Anything you can repurpose easily from existing approved material
- 12. Pages from your website
- 13. NDRN and other P&A websites
- 14. News articles



More Complex Macro-content

Examples of content types that may be more complex or resource intensive to develop:

- 1. Information about law and policies that affect individuals with disabilities
- Success stories about specific clients, cases or efforts
- 3. Videos
- 4. Publications



Frequently Asked Questions about Facebook Ads

 To build your overall audience, you can use "Get More Page Like" ads such as:

Linkable Area Users who click this area will link to the destination specified by this ad. Preview link. Disability Rights Florida Providing free and confidential legal and advocacy services to people with disabilities 10,291 people like Disability Rights Florida. View on Right Hand Side • Create a Similar Ad



Promoted Page Posts

- To increase the number of people accessing your posted micro and macro-content, you can use "Promote Page Posts" ads.
- Promoted posts of both types reportedly help assure higher post frequency in feeds generally – a plus for your unsupported posts.
- Examples to follow.



Latest News about Facebook Accessibility

- Facebook has had a dedicated Accessibility Team for a year.
- Major improvements in:
 - o Photos
 - Navigation
 - Color Contrast
- Plans for future and continued improvement
- Learn more in the Facebook Help Center and read the latest news coverage in this <u>m.mediaaccess.org.au</u> article.
 - http://m.mediaaccess.org.au/latest_news/general/facebookaccessibility-a-year-of-progress

Protection & Advocacy for Individuals with Disabilities

Results of Using These Strategies

- After receiving training, advice, and guidance on social media and micro-content, and together with
- Increased outreach by our staff and PAC, Florida has:
 - ✓ Over **10,300 Facebook followers**, many of whom engage us and each other in dialogue every week.
 - o Up from 1000 on 10/1/2012.
 - Minimal use of supported Facebook posts.
 - ✓ Over **10,000** more new site visitors than in FY 12
 - ✓ More than double the views of our YouTube content.
 - ✓ An increase in total number of callers served
 - ✓ Over **1000 priority setting surveys** returned

Poll

Social media is a good way to engage self-advocates and the community in information dissemination, outreach, and self-advocacy support.

True or False?



What are the 6 features of effective micro-content?

Good Micro-content

- 1. Short, selective and specific
- 2. Easy
- 3. Personal
- 4. Sharable, likeable, or conversation starting
- 5. Clever ... but careful
- 6. Accessible



1. Short, Selective, and Specific

- Make the first word an important "information carrying" word.
- Select stronger and more specific nouns and verbs
- Use adjectives rarely and delete articles like "the" and "an".
- Avoid formal grammar traps
- Keep it concise
 - Facebook posts 4 lines MAX but 1-2 is better
 - Twitter don't use all characters; leave room for retweets; shorten URLs
 - Remember e-mail subject lines often get cut off. Use first 20-30 characters carefully





We testified at yesterday's Vocational Rehabilitation Public Forum. We listed delays, high VR staff turnover, lack of communication, delays receiving needed equipment for self-employment and small business, and the important of AT and modifications as major problems facing people with disabilities who want to work.

Like · Comment · Share





Florence Williams The Public Schols need to have someting in plae to keep us Blind Parents informed of impt events like Graduatins when to plae Cap and Gown orders. i didnt know i had to order my sns in Nv. my sn didnt tell me ns was paperwork sent home. now i have to scranble to find an orange ne.

February 22 at 12:42pm via mobile · Like



Michael Ciafone I would gladly testify if need be I have meet the GOV. og FLORIDA February 22 at 1:13pm · Like



Catherine Dutch My son did not recieve services because the VR case manager in Seminole County at Reflections did not understand mental illness and how it presents and manifests with symptoms, actions and reactions...

February 22 at 2:17pm · Like · 🖒 1



Dawn Rene Brown Thank you for the advocating you do for all!

February 22 at 4:00pm · Like · 1 1

- Strong verb use
- Use of pronoun





More great work by dedicated parent advocates.



Parents of disabled kids blast Florida care - Florida -MiamiHerald.com

www.miamiherald.com

State lawmakers heard from parents of disabled children, who said the state

Like · Comment · Share

🖒 38 🖵 8 🗊 33

1,132 people saw this post (9% paid)



- Give credit without exaggeration or hyperbole
- Acceptable adjective use





Disabilities Rights Center shared a link.

April 10 @

In a victory for people with disabilities, Judge Barbadoro has ruled "that the accessibility requirements of the Americans with Disabilities Act 'would be completely undermined' if a building owner could avoid federal accessibility requirem... See More



Disability advocates clear first hurdle in Phenix Hall lawsuit

www.concordmonitor.com

A federal judge has ruled that renovations made to Phenix Hall and its bagel shop on Main Street in 2010

Like : Comment : Share



Lori Raymond, Maj-Britt Lind, Lars Lööw and 9 others like this.



Laura Miller wouldn't it be wonderful if the city actually look at removing these barriers during the Downtown reconstruction project? But- I fear they will let another opportunity go by. I was at a public meeting recently when a citizen actually said" Are we going to let those people rule the world?" I said " wow - did you sit at the wrong table buddy!". Congratulations to the DRC!

Strong noun choice



2. Easy

- Use numbers
- Use numbered lists
- Use bullets
- Present macro-content with a numbered list or group macro-content and describe using a number.
- Be positive and inviting
- Use bold or color to improve scanability



Campaigns Links

Four Ways to Vote

Florida law provides that as a registered voter, you may choose **one of four** ways to vote:

Early Voting

Early voting in Florida begins 10 days before each state or federal election and ends on the 3rd day before that election

Early voting for the 2012 General Election is between October 27 and November 3. Contact your Supervisor of Elections for locations and times.

Early voting requires that you, the registered voter, vote in person at a voting site designated by the Supervisor of Elections for early voting. If you vote early, you will use the same type of voting equipment used on Election Day and you must bring a valid picture identification with signature. See below for details regarding accepted forms of identification.

Voting at the Polls on Election Day

On Election Day, the polls are open from 7 a.m. until 7 p.m.

Contact your Supervisor of Elections or visit their website to learn which precinct and polling place you need to go to.

When you vote, bring a valid picture identification with signature. The following photo identification is accepted:

- Florida driver's license
- Florida identification card issued by the Department of Highway Safety and Motor Vehicles

- Use of numbers
- Use of bold
- Use of color
- Scanable subtitles





Disability Rights Florida We are overwhelmed! Thank you. The more you help us spread the word, the more people we can help.

February 6 at 3:23pm · Like · 🖒 5

Use of numbers and personal connection NATIONAL

Use of pronouns





- Urgent but easy subject line
- Good subtitle
- Scanable





Find us on Facebook

Follow us on twitter



Visit our Website

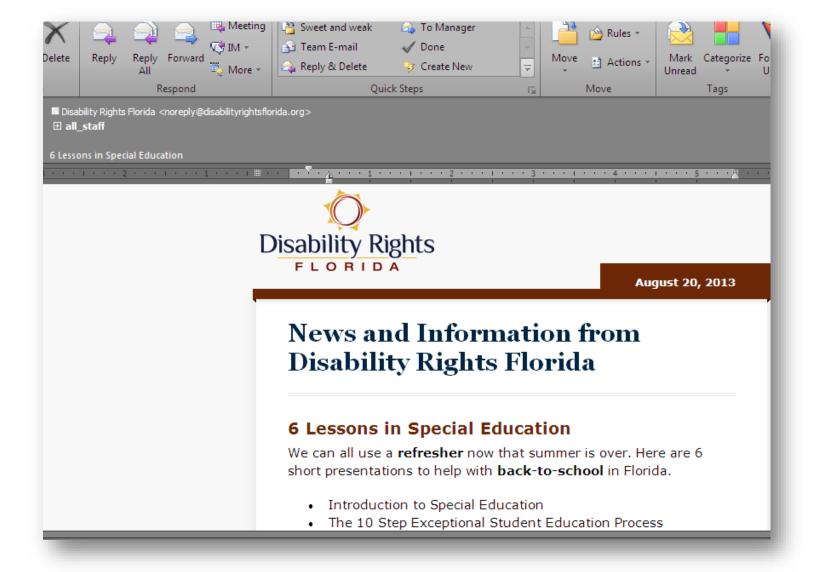
850-488-9071 800-342-0823 850-488-8640 FAX 800-346-4127 TDD

Visit the links below to learn more about:

- Your rights to access and use <u>Assistive Technology</u>
- Your rights to equality and access in Housing
- Your rights as a recipient of <u>Social</u>
 <u>Security</u>

- Email/Newsletter subject line
- Use of numbers and scanable subtitles





- Constant Contact Newsletter about P&A media/videos
- Complex content
- Use of numbers in subtitle



Poll

Everyone wants to **stop what they are doing** and read our digital and print content.

True or False?



3. Personal

- However, people are more likely to read your content if you make it personal.
- An easy way is to use pronouns.
- Write to connect and relate.
- Give credit to others as earned.





Have any of you seen the ASL interpreters at Jazz Fest this year? AC snapped this photo of an interpreter during Marc Broussard's set on Friday. She can be seen, dressed in black and standing on a platform, straight down from the big screen. "Like" this photo if you appreciate Jazz Fest's efforts to make the festival accessible for people with hearing impairments!



Like · Comment · Share

Michelle Breaux, Kit Murrell, Tara Wilson and 32 others like this.



Elisabeth Betsy Gleckler Very nice.

Sunday at 9:25pm · Like

- Pronoun use
- Asking for "Likes"
- Use of photo
- Gives credit





- Complex P&A content
- \$405 as a Promoted Post
- 60,000 reached by paid post
- 730 by organic post

- Use of numbers
- Use of pronoun
- Use of an animal





Stories Like Yours



A Legacy of Protection and Advocacy

www.youtube.com Since 1977, Disability Rights Florida has provided free and confidential legal and advocacy assistance to people with disabilities. Learn more

Unlike : Comment : Share







Disability Rights Florida, Ranelle Christle, Diarasis Rodriguez, Kristen Kovach-zompa and 147 others like this.

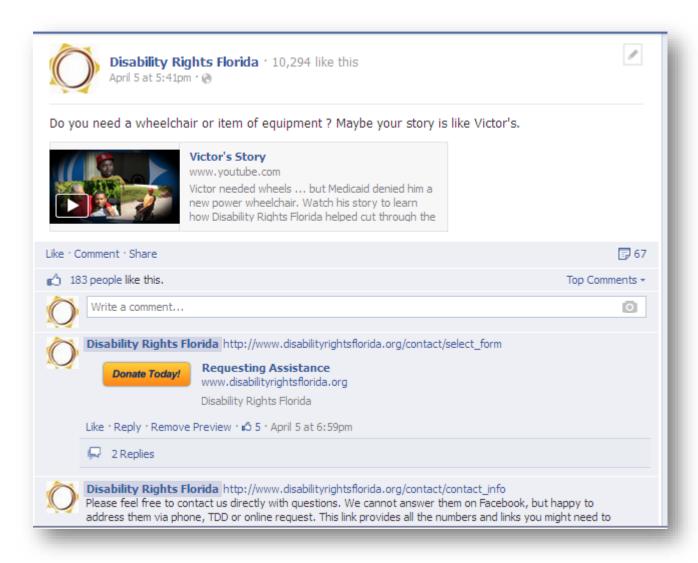


Dana Foglesong Thank you for protecting my rights!

January 16 at 2:25pm · Like · 🖒 1

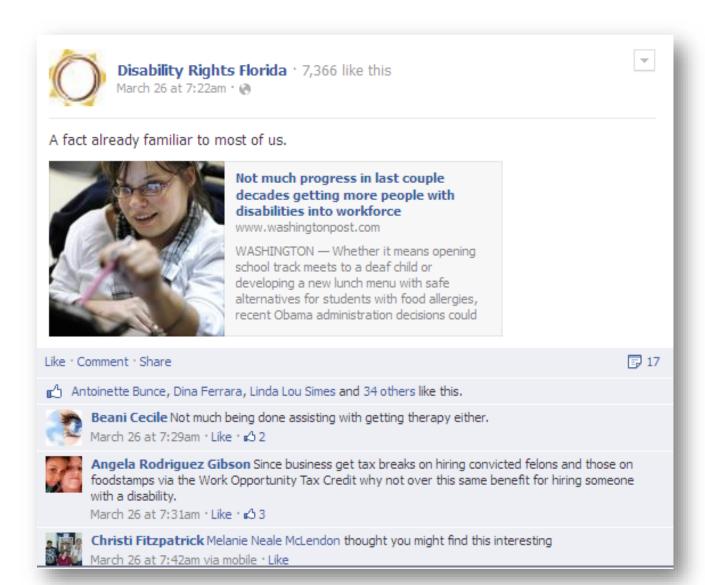
- **Complex P&A content**
- Use of pronoun





- ComplexP&A content
- \$264 as a Promoted Post
- 1327 total views
- 87,974 reach by paid post
- Recently also featured on our home page





- Use of pronoun
- Linked to news content





2,104 people saw this post (4% paid)

Come see us 2nd floor Capitol today for Developmental Disabilities Awareness Day. We would like to meet you.



94 Boost Post w

- Easy
- Use of pronouns
- Use of photo of staff
- Cropped and posted from a smart phone
- We missed the caption on this one



4. Sharable, Likable or Starting a Conversation

- Links
- Videos
- Photos
- Requests for likes or shares
- Ask a question
- For Twitter make tweet short enough for retweeting.
 - Use a URL shortener such as tinyurl or bitly.
 - o http://tinyurl.com/
 - o https://bitly.com/





- Complex P&A content
- \$430 Supported Post
- 73K+ paid reach
- 1000+ organic reach

- Use of pronoun
- Use of question





- Inviting
- Straightforward
- Sharable
- Positive





We have a few questions for you.





- Easy
- Blog type
 webpage
 about
 public input
 survey as a
 post
- Paid reach to 33,760





What's important to you?





Easy

1

- Dedicated survey page as a post
- Paid reach to 18,000



5. Clever ... but Careful

- No teasers
- Nothing misleading
- Remember that using humor is risky
- Straightforward is best
- But clear concise selective descriptive words can be clever and make content more interesting to access.
 - o Alliteration
 - o Rhyme
 - Better nouns and verbs





Disability Rights Ohio shared Advocacy Center's photo.

March 28 🙌

Remember to put people first!

"Like" and "Share" this if you agree!



THE MOST APPROPRIATE LABEL IS

Like : Comment : Share



• Clever ... but also straightforward.





- Careful
- No hyperbole
- No blaming



6. Accessible and Readable

Minimal requirements:

- 1. White space, chunks, and line breaks
- 2. Left justification and no full justification
- Readable fonts
- 4. Photo captions
- 5. Alt text
- 6. Plain concise language
- 7. Little to no passive voice

There will be a **Poll** about this after the **blooper reel**...



Examples of not so good micro-content

Disability Rights FL @DisabilityRtsFL

13 Feb

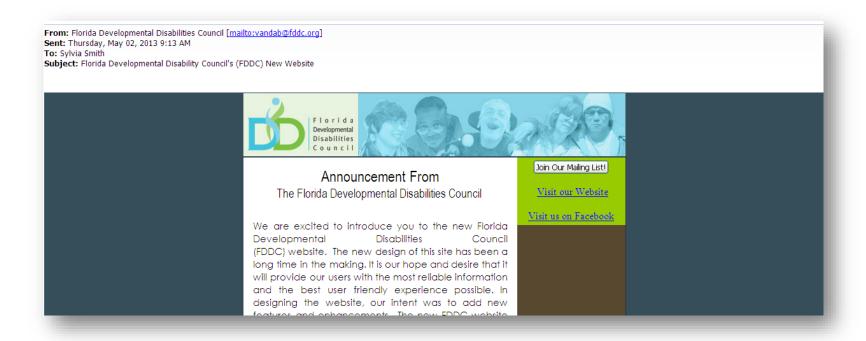
What we want are opportunities for students with disabilities to experience athletics. Not more tokenism.

www2.tbo.com/news/breaking-...

Expand

Tweet length ok but ...
 web site url not shortened, so not
 retweetable





- Subject line is not personal
- Text is fully justified creating rivers of white space





This nursing home was licensed for 60 Pediatric Beds. Today there was also a provider alert from AHCA that they are amending their Home Health and PPEC rules to more accurately describe the process for evaluating parental responsibility when reviewing requests for private duty nursing and PPEC services for children under 21. We'll post more as we learn more.



Nursing Home News, Bad and Good as Gold

health.wusf.usf.edu

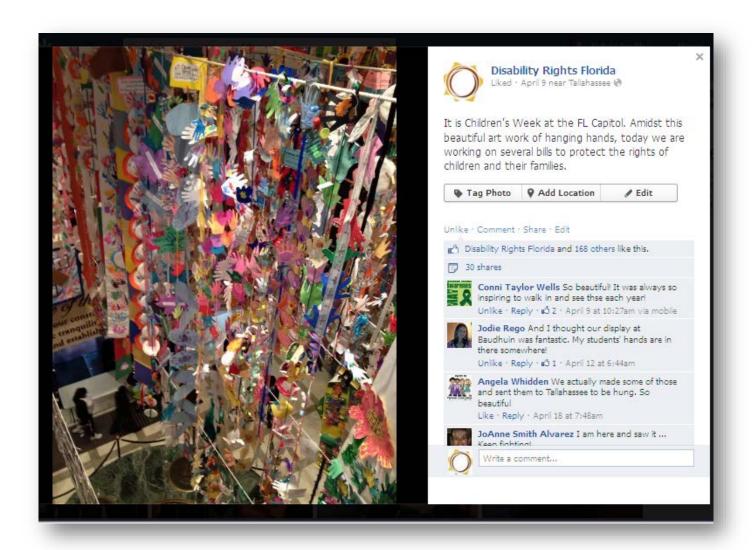
Golden Glades Nursing and Rehabilitation Center, which has been linked to the deaths of two children, is closing the doors to its pediatric unit, the

Like : Comment : Share

William Ragland III, Joanna McKenzie, Terri O'Hare and 3 others like this.

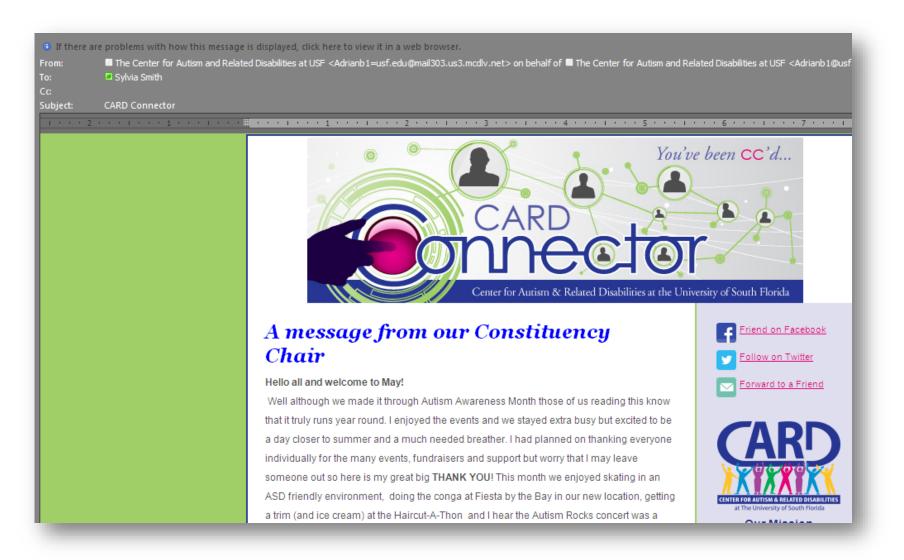
- Huh?
- No real "micro-content"





 Some description; but needs clearer caption





Weak subject line and text not scanable



Poll

Which **three** of these things should my P&A focus on to improve accessibility and readability?

- White space and line breaks
- Left justification and no full justification
- Readable fonts
- Photo captions
- Alt text
- Plain concise language
- Little to no passive voice



Photos

- Smart phones with cameras
- Cropping and editing
- Head and shoulders shots are always superior to full body shots.
- o Learn the "rule of thirds"
- Administrator(s) for social media
 - Give a few trusted staff guidance about where to find easy to use content and teach them about writing microcontent.
 - Minimize bureaucracy



- Photos and videos on every page of your website if possible.
 - Then when you post that url to a "spoke" with some micro-content, the post will bring the image. Make sure it has alt-text or captioning.
 - Including photos, videos and alt text makes content more descriptive and interesting.

o Invest time

 On your micro-content. It's as important (or maybe even more important) than the associated macro-content.



News Articles

- Add a line of micro-content to any news article you post to create more engagement.
- Don't post anything you have not read.
- Ask yourself why are you posting? Jot down some possible micro-content.



Reuse, repurpose, and repeat your existing content.
 Don't be afraid of repetition.

 Re-edit existing content with an eye toward improving your micro-content.



Tips

Use a variety of micro-content approaches

 Exercise restraint - overuse of one micro-content approach will undermine its impact.

 Consider a nominal investment in supporting your Facebook posts.



To Learn More

Nielson Norman Group

- o http://www.nngroup.com/
- Micro-content: How to Write Headlines, Page Titles, and Subject Lines (1998)

Nonprofitmarketingguide.com

o http://www.nonprofitmarketingguide.com/blog/

Copyblogger blog

- o http://www.copyblogger.com/blog/
- 8 Incredibly Simple Ways to Get More People to Read Your Content

Questions?

How Did We Do? Please let us know via our evaluation link below:

http://www.surveygizmo.com/s3/14 14185/socialmedia