

Ohio Olmstead Task Force Social Media Guidance

Developed 8/2022 by the OOTF Public Relations Committee

The Ohio Olmstead Task Force (OOTF) is a nonpartisan group with a mission as follows: “Advocating for people with disabilities, regardless of age, to live, work, and participate in community life.”

The Public Relations Committee is responsible for creating and posting content on official OOTF social media accounts including Facebook and LinkedIn.

OOTF members shall not represent the Task Force on social media without Steering Committee approval.

All posts shared on OOTF social media accounts are to be appropriate and accessible. Tips for accessible posts include the following:

- Hashtags need to be in camel case (i.e. #EveryWordCapitalized)
- Any video content should have captions
- Use plain language (brief, avoid acronyms, message-focused, active voice, no higher than sixth grade reading level)¹
- All photos and graphics should include image descriptions (ID) in the post itself and in alt text.
 - ID best practices:
 - Keep it concise. Convey the information that is available visually without adding in subjective language (i.e. say “pink and orange sunset” rather than “beautiful sunset”)
 - Think about context. What information is relevant?
 - Do include demographic information like race, gender, visual disability description. Diversity is important for everyone. Note: when describing people, try to get that information directly from the pictured individual, rather than guess/assign identities.
 - Don’t include “image of” or “photo of” unless it’s relevant to understanding the content. I.e. you’re sharing a graph, chart, screenshot, etc.
 - For complex graphics like charts or graphs, capture the overall message of the information being communicated

¹ Plain Language Action and Information Network. "Checklist for Plain Language on the Web." Plainlanguage.gov. Accessed August 26, 2022. <https://www.plainlanguage.gov/resources/checklists/web-checklist/>.