Webinar: Celebrating the ADA: Accessible Social Media for All  
Moderator: Shanell Petersen, USVIEDA Managing Director, Marketing & Vision 2040  
July 15, 2020  
10:00amAST
Welcome

Ted Gutierrez
State Director
VI Small Business Development Center
Agenda

Credible Sources for COVID-19 Updates in the USVI

Disability Rights Center of the Virgin Islands
  • Accessible Social Media for All
Credible Sources for COVID-19 Resources

- Virgin Islands Department of Health – [www.doh.vi.gov/coronavirus](http://www.doh.vi.gov/coronavirus) or Text COVID19USVI to 88877 or call 340-713-6200 or 340-776-1519

- VI Territorial Emergency Management Agency: [www.vitema.vi.gov](http://www.vitema.vi.gov)


- Center for Disease Control & Prevention (CDC): [www.cdc.gov](http://www.cdc.gov)

- World Health Organization (WHO): [www.who.int](http://www.who.int)
Main Speaker

Nicole Ross
Communications Specialist
Disability Rights Center of the Virgin Islands
Accessible Social Media

DISABILITY RIGHTS CENTER OF THE VIRGIN ISLANDS
Who We Are

DRCVI’s mission is to advance the legal rights of people with disabilities, support and empower families and provide training and information that promotes the overall health and educational development of children and youth.
61 million people in the United States have a disability
THE AMERICANS WITH DISABILITIES ACT (ADA)

The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public. The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else. The ADA gives civil rights protections to individuals with disabilities similar to those provided to individuals on the basis of race, color, sex, sexual orientation, national origin, age, and religion. It guarantees equal opportunity for individuals with disabilities in public accommodations, employment, transportation, state and local government services, and telecommunications.
Creating Inclusive Spaces Online
SIMPLE TOOLS FOR SOCIAL MEDIA

01 Alt Text

02 Closed Captioning

03 CamelCase Hashtags #ThanksToTheADA
WHAT IS MISSING?

DISABILITY TRAINING FOR BUSINESSES

04.07.2020 | St. Thomas
Small Businesses Development Center
8000 Nisky Center, Suite 720 (2nd Floor)
9:00 am - 12:00 pm

04.21.2020 | St. Croix
Small Businesses Development Center
6300 Estate Peters Rest #4
9:00 am - 12:00 pm
THIS IS HOW YOU DO IT!
• Triggering language
• Overuse of emojis/emoticons
• Flash video
• Use of loud music and sounds
Universal design is the process of creating products and built environments to be usable by all people, to the greatest extent possible, without the need for adaptation. It aims to meet the broadest spectrum of abilities regardless of age, ability or life status.
WEBSITES

- Perceivable
- Operable
- Robust
- Understandable
RESOURCES

Websites

www.adata.org
www.northeastada.org
www.w3.org/WAI/

Follow Disability Rights Advocates on Social Media

Judith Heumann
Haben Girma
Alice Wong
Imani Barbarin
THANK YOU!

Visit Us
www.drcvi.org

Like Us
facebook.com/drcvi

Follow Us
twitter.com/drcvi1
Together We will Thrive.

We Support Small Business and Persons with Disabilities.

Thank you to DRCVI for participating!

The recording & PPT will be uploaded at: www.usvieda.org/webinars