MAKING TOURISM ACCESSIBLE FOR VISITORS WHO ARE BLIND OR HAVE LOW VISION

MARKETING TOOLKIT

AN INITIATIVE OF BRAILLE HOUSE SUPPORTED BY THE QUEENSLAND STATE
GOVERNMENT'S ACCESSIBLE TOURISM ENABLER GRANT

Braille House
The world at your *fingertips*

Queensland Government

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Braille House
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SOCIAL MEDIA MARKETING

KEY TIPS FOR WRITING SOCIAL MEDIA POSTS

Key tips

- Write post using plain language – avoid lengthy, wordy posts and jargon.

- Avoid the use of ALL CAPS.

- Limit use of emojis.

HASHTAGS

Do people still use hashtags?

YES! You can still reach people through hashtags.

They are used **differently.**

Especially if you have a small account or business.

Hashtags = keywords.

Instagram is becoming like a mini-Google. So your hashtags are the keywords people can type in the search bar to find YOU.

Hashtag tip:

Capitalise the first letter of each word for #hashtags, i.e. #DigitalAccessibility.

Here are a few examples of hastags that can support visitor destinations who are engaging in this initiative.

#A11y   **#Accessible**   **#WayFinding**

#ServiceDogsWelcome

#CaneAccess

#Accessibleqld

#VisionimparedFriendly

#AccessibleTourism

#AccessibleMenus

#BlindFriendly

#LowVisionFriendly

#VisionImpairedFriendly

X
FORMALLY TWITTER

Some 'grab lines' for inclusive tourism / businesses / destinations for visitors who are blind or have low vision

At [insert venue / destination name], we are mindful of creating accessible experiences for people who are blind or have low vision.

At [insert venue / destination name], we recognise the benefits for everyone through our mindfulness of visitors who are blind or have low vision.

[insert venue / destination name] endeavors to make things simpler and more comfortable for our guests who are blind or have low vision.

Some 'grab lines' for inclusive tourism / businesses / destinations for visitors who are blind or have low vision

[insert venue / destination name] aims to make our goods and services accessible to everyone, including our visitors who are blind or have low vision.

At [insert venue / destination name], our quest is to ensure that all our guests are treated fairly and with dignity.

[Insert venue / destination name] has special offers for guests who are legally blind or have low vision.
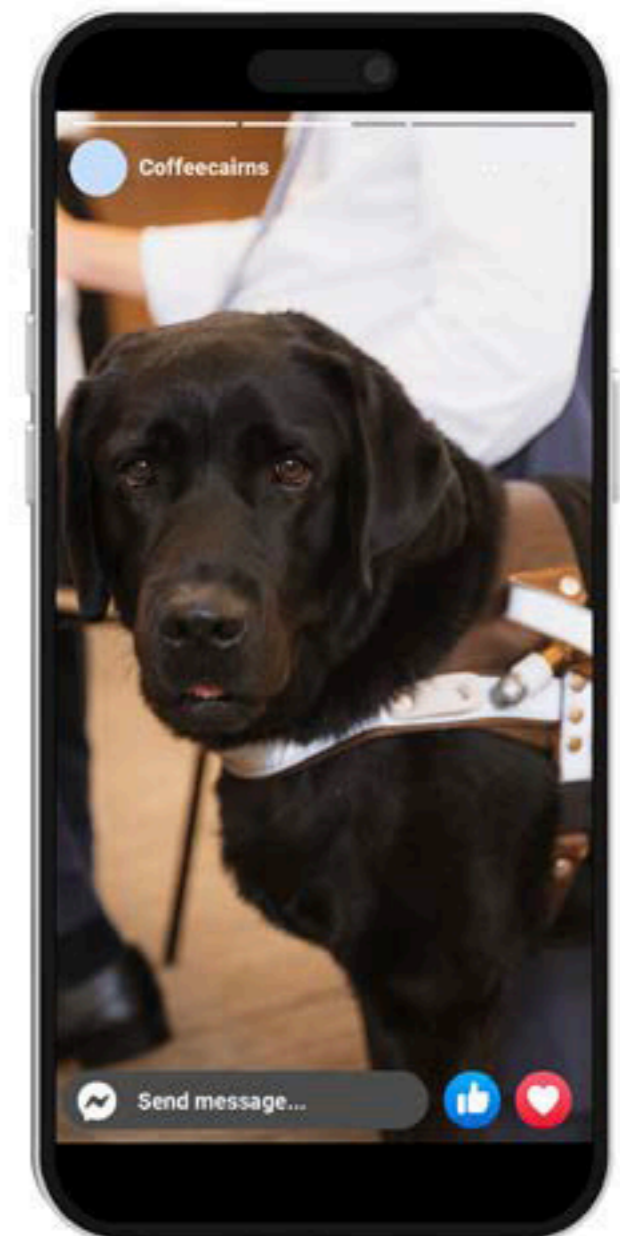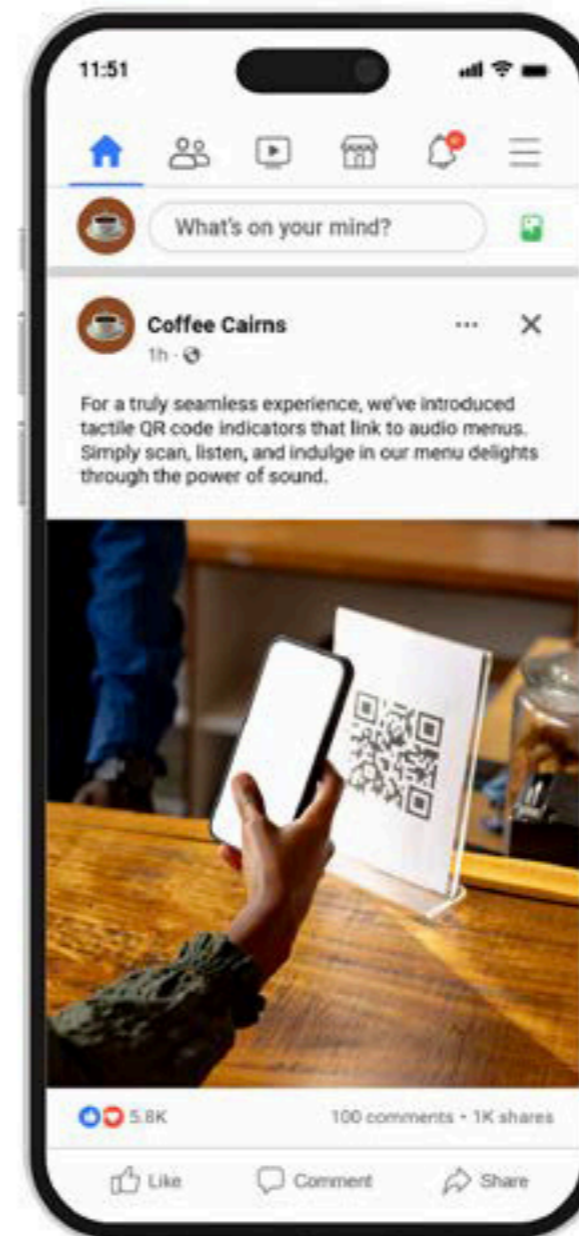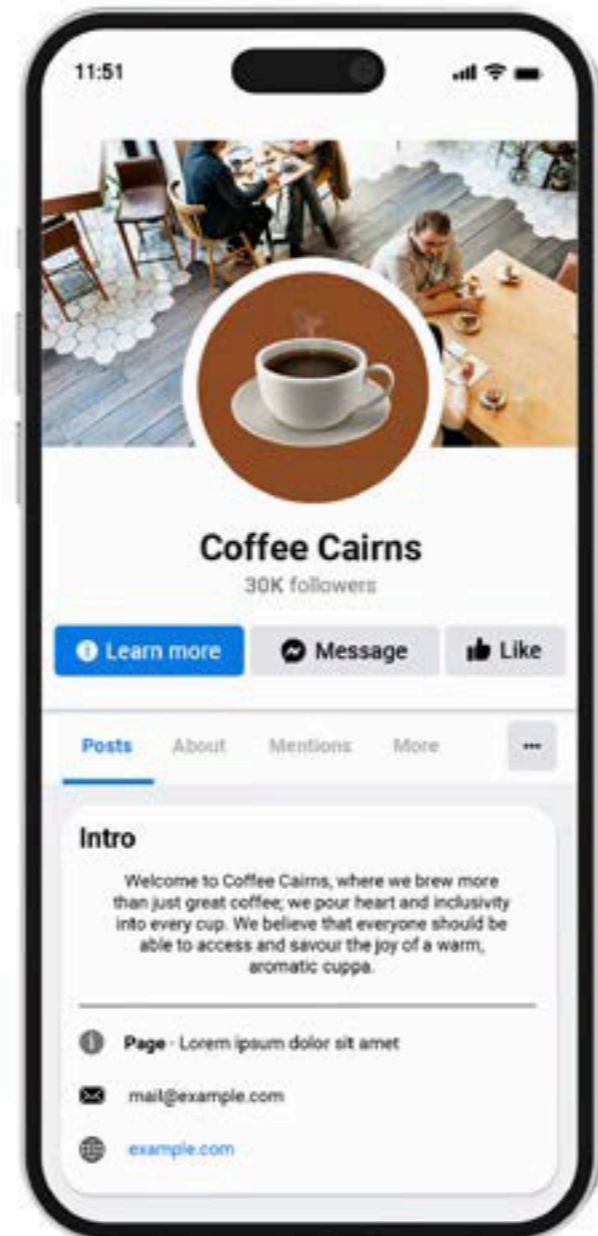
ADDITIONAL POST PROMPTS

At [insert venue / destination name], we have undertaken access audits with visitors / guests who are blind or have low vision in mind. Some of the important inclusive and access elements we already have in place include:

[Choose or adapt from below, or write or add your own, drawing from the Self-Assessment Access Audits]

✓ Our website which conforms with the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines

✓ Website information which is clear and easy to understand

✓ Helpful and accurate website information about our location, services and facilities

✓ Information available to inform visitors who are blind or have low vision which is useful to know before visiting our venue

✓ Staff who are trained in

~ meeting a guest on arrival, if requested

~ meeting a person with vision loss

~ guiding a person with vision loss

~ taking bookings / selling tickets to people with a vision loss, and asking and answering pertinent questions

✓ Supportive design elements such as

~ tactile ground surface indicators (TGSIs)

~ visually contrasting step edges

~ mindfulness of colour contrasting

~ braille in our elevators / lifts and public toilet areas

~ braille signage

✓ Assistance dogs are welcome

✓ Information in Braille and large print, including our menus

✓ All QR codes in use include a tactile QR code indicator

✓ A tactile map of our facilities

✓ Special offers for people who are officially recognised as being blind

INSTAGRAM

SOCIAL STICKERS

These are unique stickers that have been added to Instagram's sticker library for public use.

This is an opportunity for businesses to promote on their Instagram and Facebook stories/highlights their accessibility.
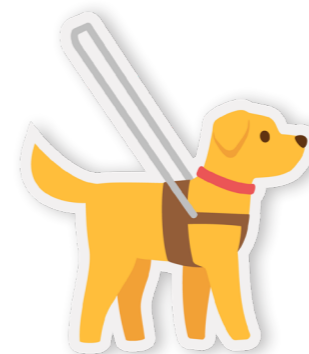
Search 'accessibility qld' and the libary of stickers below will appear.

INSTAGRAM
STICKER LIBRARY

**WE'RE
ACCESSIBLE**

**WE'RE
ACCESSIBLE**

ALT TEXT

When writing Alt Text

- Keep it simple, succinct and brief.
- Only describe what can be seen.
- Always end a sentence with a full stop.

In the digital realm, ALT text plays a crucial role in both Search Engine Optimisation (SEO – refer to pages 13 and 14) and accessibility, especially on platforms like Instagram. By adding ALT text to your posts, you're not just enhancing your content's searchability but also making it accessible to visually impaired users who rely on screen readers.

For people who are blind or have low vision, screen reading software reads alt text descriptions and it displays as a text description when the browser is not reading.

This simple addition provides alternative descriptions of your images, ensuring everyone can engage with your content, regardless of ability. So, whether you're aiming to improve your Online visibility or foster inclusivity, incorporating ALT text into your Instagram posts is a small yet impactful step in the right direction.
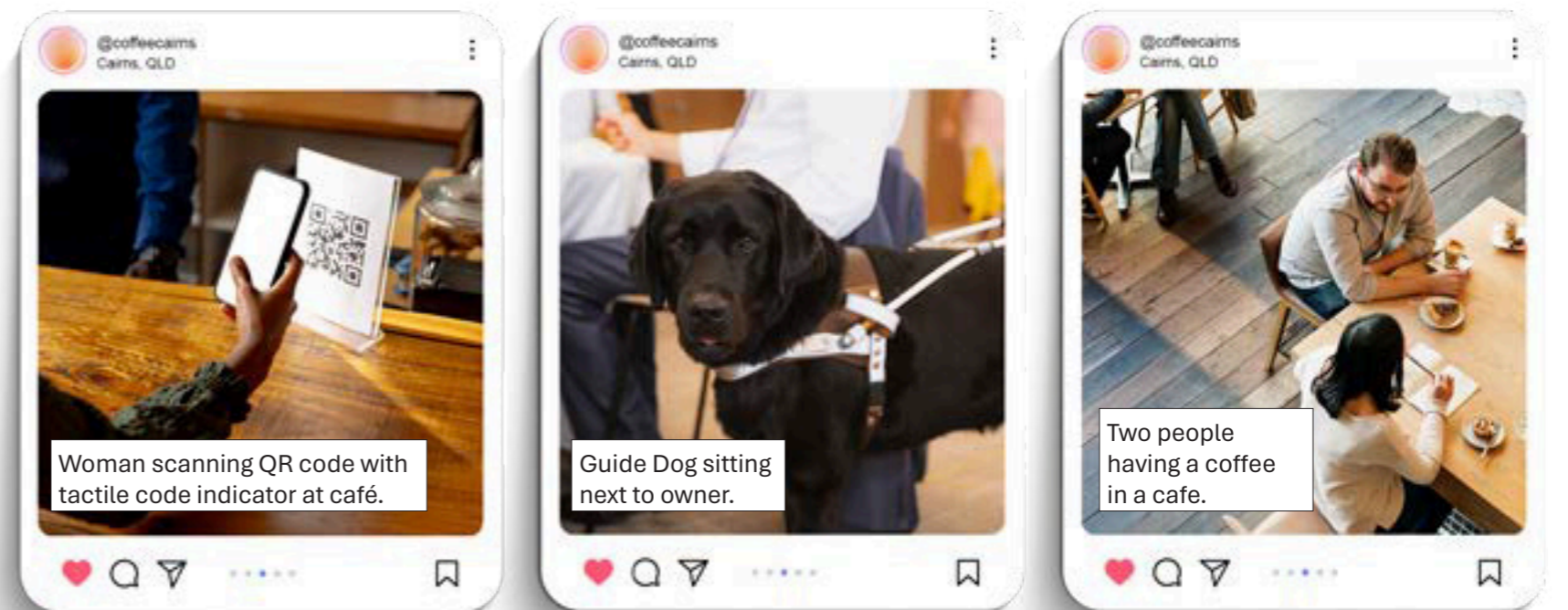
ALT TEXT

EXAMPLE: ADDING ALT TEXT ON INSTAGRAM
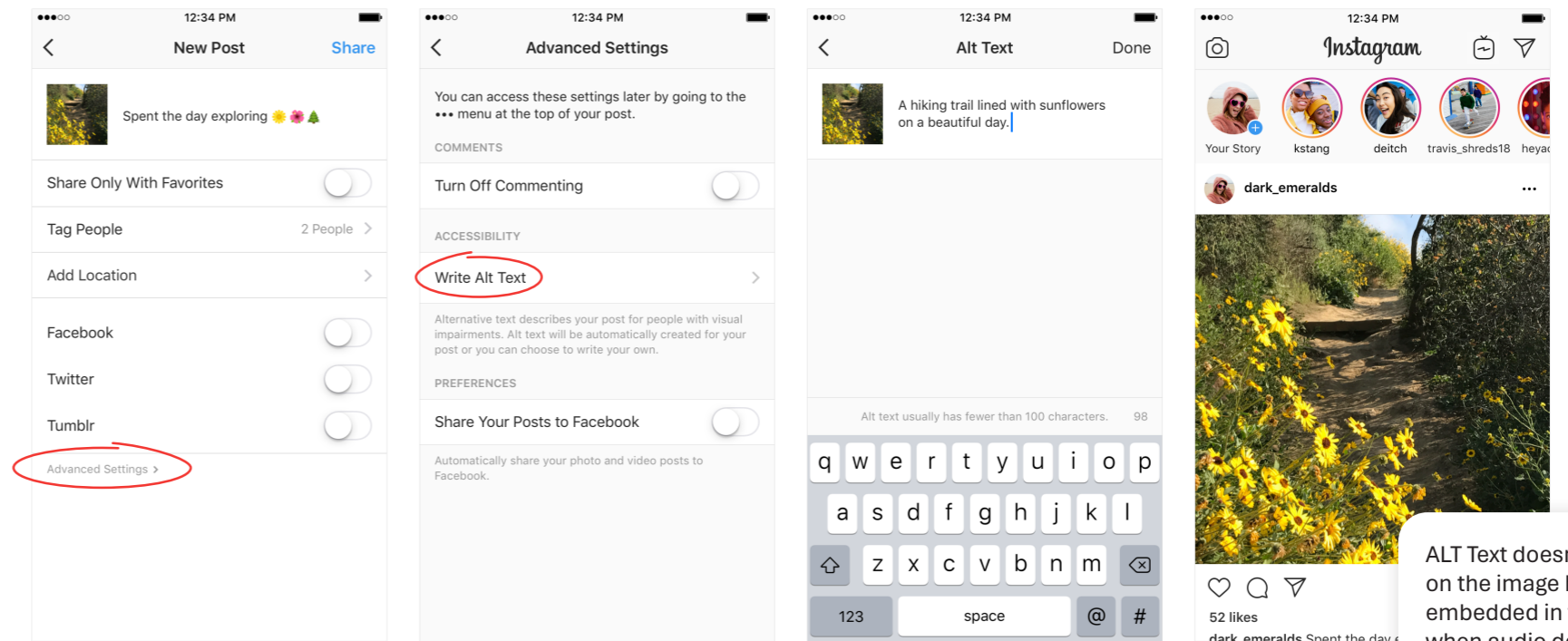
(Instagram, 2020)

ALT Text doesn't appear on the image however is embedded in the post so when audio detection is reading the page, it will read out the ALT Text.

EXAMPLE POSTS

Woman scanning QR code with tactile code indicator at café.

Guide Dog sitting next to owner.

Two people having a coffee in a cafe.

COLOUR AND CONTRAST

EXAMPLES OF COLOUR AND CONTRAST

EFFECTIVE

✓ **EFFECTIVE COLOUR AND CONTRAST: TEXT AND BACKGROUND**

✓ **EFFECTIVE COLOUR AND CONTRAST: TEXT AND BACKGROUND**

✓ **EFFECTIVE COLOUR AND CONTRAST: TEXT AND BACKGROUND**

INEFFECTIVE

✗ **INEFFECTIVE COLOUR AND CONTRAST: TEXT AND BACKGROUND**

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COLOUR CONTRAST TOOLS CAN BE HELPFUL IN CHECKING YOUR CONTENT FOR THOSE WITH LOW VISION. FOR EXAMPLE, TPGI COLOUR CONTRAST ANALYSER:

TPGI COLOUR CONTRAST ANALYSER

ADDITIONAL RESOURCES

LINKS TO RESOURCES

For a more in depth look at making social platforms accessible follow these links:

Accessibility | Instagram Help Centre

Creating Accessible Content | Facebook

Creating Accessible Content | LinkedIn

Accessibility Features of X | X (Twitter)

Web Acessibility: The Ultimate Guide by HubSpot

VisAbility | Accessibility Guidelines

RNIB | How to make your social media accessible

SEARCH ENGINE OPTIMISATION (SEO) KEYWORDS AND WEBSITES

SEO KEYWORDS

SEO is an acronym for search engine optimisation in digital marketing. When you undertake a search for information, search engines like Google and Bing provide you with a list of web results that direct you to the content you are looking for.

Incorporating SEO and Keywords into your website helps boost your website when people are searching for key terms. Below is a list of words people who are blind or have low vision use to research accessible places.

ACCESSIBLE	BLIND FRIENDLY	GUIDE DOGS
WAYFINDING	LOW VISION FRIENDLY	BRAILLE MENU
SERVICE DOGS WELCOME	PUBLIC TRANSPORT	QR CODE
CANE ACCESS	HOW TO GET HERE	AUDIO MENU
VISION IMPARED FRIENDLY	GETTING HERE	ACCESSIBLE TOURISM
ACCESSIBLE MENUS	PARKING	ACCESSIBLE QLD
	ACCESSIBILITY	

LANDING PAGE

Below is an example of what a landing page on your website could look like, incorporating SEO Keywords relevant to your business.

COFFEE CAIRNS

Home | About | Menu | Contact

ACCESSIBILITY

Welcome to Coffee Cairns, where we brew more than just great coffee; we pour heart and inclusivity into every cup. We believe that everyone should be able to access and savour the joy of a warm, aromatic cuppa. Travelling is an adventure open to all, and we're thrilled to cater to the diverse needs of our guests, including those with visual impairments.

At Coffee Cairns, accessibility isn't just a buzzword; it's our commitment. We understand the importance of making our space welcoming and functional for everyone.

That's why we offer **braille and large print menus** for easy readability. With these menus, our visually impaired guests can explore our delightful offerings with ease.

But we don't stop there. For a truly seamless experience, we've introduced **tactile QR code indicators** that link to audio menus. Simply scan, listen, and indulge in our menu delights through the power of sound.

And for our furry friends who provide invaluable support, we're proud to be **guide dog friendly**. Your loyal companions are always welcome by your side as you sip, relax, and enjoy the vibrant ambiance of Coffee Cairns. We even have a watering statin for dogs too.

BRAILLE HOUSE

Important to note: Braille House can assist businesses. Contact us if you have questions or need assistance with the development and production of braille and tactile resources. For example, we can assist with braille signage, tactile QR code indicators, tactile maps, and "twin vision" documents (such as menus, hotel compendiums) with large print and braille, which further have access to audio, via a tactile QR code.

Reach out to us and discuss your needs.

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