



Communicate Better to People with Disabilities

In the local government arena, social media has become a reliable tool to engage, share information and deliver services to residents more quickly and effectively. As access to social platforms become more prevalent and diverse, agencies have a responsibility to ensure they are communicating effectively to all citizens, including people with disabilities.

“People-first” Writing

Get in the habit of using a “people-first” writing style, especially as it relates to disabled constituents. They are not their disability and it’s important to be mindful of this when writing. As an example, if writing a post related to new ADA compliance “to accommodate wheelchair-bound residents and visitors, try a people-first style. So now the message becomes “to accommodate residents and visitors who use a wheelchair.”

Ransomware/Email Scams An expensive security threat

Did you know that in 2019, ransomware caused more than \$11 billion in damages for organizations - large and small? This means there was a new victim every 14 minutes. Ransomware is a costly security threat. Essentially, malware is used to deny employees daily access to critical data until a ransom is paid. Needless to say, organizations must be diligent in its cyber security health. In addition to enhancing cyber hygiene and maintaining a solid security posture, here are easy tips for employees.

- *Back up important data daily.*
- *Do not open suspicious emails, links or attachments, which are basically attacks designed to look like everyday, normal emails. Unbeknownst to a user, it is either delivering malicious software to their computer or directing the user to a scam, potentially financial.*
- *Use an online tool to verify a sender’s email address or call the sender, if the email seems suspicious or you are uncertain.*

Contact [Avidity](#) for help with enhancing cyber security for your organization.

Avidity Technologies, Inc.

- ✓ We are WBE and MBE certified, providing services without limits.
- ✓ Our staff includes technicians and creatives, with network specialists, installers, systems and security administrators, help desk support, graphic designers, content creators, editors, social media strategists, and photographers.

Use CamelCase

Use CamelCase for multiple words within a hashtag. CamelCase is a modern capitalization technique in which each word within a compound word is capitalized. It makes it easier visually and for screen readers to pronounce the individual words and names more clearly (e.g. use #SocialMedia not #socialmedia; #StateOfIllinois rather than #stateofillinois). Implementing this simple technique makes it easy for users to comprehend what is being communicated.

Use Picture Captions

Adding short captions to photos can be read by a screen reader (an assistive technology) that helps your constituents who are blind or who have a visual impairment. The captions should describe what the scene is using the following format: “Image: [Residents and elected officials joined together to plant a tree in honor of local veterans.]”

For more information,
contact Avidity: 708-719-4160