

EXAMPLE ON HOW TO CREATE AN INCLUSIVE SOCIAL MEDIA PRESENCE

In the following examples we will talk about how to make your content accessible to hearing impaired people. You might think: "Everything works with writing and pictures. So why should we concentrate on people who have a hearing disability?" The reason is quite simple: With the rising popularity of TikTok, videos are becoming the preferred media people are using to spread (and gain) information. So if you consider to spread the news about your work via Instagram, TikTok, YouTube, ... there are some things to consider. Let's talk about it!



Our first example is the Instagram Profile of **the Jewish Museum Berlin, who use the media of videos to make you curious about their exhibitions.**



2

1

1

In the description of the video there is a content statement about the question the video is going to answer - that way people get curious. It also tells us who is talking.

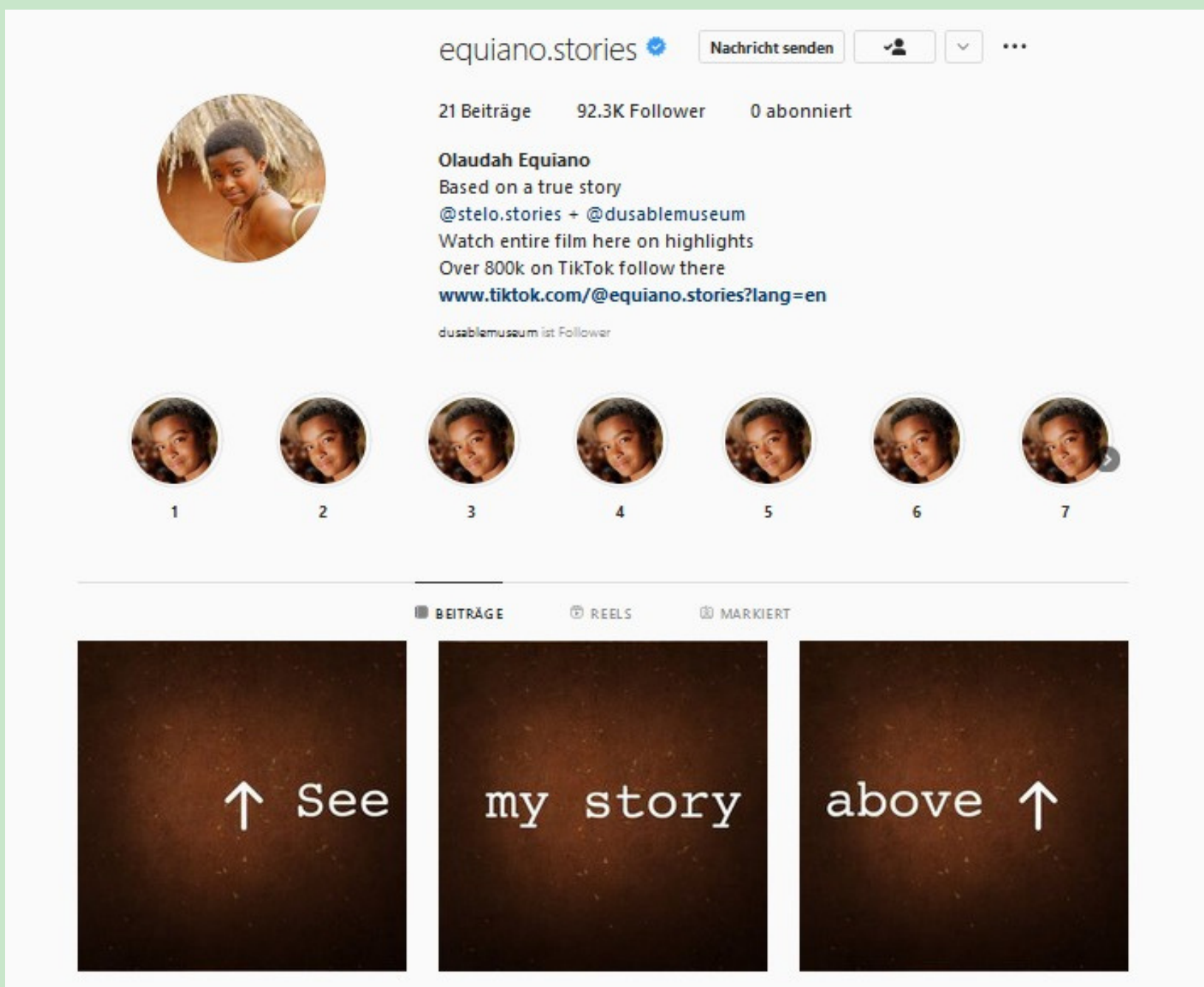
2

The design of the captions goes with the corporate design of the museum. They are highly visible and legible due to their contrasting colours. They go along with exactly what the curator is saying and therefore create a "real time" learning experience.

Our second example is the profile named equiano.stories on Instagram and TikTok. This one is very interesting because it combines multiple elements we have talked about before.

The profile was initiated by the Dusable Museum and Stelo Stories and tells the life of Olaudah Equiano. In 1756, when he was 10 years old he was abducted from West Africa to America and was enslaved for many years. This Instagram profile is based on his book and other historic documents. It lets him tell his remarkable story about not only how he survived his enslavement, but how he became one of the most influential people of his time.

We can learn about Olaudah's life through Instagram Stories, which are short videos, that the character himself created. That way we get to experience historical moments through his eyes. This in itself is a very powerful learning tool.



1

The profile pinned three pictures at the top that say "See my story above". They lead your eye directly to the Instagram stories that tell the life of Olaudah and his community.

2

The Instagram stories are then pinned in the right order and numbered in a very approachable way. That way there is no confusion about where to start and the reader is not overwhelmed.

Let's take a look at one of the stories. It features Oludah cuddling with his mother. The two are talking.



1

The Instagram stories appear realistic by added elements like location ('home'), filters, stickers etc. - this is something everyone is doing at the moment in their profiles. This makes it seem like the account was created by a real person. Not actors, artists and institutions. As an educator or manager, you can keep this in mind.

2

The creative team considered that captions have to be readable at all times. The font always stands out from the background thanks to contrasts. The lettering is simple and easy to read.

3

The stories allow you to interact as well. That is great for audience engagement.

Why you should consider using captions

85% of users scroll through their social media feed with the sound turned off. That means that most will completely skip a video whose meaning is lost without sound, even if the topic might be interesting to them.

If you add captions to your videos, people are more likely to be drawn to it. And as an educator you know that whatever works to get a potential client's attention, we should make use of it. You want to give it a try? Some tips:

1

Maybe you noticed that we talked about captions instead of subtitles. While adding subtitles (they only show what is spoken) to your videos is a step in the right direction, only captions meet accessibility standards. Captions transport all sounds that can be heard in a video into writing, e.g. what music is playing or sirens in the background.

Example: *Hello, and welcome to today's lesson! [dog barking] As you can hear, Lucy is very excited to work with us today.*

2

Many platforms, like e.g. Youtube, have an automatic transcription

function (and an auto translate function as well), which is doing nearly all the work. And if something needs correcting, there is still the option to do so manually.

There are a lot of helpful how-to's for every social media platform you can think of. Adding captions is easier than you might assume.

3

Learn to play with designs, to make your videos more appealing. To stay with our example from above: Add classic subtitles at the bottom of the video and other sounds like **bark bark** next to the doorframe (where the dog is sitting behind) in colourful writing. The possibilities are endless and give people an idea of the landscape of sounds.

4

Another element that can help with that is changing the size of the font. That way you can portray accentuation and level of volume. Examples: *I am very happy SO MANY of you are joining our live stream to learn about BLACK HOLES!*

BARK BARK (loud barking), **bark bark** (barking in the background), **excited barking**

5

By the way...

Did you know, SMS (short message service) was invented, so that hearing impaired people can use mobile phones to communicate as well? Another good example for how applications for a "minority" can be indeed very useful for a lot of people. How often do you use messengers on your phone in one day and how often do you talk about it?