**2020 Online KT Conference:**

**Social Media Strategies for Knowledge Translation**

*Use of Social Media Platforms for More Inclusive and Accessible Research and Programs*

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>> ANN OUTLAW: We’ll move right into our second presentation for the day. Today we will be hearing from Christina Bard and Chithra Adams.

>> CHITHRA ADAMS: Yes. Thank you Ann for the lovely introduction thank you for the Center of Translation for Disability and Rehabilitation Research for inviting us to this conference. We are excited to be here. As Ann mentioned, Christina and I are at the Human Development Institute which is housed within the University of Kentucky. The Human Development Institution does research, evaluation, technical assistance, direct service, and training on a variety of life span issues as it relates to disability.

We have two base focus areas for our presentation. I'm going to talk about the strategies that can be used across the research and knowledge translation continuum as it relates to using social media. And how do you manage a social media presence? You know, that is compatible with the other things that is going on in the work.

And Christina is going to talk about ways to make social media messaging accessible and evaluate social media use.

A bit of introduction about myself because it's very relevant when we talk about social media. I do program evaluation and community‑based research. My professional interests are evaluation practice, programs, disability advocacy, design thinking and tech and big data. My personal interest are listening to podcasts and reading reviews. My social media feed reflects all of this. So, I follow people who have similar interests. For me, social media is a venue for me to keep in touch with the discourse in these areas. I know Katia did a similar poll, but I think it's worthwhile to do this again. Shoshana can you pull up the first poll question, please? Which of the social media platforms do you primarily use either professionally or personally?

I see someone in the chat box said LinkedIn Yes, that is a very important social media platform. I wanted to know what was the primary? I think we can close the poll. So, we have about 45% using Facebook and 27% Twitter and then you saw people who are using multiple platforms and LinkedIn. Some of the things I'm going to be talking about are going to be relevant across all platforms and sometimes specific about Twitter.

When I'm going to talk about social media, I'm going to specifically be talking about my experience using Twitter. And, it has a similar features like other platforms. I want to make sure I contextualize my experience within this one particular platform.

Before I jump into talking about social media, I think it's worthwhile to know and we all know that social media platforms and their algorithms is centralized engagement. Now, you know, not all types of engagement are good. There are definitely attention seeking behaviors that don't lead to productive engagement. It's important to note the importance of the rules of engagement within each social media platform. Each have their different rules and they are implicit. Tagging in Twitter is, you know, you have to know when to tag someone in Twitter.

When do you bring someone to a conversation? When do you don't? These implicit rules of engagement are important. It's important to understand them. It's very much the norm of communication. Women, especially women of color are treated unfairly. But it's important we know the rules of communication are and how to safely amplify and engage with collaborators. It is also a thought at a point in time. It is definitely people's choice to keep the social media messages permanent. There are software programs that help people delete tweets and posts.

You know, we have to understand the transient nature of social media. One thing I have learned is there are some people who are really good at disseminating information and they do it well and they become a central source of the recent discourse. If you find these people, it's important to be a patron of their good content. So, if they have a newsletter subscribe to the newsletter. If they have a Patrion account, subscribe to their account. Most of the work done on social media is unpaid ‑‑ most of the good discourse, most of the good conversation that is happening is often unpaid labor. So as good consumers of information, we have to be sure we are being patrons of good content and people who are putting in the real dialogue. I use social media to make my research inclusive and to have a pulse on the current discourse.

I use it as a way to engage the people who have diverse perspectives on an issue. I value it as a program for different content areas and an easy way for me to understand the nuance within each content area is to have a network of people who are talking about it, who are impacted by it.

It also helps me recognize my own blind spots when I have an issue. Social media platform provided people who have traditionally been excluded from the academic world of publication. It's really a platform who are outside the academic atmosphere and give them a way to synthesize their thoughts and opinions that are very pertinent to all of us. I use social media for participant recruitment. Like everyone else, for disseminating and promoting messages.

I'm neither a content creator nor a public intellectual. What I mean is I don't take an article and discuss the implications of it either policy wise or societal wise. That is heavy lifting work. Or I don't take up an issue and look at it in a particular framework or a public platform. Nor do I post content often. I use it for my own practice and research. Shoshana can you post the second ‑‑ the third poll question, please?

So, the poll question is do you use social media for knowledge translation purposes? Excellent. 65% of you all use social media for knowledge translation purposes. I think this really leads to a very rich conversation after the presentation on how this tool, how social media can further it’s hand.

So social media can be used across a knowledge translation continuum. It can be used from inquiry to synthesis to selection of the tools. And I use social media for different phases for different projects. I don't use it consistently across all projects. It's very applicable, it's depends on the space, that is when I use social media.

The different translation knowledge spaces, the knowledge translation framework is very common. It gives us a lot of rules and discretion of how we want to use. I apologize. I think people are hearing clicking sound, I will try to mute when I'm not talking.

So, the first step in creating in using social media is who are the people you are going to follow? This is basically creating your own group based on interests. And you can create a number of lists. It doesn't have to be one, big list. These are people who are populated your timeline or populate your LinkedIn timeline. These are people whose work you are going to retweet, like, share and amplify.

Once you create it, it's almost like you are having a backup ‑‑ um, it's almost like you are having a virtual research team with you on social media. Once you have your virtual research team, it allowed me to look at an issue from the people most impacted by it. For example, if you are interested in housing, social media gives you a venue to study the issue from people who are either houseless or are in precarious situations of housing.

It leads you to understand and be empathetic to their situation. For example, you know, some of these common terminologies used for someone who does not have shelter at home what I figured out most people who are without shelter or stable housing prefer the term housing. They may not have a home, but it's a physical place to be in. People who are studying the issue. These could be renown scholars, they could be well‑known practitioners, but they can be emerging followers. Students who are grappling with and who are grappling with new research. I only found students, especially the new graduate students because of social media, it's common for them to read an article and post the discourse and post their thoughts. They are also great sources of information for new literature that is out there. I follow everyone who is actively posting on an issue.

It's also good to follow organizations regulating funding the issue and regulating the funding policy. Just getting the policy context is really important as well. Make sure your list or the group of people you follow is diverse and inclusive. I can't not stress this enough. We all know that we have these inherent biases that are in research or computation promote a certain kind.

You know, not everyone has access to those traditional methods. What social media does, it gives platform to a diverse and inclusive set of people who are impacted by various issues. I really use social media to understand how sense making is done. How the discourse is moving. Because people are thinking through in real time it does not have all the complete nuance and comprehensiveness you might find in traditional literature review. I'm not saying one should replace the other, but it's complimentary. If you are coming with a background set of literature or assumptions, then you are following this active online discourse on how sense is made or how reality is viewed, gives you a really complete picture. It's a crucial part or can form a crucial part when you think about the inquiry phase or the problem‑defined space or scope space. Can you put the last poll, please? Does your organization have an active social media account? Thank you. Can I see the results? Wow. A good majority. 90% of your organizations has an active social media account. This is important. Thank you, we can close the poll.

This is where it is important to leverage an organizational social media account. So, it's important to note that my personal account is like, you know, I pay attention to it on weekend nights but if I have a full schedule, I don't pay attention to it. This is where you have to learn to work with organizational social media account. As I mentioned, sorry for the clicking. I'm not sure what is going on.

This is where we have to leverage your organize social media account. As I said, I'm part of human development. I'm a staff member at the Human Development Institute which is housed at the University of Kentucky. Two organizational accounts that I leverage. I leverage the university and I leverage the research.

If I want to promote a grant, that is usually done by the university's research Twitter handle. If I want to promote a study, it's usually through the organizational Twitter account. If I want to talk about grant activity, it's done through my institute Twitter handle. It is not done through my account. The followers of those accounts are well‑curated. They are almost a brand. They have their mission is strong. Their values are flippant and their social media messaging. They have information services director and team is actively working on managing an account. I use those accounts when I'm trying to promote messages for participant recruitment.

To use those official accounts, it's important to have a relationship. I have like constant communication with our institute information services director and her team so I can coordinate social media messages for the grants I oversee.

If you want to leverage organizational accounts, it's important to leverage those relationships in real life. I also oversee the Kentucky State Paralysis Resource Center. For vendor activities we want to post messages that are funded through the grant. So, we have developed a set of social media messages that will be posted on Facebook, on Twitter. It will have could be ‑‑ you know, messaging is its own art. So, the communication services team will work on it. They make sure it's appropriately captioned for images and be done well in advance. So, when it's time for holidays right before the social media messages can come out. And this is actually worked well. Of this way, I don't have to spend time maintaining an official brand for myself. I can just use my Twitter account for information purposes for myself. And I can then use an organization account for doing the actual work or promotion.

Just understand the mutual dependency. Yes, you can join the Twitter conversation using appropriate hashtag. That is always a great way. If you missed a conversation and I often go back to conferences I can't attend and put the hashtag in and see what the conversation is and pick up on presentations I might want to watch later.

Following organization accounts and having these relationships with those account managers really helps me balance because quite a bit of time is needed to manage a social media account.

Participant recruitment. What I have found is like Instagram influencers. There are some social media network influencers. These are people that have a long‑standing established set of followers because they do good discourse. They promote good content, and they have comprehensive lists on a particular issue.

It's important to make connections with those people while developing your research projects. We are working on a project would be ‑‑ you know it would be great because that is her passion. She has followers. That is her area of interest. And we brought her in as a research consultant before the research started. In doing so, we are engaging this person has any collaborator or any coinvestigator. By doing so, you are building a relationship with this person has buy‑in but also input on how to promote your research. It's easy to write an IRB. All our social media messaging for participant recruitment are approved by university's promotional PR person. But also, these are the tweets that will be promoted by these accounts. It's a very specific plan. It's a very specific route.

It's also ‑‑ and you don't have to have ‑‑ if you are establishing a relationship, you really don't have to have a social media platform. For example, a research project that I did, I didn't have a Facebook account, but I sent it to a colleague of mine who has a very active Facebook account to promote a message. It’s ok to leverage those kinds of relationships and dependencies as well.

You don't have to have an account to promote your message or recruit participants as long as you have relationships with those people who have it, then you can bring them in. There are limitations. And social media is not a perfect platform for every study. The old-fashioned way of using list serve. You study a particular issue at a particular region, and we knew these were the list serves and we had an in with those list serves. At the end, its who has a lead on the issue you are studying.

So, you can do real‑time problem solving, especially if you have a close network of people who you engage with either on Twitter or any other platform on a regular basis. When you are doing the research, you can engage them publicly or privately. If publicly, there are pros and cons, you invite everyone to give an opinion, which could be good or bad. You can use your list serve to do problem solving. In terms of dissemination off of plain language, summarize if possible. Yes, Twitter polls are a great way to get a pulse. Especially if you have a set of followers interested in your topic.

Know that problem solving can happen. It's truly the pros and cons of doing it in a public platform or not.

Engaging people with work, with your work. So, it is your choice. If people are talking about your work and they tag you, it's totally your choice whether or not you want to engage them or not. Because it happened in a public platform, the discourse is different. You should know when to take it private ‑‑ if you are having an active discourse, you have to know when to take it to a private messaging like in Twitter it's direct messaging or move it offline, by email or phone. And sometimes, know when to respond.

When people tag me in on articles and my position has changed, I don't respond or engage because I haven't had time to publish the next step with the new take on it. Publications responses, they are all situations within a context and time. It's totally fine if you are not engaged in discourses about your work. That is okay because you want people to use your findings and think through and adapt them in different ways and reinvent the framework you are working on.

As much as I'm open to changes and I think social media allows ‑‑ you can see how people can take your work and transform it differently. That is totally fine. Again, curate your list. This is the time. People change. Their opinions change. Their interests change. I have been a person who was very much interested in topics that last for three years and afterwards I had to switch gears. I can understand if someone takes me off a list because I haven't done a contribution to that field. I understand people who curate the risk. The Twitter timeline has a magazine you open daily, you want to read from people you like. You want to read things that nourish you and amplify you and energize your work. So constantly curate your list. And again, these are just ‑‑ there is a lot of choice in traditional formats we don't have that we do have on Twitter.

As an evaluator, I thought hard about evaluating my social network. For me, social media metrics don't matter. My number of followers is way less than the number of people I follow. I'm not an influencer. Going back to what I initially said, I use it to inform inquiry and make sure that I'm inclusive, that I’m hearing voices that I traditionally would not hear. That is why for me social media metrics don't matter. Some of my most popular posts are no longer there. For me, it's for my own research and query and understanding.

It does provide a platform where you can really promote people's work whose traditional platforms don't normally allow. It does provide meaningful connections. I have met people through Twitter who I never met in real life and have been a part of an international conversation around sense making during Covid. These are things I would have never done if I didn't make a meaningful connection through Twitter. I know in this age of messaging organizational and brand accounts it totally matters because you are spreading a message. But for me as a researcher or program evaluator who is trying to understand issues, this is personal information presumption. I'm engaging people in a small realistic way. Social metrics don't matter. That was my last slide. I'm going to hand over the of presentation to my colleague Christina. Thank you.

>> CHRISTINA BARD: Thank you Chithra. Thank you for guiding us through social media and research. Good afternoon to all. And thanks again for having us today and for including accessibility and usability in this conversation. Technology is always changing and changing in a particularly fast pace in these recent years. It becomes difficult to keep up with how to do things and what features different platforms have. But the entire purpose, right, of social media is user engagement. We are going to talk through practical ways of engagement for the use of social media and platforms. Making these interactions as inclusive as possible provides the best experience for as many people as possible. Also, thanks for having us today.

First, we will talk through some tips on how you are using your organizational accounts. It's amazing to know that 90% of you are, that’s excellent. I'll start with stating what most of you already know. Accessibility is required, especially for us who receive federal funding. It sounds like that is the case for many of us on the call today. That is specifically section 508 of the rehab act. That requires that federal agencies electronic and information technology is accessible to people with disabilities and that includes employees of agencies and also members of the public. So pretty much covers everyone there. Also, through the ADA, through the access to information and technology. Next is to protect your organization with social media policy. A social media policy is document that outlines how your organization and the employees within our organization should conduct themselves online. It should align with your value statements and the role of your organization.

If you don't have one, there are a lot of free templates. A quick Google search will give you examples of what social media policies look like. And then, next, link to your web accessibility policies. Include a link from your social media account back to your organizational web accessibility policy or statement to online accessibility. It may be a stand-alone statement; it might be something that is integrated into your nondiscrimination or equal opportunity statements.

Then, the next one is just to make your contact information available. It's something that I think a lot of people miss. You don't want people to have to dig around to figure out how to get a hold of you or how to contact you. List the primary phone number or e‑mail address where a user can reach your agency or organization with questions or provide a link to your agency website that might list the appropriate contact information.

You just really want to provide an easy point of entry for more information. Some of the most common ways are to post threads on your website, provide options for people to sign up for a daily e‑mail digest or a social media post. Or add a social media widget to your agency website. Most sites will have widgets that link to your social media accounts.

Lastly, test your accounts. You can use tools like the WAVE tool which I included a link to, which is part of webbing to identify the web accessibility ‑‑ or the web content accessibility guideline. Errors and how to get guidance to fixing those errors. WAVE is a web-based tool, but they also have extensions for both Chrome and Fire Fox, and they make it really easy to walk through each of one of our social media pages as well. Another one is called AXE. It's another extension that does a great job accessing what needs to be fixed and has great resources that link within your results on why and how to fix errors that are flagging and how impactful or important the errors that are being flagged are to address.

Now we are going to talk through some of the more common issues related to accessibility in social media. Missing section headings. Lack of section headings are a feature that are often missed or overlooked. Section headings are very important for those who use screen readers to engage with your page. This is one of the more common errors you'll see initially as you are using the tool to check the errors. Also, they are easy to fix once you know how.

Poor color contrast. That is also an error result you'll notice when you start to check pages with a tool like WAVE. Meeting the minimum contrast ratio allows people with low vision or colorblindness to see content that they normally wouldn’t otherwise see. The ration between text color and background should be at least four and a half to one but the guidelines and the contrast checkers will give you what your ratio is at and show you how to correct that. For example, green and red and yellow and blue combinations are often difficult to read. Text is difficult to read when it's imposed over images. Setting a solid background behind text makes it more accessible.

Some pages don't have the ability to navigate or operate function using a keyboard. That is for people unable to utilize a mouse, for whatever reason. Missing alt text for images, alternative text or alt text provides a description for any image or non‑text feature. And another common error that is easy to integrate into your practice with practice. Webbing calls this one the most problematic aspect of web accessibility. The missing, alt text. It's important for people with low vision or using a screen reader or reading a page in that applicable fashion.

Some people are able to interact through Zoom text feature. They may enlarge the text or whatever image on the screen. We need to make sure the ability to resize text is in existence. That is a common issue of it not being. I will direct a resource for what should be included in alt text. I have several resources linked in this presentation because they have already been created. I use them regularly and included them here for all of you to use regularly. One of the common issues is videos still lack captioning. That has been an ongoing one for quite a while, but there are many ways to address that that we will discuss briefly here. Now we are going to spend a little time talking about some action steps. Talking about the flip side of the errors. How do we create some accessible content?

We are going to go over tips and best practices over these next few slides. Number one include captions. Captions are critical for viewers with hearing impairment, but also for diverse learners, English for a second language, people learning to read and other viewers not using sound for any reason. Maybe they are in a setting where sound is not possible. There are a lot of ways to do this these days. It's becoming more integrated and cheaper and easier.

We make sure we have captions and transcripts that we have to provide for people. There are several artificial intelligence or AI platforms to use to capture audio that will convert to text. Speech to text. These are really good starting point from which to edit a final version. They are more reliable and accurate than they were two years ago, especially five or ten years ago.

The next one is to use image descriptions. And so, there is a lot of online resources to practice how to write succinct image descriptions for any non-text items in your post. Several Social media platforms have built in auto alt text features which is a good starting point. I want to remind people to review use and edit for the most effective use of those.

You want to convey the content. That is the full goal of the image description. We want to try to not start with an image of or a photograph of because that is the premise already is that we are describing something that is an image or photograph. We want to mention the color if it is important.

Image descriptions we want to try to convey the humor that is present. It doesn't have to be formal. We want to express what is funny in an image. Don't forget to offer alt text for Gifs as well. Sometimes those aren’t recognized as traditional image but to have a description as what is happening in that gif is really good as well.

And Hootsuite, in particular is a good place to start with for suggestions for alt text and image descriptions also. Not just to manage content. They also address the issues of accessibility in their software as well.

We want to limit emoji and emoticon use in your posts. When they are used with a screen reader or read aloud by a screen reader, they can be really distracting when all of a sudden in the middle of a post or something that your screen reader is reading aloud it says loudly crying face or give some other description. So, at the very least, before you do use emoticons or emojis try to determine what the screen reader and the alt text behind that would be read aloud. Using camel case for multi‑word hashtags. This one makes sense for a lot of different reasons. But using camel case for multiple words in a hashtag. So that is capitalizing the first letter of compound words. It just makes it easier visually for all of us and allows for screen readers to print out individual words more clearly than when they are smashed together in a hashtag. Don't embed text in images. A screen reader doesn't recognize the text which then becomes part of the image.

There are lots of different ways to do that. In the last one ‑‑ not the last one. The last one on this slide is to use link shortening services. There are a lot of these available. There is probably a list of ten. But they are services like bitly, tiny URL. They convert the long URL web addresses into short more descriptive addresses. You can clearly align what the bitly link is to your page or post by using actual words from that site rather than a long otherwise non descriptive web address.

We want to place hashtags and mentioned. They are important tools in social media. We want to make sure we put them at the end of the post and not within a post. Having them within a post complicates comprehension for different types of people and also for screen readers. When you are in the middle of a post to have to have a hashtag read makes it less universally comprehensible.

If tweets contain an image, video, or audio, it's best practice to indicate these at the beginning of the content using a prefix in parentheses like (pic) (video) or (audio) to describe that that is going to be coming. We want to avoid acronyms in our field in particular. I know there are millions of acronyms we have and learn. But we want to avoid acronyms in abbreviations and text messaging shortcuts, especially on platforms like Facebook which don't have any character limits, they provide the space. That is a good tool across all your writing in terms of plan languages use, which we will talk about in a minute. Just to let people understand in a more accessible way what you are talking about. Along the same line, we don't want to overuse full caps. We use it a lot for emphasis. They can be difficult to read and misinterpreted by screen readers. Try to minimize the use of words in full caps.

I know I have seen this practice used more and more on Twitter as an effort to be more descriptive. Sending a follow up tweet with an image or video description. So, Twitter will indicate what number of the how many that tweet represents in terms of one of three, two of three, three of three, et cetera. That is great tool to use, too, to follow up with your hashtags or mention with the description or with more information.

Enabling image description on Twitter. This is a good example of how the common issue list is being integrated into social media platforms. Twitter offers an auto image description to review and edit.

So now we are going to talk a little bit about the use of play language. And this is really important. In our world in just the accessibility and being understood. Plain language use is best practice just the widest number of users. It works better for people who are skipping content, for people who require the principles of plain language to maximize their comprehension.

Plain language use is clear, concise, and well‑organized. Key best practices for writing in plain language includes choosing words that are common and easy to understand, avoiding run on sentences. Using clear short sentences and paragraphs. Writing in active voice instead of the passive voice. Passive voice would be applications for the job were submitted by 100 people. Active voice would be 100 people submitted applications for the job. Making an action rather than not.

Another way to do this is sticking with gender neutral pronouns. It makes it a wider base to understand. And I do actually include these two links that are put in the chat right here. So, we have this checklist for plane language use on the web. And so, it's a quick list, but it's a really good list of reminders. Not assuming readers have knowledge of the subject. Clearly explaining things on each page. Not using the click here as a link. The link language should describe what the reader will get when they go to that page. Using lots of lists and even more lists than you do on paper.

I think this is a good one to reference back to as you are thinking through ways to use plain language. Then make your message effective. So, the five-step checklist provided by the Center for Plain Language is another great resource for us to be using and references back to. And you can use plain language checkers. You can check the readability of everything we’re creating, all the content we are creating. For use on social media platforms and other ways we’re using written language as well.

The five-step checklist includes identifying and describing the target audience and walking you through how to look at that audience group and structuring the content to guide the reader through it. Writing the content in plain language and talk through how to pick the right words and have some examples on where to look for more information regarding that, too.

Really quickly, we are going to talk about ableist language use. While plain language use, we want to do, ableist language use is what we want to avoid. We know the words that we use hold power and express attitude and beliefs behind them. There is a lot of guidance available around the etiology of language and terminology related to disability. But ableism is the systemic exclusion and oppression of people with disability often expressed and reinforced through language. It's language that is offensive, derogatory, abusive, or negative about disability. And most often, it is not intentional. This is language that has been used in our lives historically or the people that we know have historically used. It does project disability as less than. That is not true and not what we believe. I just included a list from Wikipedia of some disability terms with the etiology.

Just as a starting point to look into some of those words and analyze and think about some of the words we use that we should hold under consideration in our spoken and written vocabulary. That does feed into this discussion around language we use and accessibility and how we want to be presenting our organizations and our work in social media.

Social media accessibility. So, progress is being made, like I said, technology is changing so quickly. It's really hard to keep up with what the features are and what we need to be paying attention to and it can be overwhelming. But Twitter didn't have a paid accessibility team. It was all volunteer based and they were publicly called out this summer. I think partially because so many of us are using social media and different platforms for engagement right now in the days of Covid. They have now established two accessibility teams and plan to roll out automatic captioning next year. Instagram didn’t have alt text for images or the functionality to add them but now they not only have that, but they have an auto alt text and custom alt text. So, again, that is something you want to go in and look at and make sure you are reviewing for accuracy. Sometimes they can be pretty hilarious with the automated systems come up with. We want to make sure they are trying to reflect what we are trying to get across. Also, all three platforms and LinkedIn have alt image description available. That is progress for Twitter, Instagram, and the other platforms.

Automatic captioning is now available on Facebook live and Instagram IGTV. That is AI captioning that is a great starting point and is more reliable and can learn in ways we didn't have access to that technology in the past.

And if you are active on social media and organizational accounts should you stay up on these social media platform updates as one of the responsibilities as one of the responsibilities, truly. We need to get familiar with the social media sites support and access tips. I included the Facebook and Twitter accessibility here.

We want to think about what can we do to make things better? We want to make sure we are talking to people using different ways of accessing and people coming from different places accessing social media. We want to continue to find ways to ask for more accessibility. We want to use their platforms to ask for accessibility and use platforms and reputations as well to be requesting more accessibility. Then repeat. We know that is part of the game. We have to keep repeating. We have to keep advocating to get those needed access features integrated and to keep up with what is available that can help people truly be able to participate and engage in these platforms.

Look into Facebook and Instagram and keep up with what their accessibility practices are and let them know what our concerns are.

I have included some more tools here. I have included usability.gov site in terms of accessibility and digitalgov.gov site, in addition to Web Aim. I know you can all use those and they are posted in the chat as well. The usability.gov page has lots of wonderful tools and templates and documents. But the tools around how to do all of these things. We will keep them updated. It's a great place to go to know what the current issues are and what the new features are and how to keep actively implementing those.

In the digitalgov.gov, it has the link to the plain language page. How to test websites for accessibility. That can be used on your social media pages. Improving the accessibility of social media in government is a good tool they have. Then the web accessibility guideline. That’s the WCAG. That is the standard for web content accessibility. They are continually doing work to promote and grow that across all platforms then the webaim. That is where you can get to the WAVE tool. Having that extension downloaded onto Chrome or Fire Fox will help you identify any of the accessibility features missing currently. It's all positive stuff to doing this work that is necessary for all of us to be participating in to make things more usable for everyone.

That is Chithra and I's contribution to the discussion today around social media platforms. I'll turn it back to Ann.