About This Campaign

#SocialMediaAccessAbilityForAll

SAKSHAM
disability

Alt Text - Four people can be seen next to a giant screen which is playing a video. All of them are engaged on their mobiles and chat bubbles appear next to them showing they are texting someone

The Why

You see even though digital accessibility and the simple steps that help make content accessible seem small they can go a long way in ensuring big impact. Sadly, even though technology is there and many steps and features exist that help us to send and receive information in an accessible way, many of us aren't aware how to use these steps. But we can start to learn today.

It is for this very reason that Saksham Trust with support of Meta has designed this curriculum as part of its campaign "Leveraging Social Media AccessAbility For All". The campaign aims to build an inclusive and accessible digital world where everyone is able to meaningfully exchange information, content, and share their ideas on an equal footing.

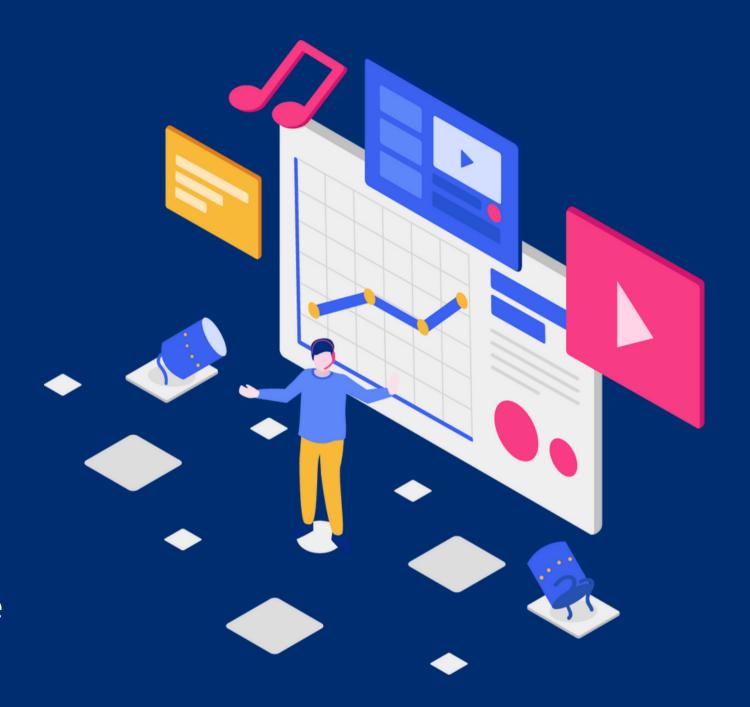Alt Text - A computer screen shows twitter, Instagram, Facebook, YouTube and Message icons

Curriculum Objectives

The curriculum will:

Generate awareness on accessibility and build skills of persons with disabilities and their organisations and communities to create and receive content in a form that they like

Generate awareness and build capacities of all stakeholders - United Nations Agencies, Government Agencies, Academic Institutions and think tanks, IT and corporate professionals, media, influencers, and young adults – to ensure the content they create and receive remains inclusive and accessible.

Create easy-to-follow audio-visual-text learning resources and provide examples for anyone and everyone who may wish to learn how to create content and spread their message loud and clear so it reaches millions of people!

Alt Text - A boy stands next to a big excel sheet which shows a graph, a video icon, a pie-chart, text icon, and music icon. He's giving a presentation.

Getting Started

The tips and guidelines in this curriculum have been borrowed from Meta's 'Creating Accessible Content' best practices guide, Instagram Accessibility Help Centre, and Facebook Accessibility Help Center. We thank Meta for their guidance and advice during the development of the curriculum.

You can read the different sections independently from each other or together, in a way that best suits you. Each section provides you step-by-step guidance on how to create accessible content. It includes clear objectives, guidelines on how to make content accessible, as well as suggestions on relevant resources and next steps.

START

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