

Diversity & Inclusion for Nonprofit Communications

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Digital Inclusion

- Baseline: the Americans with Disabilities Act (ADA)
- We aim to go beyond compliance with the letter of the law and fulfill the *spirit* of the law, in order to achieve full inclusion



Social Media

Events



Social Media: Closed Captions



- All videos you share should be closed-captioned
 - **Facebook** upload a SRT file
 - **YouTube** can automatically generate captions but that is not enough – go into automated captions and edit
 - **Twitter** and **Instagram** do not have built-in caption capabilities
- Companies (like [rev.com](https://www.rev.com)) can transcribe for you ←



Social Media: Closed Captions



- When captions aren't an option (Facebook Live, for example can not be captioned without third party support):
 - Acknowledge the limitation
 - Provide a transcript until captions can get added
 - Provide a second option that is accessible, such as a recording that includes captions
 - Upload transcript with video



Social Media: Use #CamelCase for Hashtags

- CamelCaps: Capitalizing the first letter of each word you string together
#WeLearnedThisTheHardWay
- Screen readers need Camel Caps to read hashtags out loud
- #onthetable vs. #OnTheTable



Social Media: Image Descriptions

- If you share a photo, include a narrative caption of what is going on
 - **Facebook** has automatic image description, but the technology is not very accurate
 - “Three people by water” OR “A mother and two kids kayaking on a lake”
 - **Twitter** allows you to turn on an image description feature
 - Every time you tweet a photo, you’ll be prompted to provide a description
 - **Instagram** image descriptions will need to be included in your image caption



Events: Invitations

- Paper
 - Opt for color combinations that are high in contrast
 - Choose a sans-serif font and type size of at least 12 point
- Digital
 - Materials should be screen reader accessible
 - Invitation systems like Eventbrite allow you to set the time allotted to complete the RSVP form—increase it to at least one hour



Events: Communication

- Language
 - Specify how someone can request an accommodation for the event
 - “To request accommodations, please contact [name] at [email address] or [phone number]”
- A “Know Before You Go” email in advance is a helpful reminder!
 - Make program or other handouts available in advance to guests who use screen readers or other assistive technology
 - Highlight accessible entrance if different
 - Include Electronic Handouts

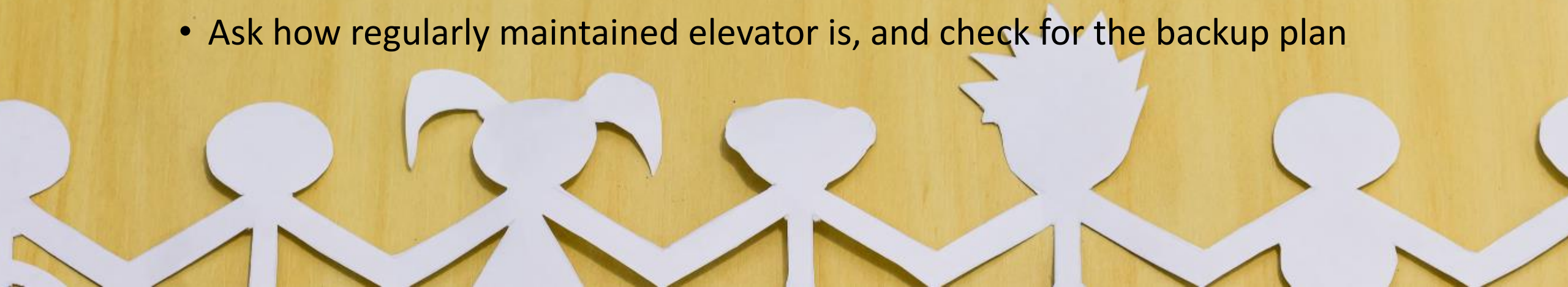


Events:

Venue Audit

Choosing a Space

- The location should be accessible for wheelchair users and others with disabilities
 - Avoid or providing alternatives to stairs, steep ramps and other obstacles
 - Consider where the accessible entrance is. Often this is in a different location from the main entrance, such as at the back of the building
 - Consider accessible bathroom facilities.
 - Ask how regularly maintained elevator is, and check for the backup plan



Events:

Venue Audit

Setting Up

- Leave aisles between tables wide enough for wheelchair users to navigate
- Check-in and coat check close to the entrance
- Have staff on hand to assist more throughout the event—which they should do *only* after help is specifically requested by a guest
- Prepare the stage for presenters' needs
- High Tables are not accessible for wheelchairs
- Accessible way to access the stage



Events:

Audiovisual

- Provide a microphone for ALL large meetings, even when speakers insist that they'll be loud enough without it
 - This improves the experience for guests with hearing disabilities
 - Assign a runner for the microphone
 - Reserve seats up front for deaf/hard of hearing for line of sight/visibility for lip reading
- Real-time captioning, known as Communication Access Real-Time Translation (CART)
 - We partner with the Chicago Hearing Society (CHS), a division of Anixter Center as well as Efficiency Reporting
 - CHS also provides ASL interpreter services



Events:

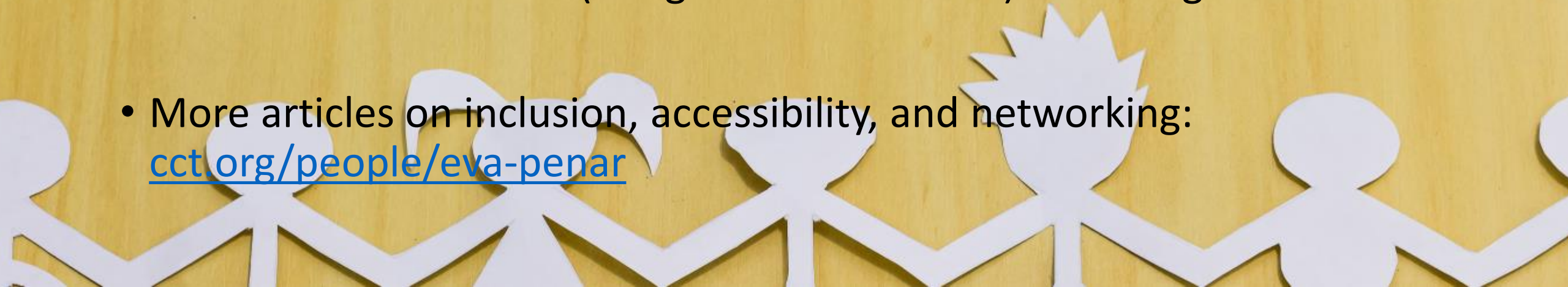
Audiovisual

- Videos at your event should be captioned
 - When feasible, consider an audio description of the video: a voice-over audio track that describes the visuals of a video for those who are blind or have low vision
- For photos shown at your event, provide an audio description, or a document that can be emailed to individuals who use reader devices
- Create a large-print version of your program and other materials, and have copies on hand



For More Information...

- The Americans with Disabilities Act (ADA): ada.gov
- ADA Compliance Guide for Nonprofits: cct.org/2015/09/renewing-the-commitment/
- ADA National Network (if regional Great Lakes) adata.org
- More articles on inclusion, accessibility, and networking: cct.org/people/eva-penar



Thank You

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