

U.S. Virgin Islands Economic Development Authority



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

3

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 or Text COVID19USVI to 88877 or call 340-713-6200 or 340-776-1519
- VI Territorial Emergency Management Agency: www.vitema.vi.gov
- Office of the Governor of the USVI:
www.facebook.com/GovernmentHouseUSVI
- Center for Disease Control & Prevention (CDC): www.cdc.gov
- World Health Organization (WHO): 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

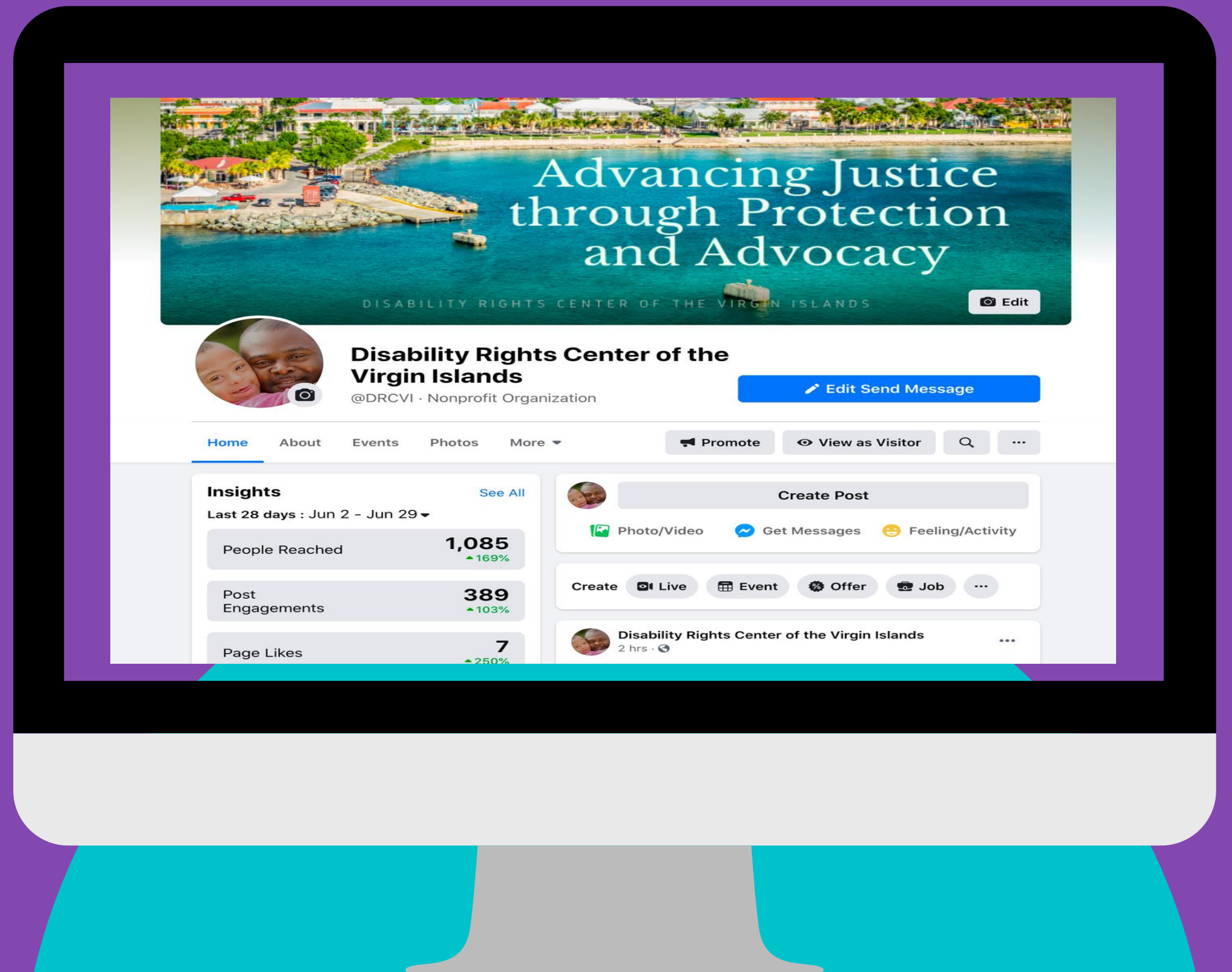
people in the United States have a
disability



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





Haben Girma

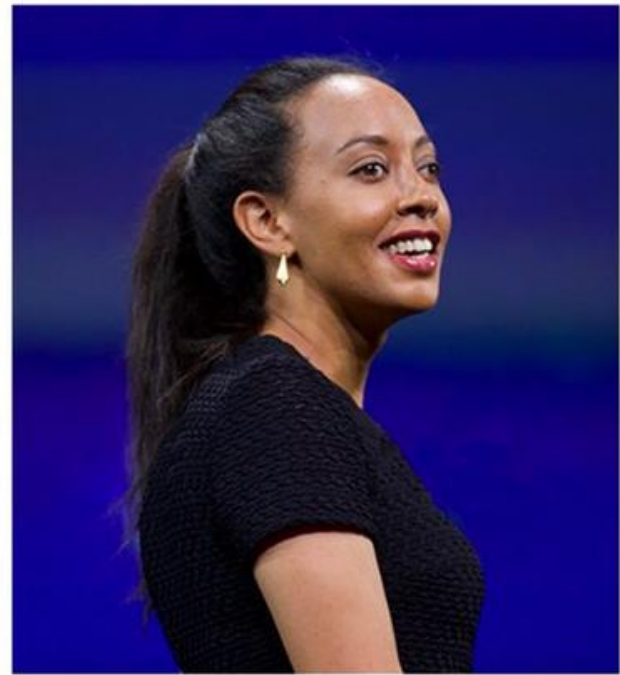
July 6 at 5:40 PM



Kirk Adams is president & CEO of the American Foundation for the Blind. On July 13 we'll be sharing our experiences growing up blind before & after the ADA, the importance of braille, my memoir #HabenBook, & lessons from Helen Keller. The video will have captions, ASL & a transcript.

RSVP: <https://www.afb.org/about-afb/events-and-awards/afblc-2020-overview/virtual-afblc/conversation-haben-girma>

Image: Haben Girma, smiling and wearing a short-sleeved black dress. In a separate picture, Kirk Adams, also smiling, wears a suit and tie and addresses a microphone. Text reads: Save your seat for a conversation with Haben Girma, July 13, 1pm Eastern, www.afb.org/HabenGirma



Save your seat for a
Conversation with Haben Girma

July 13
1pm Eastern

www.afb.org/HabenGirma

THIS IS HOW
YOU DO IT!

CONSIDERATE CONTENT

- Triggering language
- Overuse of emojis/emoticons
- Flash video
- Use of loud music and sounds

UNIVERSAL DESIGN

“ 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. ”



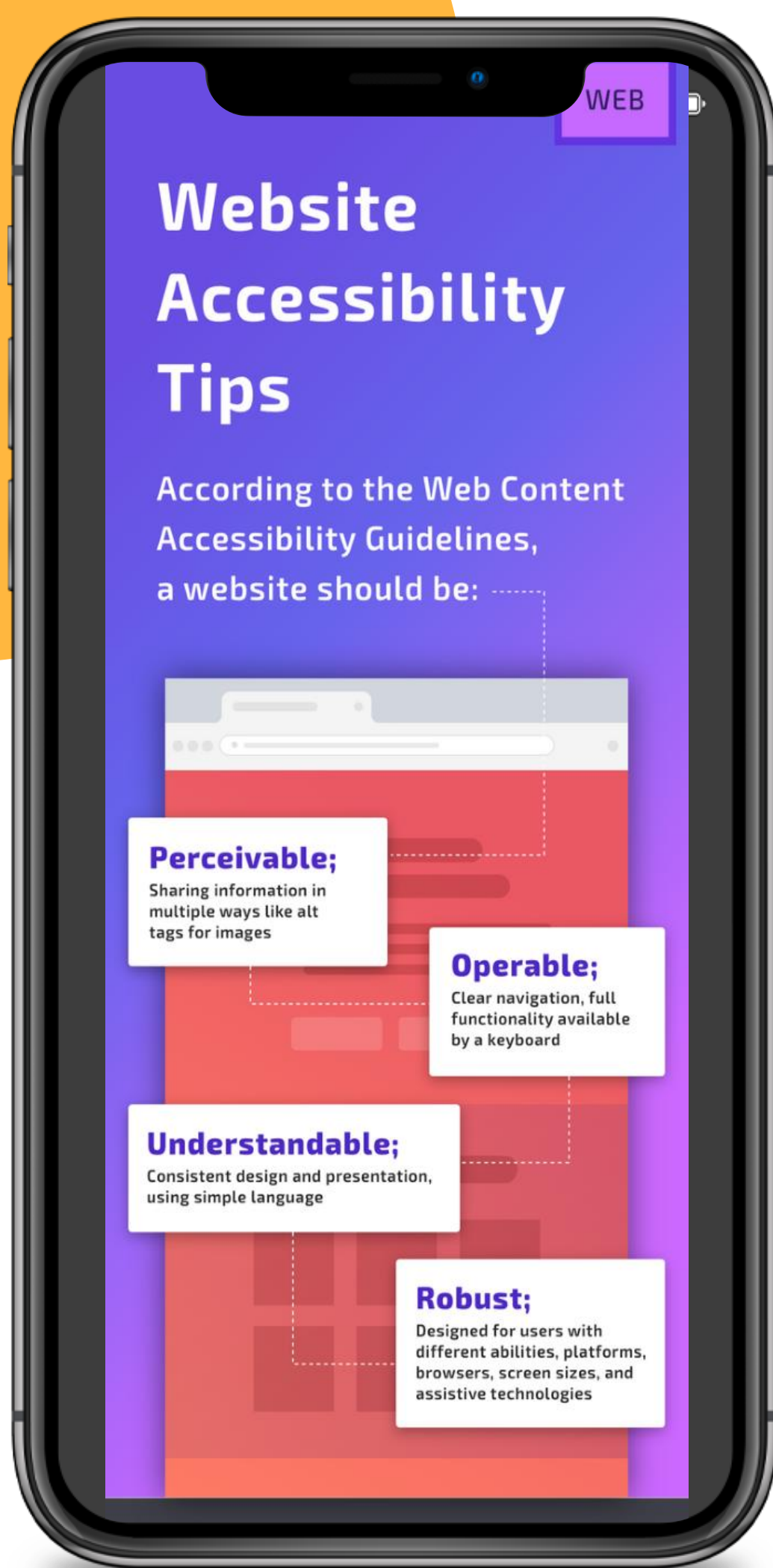
- HOME
- ABOUT US
- ADVOCACY PRIORITIES
- RESOURCES
- MEMBERS ONLY
- [DONATE](#)



Celebrate the 30th Anniversary of the ADA

Online Marketing & Websites





WEBSITES

- **Perceivable**
- **Operable**
- **Robust**
- **Understandable**

RESOURCES

Websites

www.adata.org

www.northeastada.org

www.w3.org/WAI/

www.digital.gov/resources/federal-social-media-accessibility-toolkit-hackpad/

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.

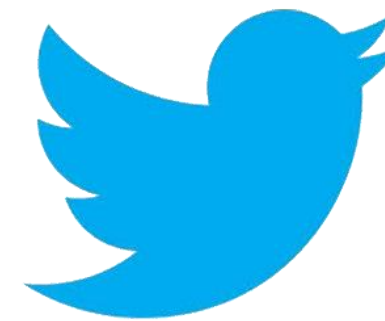
We Support Small Business and Persons with Disabilities.

Thank you to DRCVI for participating!

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



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@visbdc



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