

ACCESSIBILITY MONTH



SEPTEMBER 1ST — 30TH

FREE WEBINARS

sbbc.co/accessibility



ACCESSIBILITY MONTH

SEPTEMBER 2022

Social Media and Digital Channels

Please, help us spread the word by sharing Accessibility Month with your community via email, social media, or whatever your chosen method may be.

- To encourage people to register, please share:
 - a. The suggested key messages (see below)
 - b. Your choice of the attached graphics (when possible, add [these alt-text descriptions](#) to the images)
 - c. The website URL to register for free:
 - Link: sbbc.co/accessibility
 - d. ASL video: https://youtu.be/GnySq8_rEJA
- Tag Small Business BC to amplify the message:
 - a. Twitter: @SmallBusinessBC
 - b. Facebook: Small Business BC - @smallbusinessbc
 - c. Instagram: @smallbusinessbc
 - d. LinkedIn: Small Business BC (company)
 - e. Use hashtag: #AccessibilityMonth #A11

Thanks for your support!

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KEY MESSAGES

Twitter

1. September is Disability Employment Month in BC. It offers an opportunity to recognize inclusive employers & the vital contribution people with disabilities make in the workplace. [@SmallBusinessBC](https://twitter.com/SmallBusinessBC) is marking the occasion by hosting Accessibility Month: sbbc.co/accessibility #A11

2. In September, [@SmallBusinessBC](https://twitter.com/SmallBusinessBC) is hosting #AccessibilityMonth, a month of FREE business education featuring ASL interpretation and closed captioning.

Accessibility Month covers a variety of popular business topics. Sign up for free at: sbbc.co/accessibility #A11

3. September is Disability Employment Month in B.C. [@SmallBusinessBC](https://twitter.com/SmallBusinessBC) is marking this occasion by hosting #AccessibilityMonth and they're offering free access to business education for our entire community – regardless of disability status. Sign up now: sbbc.co/accessibility #A11

Facebook / Instagram / LinkedIn

1. This September, [@Small Business BC](https://twitter.com/SmallBusinessBC) is marking Disability Employment Month in BC by hosting Accessibility Month – a month of free education featuring live ASL interpretation and closed captioning. Register for free now: sbbc.co/accessibility

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Everyone's welcome! This offer is open to our entire community, and we hope you'll join us in our effort to create a more accessible work environment for all British Columbians.

#AccessibilityMonth #DisabilityEmploymentMonth #A11
#SmallBusinessBC

2. September marks Disability Employment Month in BC. During this month, we recognize inclusive employers creating accessible workplaces, as well as the important contribution people with disabilities make in the workplace.

@Small Business BC is marking this occasion by hosting Accessibility Month. All month long, they're offering free access to business education for our entire community – regardless of disability status. These business webinars will be accompanied by live ASL interpretation and closed captioning. Free registration at: sbbc.co/accessibility

#AccessibilityMonth #DisabilityEmploymentMonth #A11
#SmallBusinessBC

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ALT-TEXT IMAGE DESCRIPTIONS

Image	Alt-text description
 <p>The advertisement has a dark green background. At the top left, the text 'ACCESSIBILITY MONTH' is written in large white letters. Below this is a photo of a young woman with short dark hair and glasses, wearing a yellow shirt, smiling and signing. At the bottom of her photo are the logos for Canada and British Columbia. To the right of the photo is a white-bordered box containing the text 'FREE WEBINARS SEPTEMBER 1ST — 30TH', the closed captioning and ASL icons, and the link 'sbbc.co/accessibility'.</p>	<p>A dark green background ad. The title text at the top reads: Accessibility Month.</p> <p>There is a young short-haired brunette on the left. She is smiling as she does sign language in front of a laptop. At the bottom of her picture, a semi transparent dark rectangle contains the image of two logos: Government of Canada, and the Province of British Columbia. Tiny text below those logos states: Funding provided by the Government of Canada through the Canada-British Columbia Workforce Development Agreement.</p> <p>There is a vertical rectangle to the right with text that states: Free Webinars. September first to thirtieth. The closed captioning icon and the American Sign Language icon are below side by side. Below the icons is the link: sbbc.co/accessibility.</p>
 <p>The advertisement has a dark green background. At the top left, the text 'ACCESSIBILITY MONTH' is written in large white letters. Below this is a photo of a man with a beard and glasses, wearing a blue shirt, smiling at a laptop. To the right of the photo is a white-bordered box containing the text 'FREE WEBINARS SEPTEMBER 1ST — 30TH', the closed captioning and ASL icons, and the link 'sbbc.co/accessibility'. To the right of the box is a photo of the same young woman from the first ad, smiling and signing.</p>	<p>A dark green background ad with a title text at the top that reads: Accessibility Month.</p> <p>There are two people. The one on the left, is a middle-aged brown man with a beard in front of a laptop smiling. The one on the right is a young brunette with short hair. She is smiling as she does sign language in front of a laptop. At the bottom of her picture, a semi transparent dark rectangle contains the image of two logos: Government of Canada, and the Province of British Columbia. Tiny text below those logos states: Funding provided by the Government of Canada through the Canada-British Columbia Workforce Development Agreement.</p> <p>There is a vertical rectangle in the middle with text that states: Free Webinars. September first to thirtieth. The closed captioning icon and the American Sign Language icon are below side by side. Below the icons is the link: sbbc.co/accessibility.</p>