

Meeting Notes from Tautoko Network Meeting

October 2023

Digital Accessibility

We were delighted to have Tyla Harrison-Hunt come and talk to us about Digital Accessibility. Tyla is a Christchurch City Councillor in the Riccarton Ward and holds a lead role in that capacity with the Council's Multicultural and Youth Advisory Groups.

Tyla talked about his own experiences with digital accessibility, and the way that it can be utilised to really assist community organisations ensure they are telling their story well across the whole of the community ... he broke his presentation for us down to four points:

1. Alt text: Alt text on images is great for those with visual impairments and can also be useful for those with hearing impairments. When using alt text consider giving 'context' to what it is that you are describing - rather than just a statement of what the image 'is'. This helps with accessibility and has another side-effect - it also puts you 'up' on google. Consider, if you aren't already, including alt text on both social media platforms and websites.
2. Social media: social media is about 'interacting' use emojis and use smaller words (nb: if you are using emojis, put them at the start/end of sentence, not mid-sentence).
3. Alt Text Best Practice: Think about what you are wanting to describe, achieve prior to writing the post. It's easier that way! Keep it concise and informative; describe context/content/purpose; avoid using words like 'image of' or 'picture of'; use proper grammar; if the image being described is complex, provide a summary. *Logos*: these images are 'abstract' - if your logo relates clearly to your vision/mission you could include a video in the description as to how the logo was created. However, it's ok to simply use alt text to describe the logo as 'logo'!!
4. How do we add Alt text? Twitter - select 'add description'; Facebook - select 'edit photo'; Instagram - select 'advanced settings'.

Chat GPT : have a 'play' with this technology. You can write in your own language and get accurate translations; asking Chat GPT a generic question will result in a generic answer - you don't want that! Be concise, be informative and give clear instruction. Give context and be clear. Consider Chat GPT to be like an 'intern' - you ask the intern to prepare a first draft, then have a look over it and tweak it based on your own experience in the area.