

Better Writing for Websites, Social Media, and Publications

- **Sylvia W. Smith**, Director of Legislative and Public Affairs, Disability Rights Florida
- **David Card**, Communication Specialist, National Disability Rights Network

Learning Objectives

1. List at least 7 types of **spaces** where good micro-content 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 micro-content.

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
5. 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.

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 Nielsen (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.
2. 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
 - 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)

5. Rights training events (locations, dates, and times)
6. Outreach events attended
7. Best practices training events (especially if co-sponsored 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
2. 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:
 - 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 m.mediaaccess.org.au article.
 - http://m.mediaaccess.org.au/latest_news/general/facebook-accessibility-a-year-of-progress



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.
 - 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



Disability Rights Florida · 7,366 like this

February 22 at 12:35pm · 🌐

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

🗨️ 11

👍 Shari Rippe, Terri O'Hare, Gerri Gerthe and 78 others like this.



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 scramble to find an orange ne.

February 22 at 12:42pm via mobile · Like



Michael Cifone 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 anf 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

- Strong verb use
- Use of pronoun





Disability Rights Florida shared a link.

January 8

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)

Boost Post

- 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 Löow 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

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
- Scannable subtitles





Disability Rights Florida · 7,365 like this

February 6 at 3:07pm · 🌐

3999 followers. You are all amazing.

We can hardly wait for the 4000th follower to find us!!

Like · Comment · Share

📄 18

👍 Stephanie Jean Powell Adsit, Professional Women with Disabilities Network, Nicole Fowler and 130 others like this.



Eric Taylor there ya go 😊

February 6 at 3:09pm · Unlike · 👍 2



Linda Joyner 4001 at 3:22

February 6 at 3:22pm · Unlike · 👍 2



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
- Use of pronouns

If there are problems with how this message is displayed, click here to view it in a web browser.

From: Disability Rights Florida <noreply@disabilityrightsflorida.org>

To: all_staff

Cc:

Subject: October 9 - Deadline to Register to Vote



Disability Rights
FLORIDA
Advocacy. Equality. Dignity.

October 9 - Deadline to Register to Vote **October 3, 2012**

[Join Our Mailing List](#)

[Find us on Facebook](#)

Only 4 Days Left to Register to Vote

- Only 4 business days remain to register at your county Supervisor of

- Urgent but easy subject line
- Good subtitle
- Scannable





[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:

1. Your rights to access and use Assistive Technology
2. Your rights to equality and access in Housing
3. Your rights as a recipient of Social Security

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

Disability Rights Florida <noreply@disabilityrightsflorida.org>
all_staff

6 Lessons in Special Education

August 20, 2013

News and Information from Disability Rights Florida

6 Lessons in Special Education

We can all use a **refresher** now that summer is over. Here are 6 short presentations to help with **back-to-school** in Florida.

- Introduction to Special Education
- The 10 Step Exceptional Student Education Process

- 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**

Disability Rights Florida · 10,291 like this
September 4 at 1:30pm near Tallahassee · 🌐

3 years ago the ADA rules about service animal access were updated. Do you need a refresher on your rights and responsibilities?

Service Animals | Disability Rights Florida
www.disabilityrightsflorida.org
Definitions, rights and responsibilities, and where to turn for help.

Like · Comment · Share 161

451 people like this. Top Comments ▾

Write a comment... 📷

Greg Hill Going to need one soon for my son he's going to get puppy . Tyler just turned 4
Like · Reply · 1 · September 10 at 3:50pm via mobile

Kenneth Campbell Saw the neatest seeing eye dog at the Gator game!
Like · Reply · September 24 at 11:08am

Ruben Colon Don't you think it time the State of Florida ensure that recipients of it's funding not discriminate against students with disabilities or at least provide reasonable accommodations????

- **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**



Disability Rights Florida · 7,365 like this

January 15 at 5:49pm · 🌐



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

34

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**

 **Disability Rights Florida** · 10,294 like this
April 5 at 5:41pm · 🌐

Do you need a wheelchair or item of equipment ? Maybe your story is like Victor's.



Victor's Story
www.youtube.com
Victor needed wheels ... but Medicaid denied him a new power wheelchair. Watch his story to learn how Disability Rights Florida helped cut through the

Like · Comment · Share 67

👍 183 people like this. Top Comments ▾

 Write a comment... 

 **Disability Rights Florida** http://www.disabilityrightsflorida.org/contact/select_form

Donate Today! **Requesting Assistance**
www.disabilityrightsflorida.org
Disability Rights Florida

Like · Reply · Remove Preview · 🍌 5 · April 5 at 6:59pm

 2 Replies

 **Disability Rights Florida** http://www.disabilityrightsflorida.org/contact/contact_info
Please feel free to contact us directly with questions. We cannot answer them on Facebook, but happy to address them via phone, TDD or online request. This link provides all the numbers and links you might need to

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



Disability Rights Florida · 7,366 like this

March 26 at 7:22am · 🌐



A fact already familiar to most of us.



Not much progress in last couple decades getting more people with disabilities into workforce

www.washingtonpost.com

WASHINGTON — Whether it means opening school track meets to a deaf child or developing a new lunch menu with safe alternatives for students with food allergies, recent Obama administration decisions could

Like · Comment · Share

💬 17

👍 Antoinette Bunce, Dina Ferrara, Linda Lou Simes and 34 others like this.



Beani Cecile Not much being done assisting with getting therapy either.

March 26 at 7:29am · Like · 👍 2



Angela Rodriguez Gibson Since business get tax breaks on hiring convicted felons and those on foodstamps via the Work Opportunity Tax Credit why not over this same benefit for hiring someone with a disability.

March 26 at 7:31am · Like · 👍 3



Christi Fitzpatrick Melanie Neale McLendon thought you might find this interesting

March 26 at 7:42am via mobile · Like

- Use of pronoun
- Linked to news content

NATIONAL
DISABILITY RIGHTS
NETWORK

Protection & Advocacy for Individuals with Disabilities





Disability Rights Florida

March 7

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



Unlike · Comment · Share

104 8 2

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

Boost Post

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

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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**.
 - <http://tinyurl.com/>
 - <https://bitly.com/>

book 10 Search for people, places and things

Disability Rights Florida · 10,291 like this
September 3 at 11:08am near Tallahassee · 🌐

Did you know that Section 504 of the Rehab Act is 40 years old this month? Here are a few pages to use to learn more.

Section 504 - County by County | Disability Rights Florida
www.disabilityrightsflorida.org

All school districts in Florida are required to identify a Section 504 Coordinator and establish policies and procedures including a complaint resolution system. You may access this information for each school district in Florida here.

Like · Comment · Share 241

👍 359 people like this. Top Comments ▾

Write a comment...

Disability Rights Florida To clarify, the requirement has been in the law a long time, but I am checking with our staff to see if there was an enforcement action recently by OCR to spur compliance. Will update soon.
Like · Reply · 👍 5 · September 6 at 6:18am

Debbie Osterhoudt They need to start following this. Why do parents need to scream first?
Unlike · Reply · 👍 8 · September 4 at 6:23pm

Jacquelyn S Murphy i say about time somebody recognizes us & wat we need
Unlike · Reply · 👍 3 · September 4 at 6:48pm

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

- **Use of pronoun**
- **Use of question**



Disability Rights Florida · 7,396 like this
January 8 at 5:18pm · 🌐



Let's end the day on a high note.



Sue Austin: Deep sea diving ... in a wheelchair | Video on TED.com
www.ted.com

TED Talks When Sue Austin got a power chair 16 years ago, she felt a tremendous sense of freedom -- yet others looked at her as though she had lost something. In her art, she aims to convey the spirit of wonder she feels wheeling through the world.

Like · Comment · Share

💬 11

👍 28 people like this.

...



Caring Hands Support Coordination love it
January 10 at 11:25pm · Unlike · 🍷 1



Marie Quinones This is amazing! But most importantly her point is to make others that persons with disabilities are persons first, with a different life experience. Is wonderful to have someone with a voice that can bring up this awareness. It breaks my heart when I... [See More](#)
January 16 at 2:55pm · Edited · Unlike · 🍷 1



Diane Distillio Froug Love this woman and her spirit! Scuba diving is freedom for me even though I am not in a wheel chair.
January 17 at 7:46pm · Unlike · 🍷 2



Terri Schuldt I'm speechless
January 18 at 7:57pm · Unlike · 🍷 1

- **Inviting**
- **Straightforward**
- **Sharable**
- **Positive**





Disability Rights Florida · 10,294 like this
May 15 at 9:48am near Tallahassee · 🌐



We have a few questions for you.





Like · Comment · Share

🗨️ 46

👍 106 people like this.

Top Comments ▾

 Write a comment... 

 **CancerGirl Clarice Kentwood** Thank you for providing this survey!! I completely appreciate it!! As someone in Florida who uses a Service Dog, that has been my biggest "disability issue" with access, it is amazing how few businesses know the laws regarding Service Dogs and at times... [See More](#)
Unlike · Reply · 👍 2 · May 15 at 6:00pm

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





Disability Rights Florida · 10,294 like this

June 14 at 5:23pm near Tallahassee · 🌐



What's important to you?



Like · Comment · Share

11

84 people like this.

Top Comments ▾



Write a comment...



Tracy Workman DeCubellis Improving mental health care for children in Florida!

Like · Reply · 🔄 2 · July 25 at 11:28pm



Nancy Stinson Being treated fairly. My son is a TBI with MERFF myopathy... Job training alone doesn't help him learn independency.. More educational programs. We live in Tampa where there is a Program called STAGES at

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

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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.
 - Alliteration
 - Rhyme
 - **Better nouns and verbs**



Disability Rights Ohio shared Advocacy Centers photo.
March 28

Remember to put people first!

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



THE MOST APPROPRIATE LABEL IS USUALLY THE ONE PEOPLE'S PARENTS

Like · Comment · Share

12 12

- **Clever ...
but also straightforward.**

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Disability Rights Florida Timeline 2012

Not even sure what to say about this.



Like · Comment · Share

14 17 47

530 people saw this post

- 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
3. 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**

From: Florida Developmental Disabilities Council [<mailto:vandab@fdcc.org>]
Sent: Thursday, May 02, 2013 9:13 AM
To: Sylvia Smith
Subject: Florida Developmental Disability Council's (FDCC) New Website



Florida Developmental Disabilities Council

Announcement From
The Florida Developmental Disabilities Council

We are excited to introduce you to the new Florida Developmental Disabilities Council (FDCC) website. The new design of this site has been a long time in the making. It is our hope and desire that it will provide our users with the most reliable information and the best user friendly experience possible. In designing the website, our intent was to add new features and enhancements. The new FDCC website

[Join Our Mailing List!](#)

[Visit our Website](#)

[Visit us on Facebook](#)

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



Disability Rights Florida · 7,368 like this

February 1 at 1:18pm · 🌐



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”





 **Disability Rights Florida**
Liked · April 9 near Tallahassee

It is Children's Week at the FL Capitol. Amidst this beautiful art work of hanging hands, today we are working on several bills to protect the rights of children and their families.

[Tag Photo](#) [Add Location](#) [Edit](#)

Unlike · Comment · Share · Edit

 Disability Rights Florida and 168 others like this.

 30 shares

 **Conni Taylor Wells** So beautiful! It was always so inspiring to walk in and see these each year!
Unlike · Reply ·  2 · April 9 at 10:27am via mobile

 **Jodie Rego** And I thought our display at Baudhuin was fantastic. My students' hands are in there somewhere!
Unlike · Reply ·  1 · April 12 at 6:44am

 **Angela Whidden** We actually made some of those and sent them to Tallahassee to be hung. So beautiful
Like · Reply · April 16 at 7:48am

 **JoAnne Smith Alvarez** I am here and saw it ...
Keen fighting!

 Write a comment...

- Some description; but needs clearer caption

If there are problems with how this message is displayed, click here to view it in a web browser.

From: The Center for Autism and Related Disabilities at USF <Adrianb1=usf.edu@mail303.us3.mcdlv.net> on behalf of The Center for Autism and Related Disabilities at USF <Adrianb1@usf.edu>
 To: Sylvia Smith
 Cc:
 Subject: CARD Connector



You've been CC'd...

CARD Connector


Center for Autism & Related Disabilities at the University of South Florida

A message from our Constituency Chair

Hello all and welcome to May!

Well although we made it through Autism Awareness Month those of us reading this know that it truly runs year round. I enjoyed the events and we stayed extra busy but excited to be a day closer to summer and a much needed breather. I had planned on thanking everyone individually for the many events, fundraisers and support but worry that I may leave someone out so here is my great big **THANK YOU!** This month we enjoyed skating in an ASD friendly environment, doing the conga at Fiesta by the Bay in our new location, getting a trim (and ice cream) at the Haircut-A-Thon and I hear the Autism Rocks concert was a

[Friend on Facebook](#)
[Follow on Twitter](#)
[Forward to a Friend](#)



- Weak subject line and text not scannable

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

Practical Tips

Practical Tips

- Photos
 - Smart phones with cameras
 - Cropping and editing
 - Head and shoulders shots are always superior to full body shots.
 - 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 micro-content.
 - Minimize bureaucracy

Practical Tips

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

Practical Tips

- 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.

Practical Tips

- 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**

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

- **Nonprofitmarketingguide.com**

- <http://www.nonprofitmarketingguide.com/blog/>

- **Copyblogger blog**

- <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/s3/1414185/socialmedia>