

# Web Training 2024

*Required training for contributors to www.cabq.gov* 



# WebTeam@cabq.gov

Erika Eddy, Ann Gleason, Jonathan Sadler

Please contact us **anytime** with any questions or ideas! We prefer to support you from the start of your project. We are happy to help you with any questions big or small.

# Overview



#### Your Power to Reach Thousands

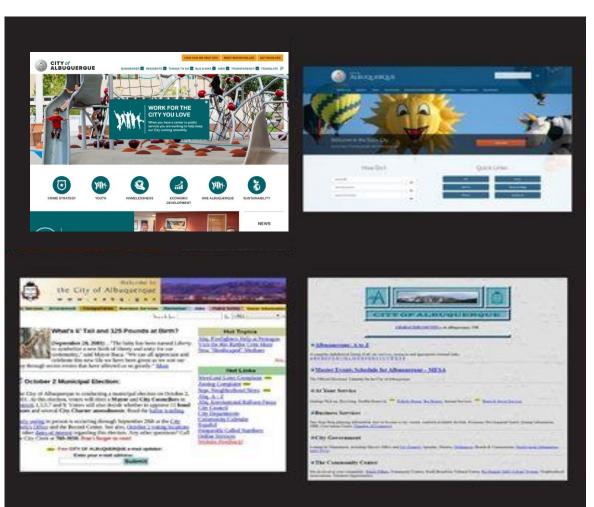
- The website had 14.5 million+ page views and 4 million+ users in calendar year 2023
- Think of the website as another tool in your tool box to reach all audiences.
- SEO
- Mobile

#### Your Responsibility to All Users

- Accurate: all information must be up-todate!
- Public: all current public information, or how to receive information, from the City should be posted to the website.
- Accessible: Must be accessible to all users no matter their physical ability or device they use.

#### Your Support

- webteam@cabq.gov
- DTI Support Desk
- <u>Web Team Training and Resources</u>: tutorials found on eWeb.



# Why Do Users Visit cabq.gov?



Knowing why users visit your site helps to determine how to organize your information.

Below is some of the most sought information on the website. It shows the task users want to accomplish and the tool they use to do it. Notice that it is **not information about a service** that is needed, but **how** to complete the task and **answers** to questions.

> Task: get to work, tool: bus routes Task: go to the zoo, tool: hours & tickets Task: build a porch, tool: submit a permit Task: go for a hike, tool: parking info Task: adopt a puppy, tool: view photos Task: clean up, tool: trash schedule Task: stay healthy, tool: air quality report

CITY of ALBUQUERQUE		CAN WE HELP (311) MEET MAYOR KELLER GET INVOLVED
A-Z	Community Centers	Police Area Commands
ABQ311 - Report Issues	Emergencies - Call 911	Pollen Count
ABQ Address Reports	Health & Social Service Centers	Recycling
Adopt Or Find A Pet	Libraries	Senior Centers
Albuquerque Community Safety	Office Of Neighborhood Coordination	Trash Collection
Child & Family Development Centers	a Pay A Bill	Volunteer Opportunities







# What Makes the Site?



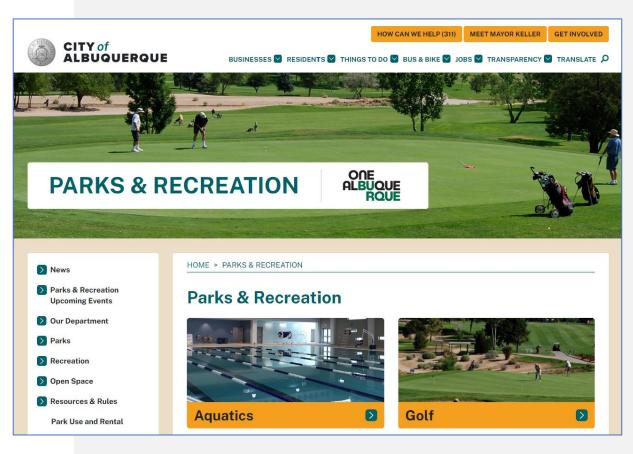
The website is a lot of **varied information** from **many content experts**. It is essentially many websites in one.

We require certain standard formatting across the website:

- To keep the very wide variety of information and services accessible to all users.
- Because users have expectations of how an official government website should look and be used.
- To help users more easily find information.
- To stay in compliance with Federal website requirements.

### Formatting Tools

- Section blocks and quick links
- User flow: navigation of folders and pages
- Wireframe: layout of pages
- Content: words, images, icons, buttons, boxes, lines, bullets, and numbering.





# **Section Blocks**

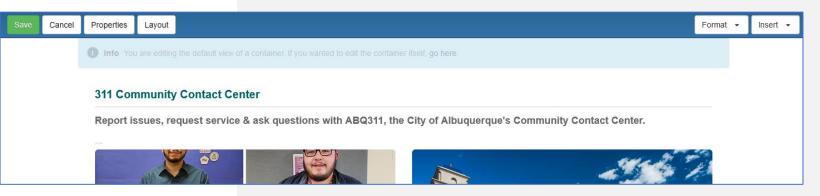


- Serve as a table of contents
- Can be added to any folder
- Must be created and edited by web team

#### Landing Page

- Header image
- Text below department name
- SEO!









# WCAG – Overview



#### Equal experience for all

Web Content Accessibility Guidelines is the equivalent of ADA compliance for websites. WCAG compliance is federally required.

- Equal experience for all
- Function over form
- Tools overview
  - Screen Readers Alt Text Language - Plain & Robust Format

HOME > ABOUT YOUR CITY WEBSITE > NON-DISCRIMINATION CLAUSE

### **Non-Discrimination Clause**

#### View the City of Albuquerque's Non-Discrimination Clause.

The City of Albuquerque complies with applicable federal, state, and local civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, religion, ancestry, sexual orientation, gender identity, spousal affiliation or sex.

Learn more about discrimination and avenues for resolving discrimination claims.

#### Cláusula de No Discriminación

Ver la Cláusula de No Discriminación de la Ciudad de Albuquerque

La Ciudad de Albuquerque cumple con las leyes federales, estatales y locales de derechos civiles vigentes y no discrimina en base a raza, color, origen nacional, edad, discapacidad, religión, ascendencia, orientación sexual, identidad de género, afiliación conyugal o sexo.

Infórmese más sobre la discriminación y las opciones para resolver reclamos de discriminación.



# WCAG – Screen Readers



- Screen readers convert content to synthetic speech.
- Information must be presented in linear order, brief, and not redundant.
- Finding, navigation & orientation

Think WebCrawlers like chatbots, siri, google seo



# WCAG – Alt Text for Images



Every digital image has to have an Alt Text attribute

Alt Test Should:

- Convey Meaning
- Be Accurate & Equivalent
- Be Succinct
- Not be Redundant
  - Null attribute open and closed quotes (""), Screen reader skips over image
  - All text should be on the page

Ask yourself, if the image were deleted, what important content would be lost?

#### **Children Backpacks**

by Brianna Gallegos — last modified a few seconds ago Two children wearing backpacks pose in a community center hallway and smile enthusiastically at the audience.





#### Photograph, Informational

Explain the meaning of the photo, in the context it is used, using one or two sentences.



### **Outreach Services Section Block for 311**

by Ann Gleason – last modified 3 years ago

A jpg of a 311 booth with various posters and print material with the 311 and OneAlbuquerque logo, with a woman wearing a One Albuquerque shirt smiling at the camera.





Photograph, Decorative Name the photo or [""]

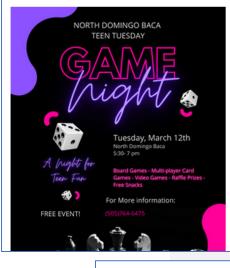


#### Flyer

All meaningful text and description of meaningful visual elements must be included on the page or in the alt text.

Copy/Paste text from flyer creation process

#### Teen Tuesday: Game Night | March 12 | 5:30 to 7 p.m.



North Domingo Baca Multi-Gen Center 7521 Carmel Ave NE 87113 (\*)

Free

Teens only ages 12-18

Free with a Department of Senior Affairs membership. Call 505-764-6475 to sign up.

Board games, multi-player card games, video games, raffle prizes, free snacks.

### **2024 Teen Night Game Night**

by Erika Eddy - last modified 6 days ago

2024 Teen Night Game Night flyer with dice and chess images, all text on page.





Headshot Name of person

# Chief Administrative Officer Samantha Sengel

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Information about Chief Administrative Officer Samantha Sengel.

Samantha Sengel comes to the City with over two decades of experience in management and executive leadership at one of our state's largest higher education institutions. She brings vast relevant experience to the role as well long-standing existing relationships with City, County and State leaders. She is a consummate administrative leader, blending collaboration and skillful management of large bureaucracy with energy and

### Samantha Sengel Headshot Tile

by Jonathan Sadler — last modified a month ago Samantha Sengel



Chief Administrative Officer Samantha Sengel



Map, Graph, or Table

Provide overview of the table as text on page.

If more than two sentences needed, then the alt text must be provided on page – as a link to a separate page, as a table, or as text.

Still describe the general content of the image.

#### **Monthly Interactions Handled**

Interactions: Total number of interactions with the Community Contact Center on a monthly basis.



### **Monthly Call Arrival**

#### by Jonathan Sadler - last modified a month ago

A bar graph showing the 311 Monthly Call Arrival for the past 12 months showing Call volumes increasing from the 72,898 in Feb. of 2023 to the 90,000s for the warmer months in 2023. Call volumes begin to drop after August 2023 with a low of 77,833 in Nov. and then increase to a high of 98,251 in Jan. 2024.





Logo

Company name

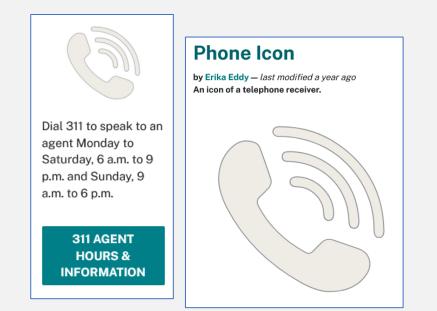
One ABQ Logo One ABQ Logo in [color]

lcon

Should never convey meaning. Name of icon or [""]



One Albuquerque Logo in red.



News or Event Item Image meaning is probably on page.

### Mayor Keller, APS Students Call for Expansion of School-Based VIP Program

by Erika Eddy — *last modified 3 months ago* Program successfully disrupts cycles of violence and offers peer support.

December 07, 2023 Mayor Keller, the Albuquerque Community Safety (ACS) department\_and



ONE ALBUQUE RQUE

Mayor Keller and three high school students consulting in an indoor setting.

#### When

Mar 12, 2024 05:30 PM-07:00 PM

#### Where

North Domingo Baca Multigenerational Center 7521 Carmel NE Albuquerque, NM 87113

#### Description

Join us for Teen Tuesday: Game Night at on **Tuesday, March 12, 2024** from 5:30 to 7 p.m. at North Domingo Baca Multigenerational Center.

Join us for board games, multi-player card games, video games, raffles, and free snacks!

Free with a Department of Senior Affairs membership. Call 505-764-6475 to sign up.



Contact



# WCAG – Alt Text Recap



All Images Require Alt Text - Conveys Meaning Ask yourself, if the image were deleted, what important content would be lost?

#### Photograph, Informational

Explain the meaning of the photo, in the context it is used, using one or two sentences.

#### Photograph, Decorative

Name the photo or [""]

#### Logo

Company name

One ABQ Logo

One ABQ Logo in [color]

#### lcon

Should never convey meaning Name of icon or [""]

#### Headshot

Name of person

#### **News or Event Item**

Description or provide image. Image meaning is probably be on page

#### Flyer

All meaningful text and description of meaningful visual elements must be included on the page or in the alt text.

Copy/Paste text from flyer creation process

#### Map, Graph, or Table

Provide overview of the table as text on page. If more than two sentences needed, then the alt text must be provided on page – as a link to a separate page, as a table, or as text. Still describe the general content of the image.



# WCAG – Plain & Robust Language



Clear, Concise & Common Avoid jargon & idioms 8<sup>th</sup> grade reading level Avoid extra words Modified A.P. Style

Robust

Add all needed information.



# WCAG – Links

#### Links

Link text should be meaningful when read out of context.



### Context in Link

- Contact the Help Desk
- April 25, 2023
- Zoom link for next meeting

### No Context in Link

- Contact the Help Desk <u>here</u>.
- Learn more.
- April 25
- https://cabq.zoom.us/j/81037XXXX



# WCAG – Formatting

- Logical Order
- Headers in order
  - Header 1 is the Title of the page. Header 1 to header 2 is ok. Header 1 to header 3 is not.
- Bullets and numbering only used for lists.
- Do not underline text, underlining is for links only.

See cabq style guide



#### What Can 311 Do for You?

We are your connection to City of Albuquerque services and information. We support you!

#### **Most Requested**

Take care of your request or report using the following online forms and information.

- Request a Large Item Garbage Pickup
- Report Missed Trash Pickup
- Request a New Trash/Recycling Cart
- Report Illegal Fireworks
- Request Graffiti Removal
- Report or Search for Pets
- Report Weeds or Litter
- Report a Pothole

#### Report

- Pavement Markings
- Traffic Signs
- Traffic Signals
- Abandoned Vehicles
- Broken Street Lights
- Graffiti
- Lost Animals
- Animal Noise
- Missed Trash Pickup
- Restaurant Concern
- Needles

#### Request

- Zoo, Aquarium, and Botanic Garden Ticket information
- Pay a Bill
- Large Item Garbage Pickup
- New Residential Trash or Recycle Bins
- Bus Routes & Schedules
- City Employment Opportunities
- Bicycling Maps & Information
- Adopt a Pet
- Swimming Pools Information
- Get Involved with the City

# Web Team Knowledge Base

#### Different needs for different sites. Email us any time!

BROWSE	PAGE		Home
ONE	City eV	Veb Employee Benefits Employee Learning	Documer
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R	QŬE		Contacts
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		Employee News	News an
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PeopleSoft	Financials	Title Food Truck Fridays Returns!	Site Cont
PeopleSoft	Learning		
Kronos		Run for the Zoo Registration is Opened - REGI	/ FDIT
Kronos Sup	port	1095-C Tax Forms – Available NOW in ESS!	
APD WFTS		City of Albuquerque Citizens' Independent Sala	
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Council Cha	ambers Event	Mobile Health Center - February Schedule - NC	
Calendar		PERA Board of Trustees - Now Taking Nominat	
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	sources Rules,	February HealthyLife® Letter 🦉	
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Temp. Ager	ncv Job	VOLUNTARY & SPOUSAL LIFE RATE IS CHANG	
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City Hall Ne	ew Service Cloud	Nourish Your Green Zone Program - REGISTER	
Off-Site Ne		2023 Payroll Calendar - Updated	
ServiceClou		Tuition Reimbursement and Educational Leave	
Covid Notif	ication Form	How to Delegate DocuSign eSignature Signers	
Printing Se	rvices Request	Vehicle Take Home Applications Need to be Re	
Web Team Resources	Training and	Contact Email/Phone number & Pick-Up Locatio	
Site Highlig	hts		
GOV-TV	and One ABQ		

#### BROWSE PAGE ONE Web Team Training and Resources EDIT LINKS Web Team Training and Resources Documents ents new document or drag files here ledia Documents ✓ 🗋 Name pdf All Digital Engagement Resources nd Alerts Boards, Commissions Compliance pdf ntents pdf Cache, Force-Update Your Page pdf Contents View LINKS pdf Document PDFs - Adding pdf Document PDFs - Deleting pdf Documents PDfs - Replacing pdf Documents Server - Password pdf Event Items pdf Folders - Create a New Folder pdf Format and Design - Headers, Section Blocks, Quick Links, Icons, Boxes, Buttons, Images, Maps, Textboxes, Forms, Custom URL Images – Alt Text pdf pdf Images - Banner Image pdf Languages in Their Language pdf Login, Username, Password 1 - 15 🕨



# **Knowledge Base Examples**



### Link to Web Team Training and Resources

- All Digital Engagement Team Resources
- Boards & commissions
- How to cache
- documents.cabq.gov password
- Images Banner
- Images Alt text, Banner images
- How to login and password

- Contents view
- Documents adding, deleting, replacing, WCAG
- News & event items
- Folders
- Writing Guide
- Design: Icons, boxes, buttons, images, maps, textboxes, forms, custom URL
- Languages in their language

# All Digital Engagement Resources



- FreeABQImages.com High quality, license free, local images and videos.
- OneABQ Media YouTube Video Hosting for Sharing.
- OneABQ Promo Files Access One ABQ Logos, PPT, Letterhead, Brand Guide.
- Website Icons Icons that match CABQ branding
- Analytics for cabq.gov Google, Crazy Egg, Pixels
- Google Maps for Website Create a Google map with pins

- Webforms Webform with custom fields submitted to City Outlook.
- Survey Monkey as another option, managed by DTI <u>www.cabq.gov/servicedesk</u>
- Custom URL Custom URL beginning with <u>www.cabq.gov</u>
- QR Codes
- Outlook Custom Email Address Email ending in @cabq.gov
- Managed by DTI <u>www.cabq.gov/servicedesk</u>
- MailChimp Enterprise email sending platform
   for all City departments



# **Decisions Based on Data**



What information do users want to find?

What information do you want to share?

What information are users finding?

Tools

- Analytics Google & CrazyEgg
- G4 for PDFS

# **Google Analytics**

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	<b>16,823</b> % of Total: 1.83% (921,536)	<b>12,864</b> % of Total: 1.84% (700,842)	00:02:08 Avg for View: 00:01:45 (21.69%)	<b>5,404</b> % of Total: 1.34% (403,007)	<b>57.42%</b> Avg for View: 60.38% (-4.90%)	<b>44.58%</b> Avg for View: 43.73% (1.93%)	<b>\$0.0</b> % of Total: 0.00 (\$0.0
1. /311/pay-a-bill 🕘	<b>4,722</b> (28.07%)	<b>3,207</b> (24.93%)	00:03:04	<b>1,552</b> (28.72%)	51.48%	45.00%	\$0.00 (0.00
2. /311/abq311/request-a-large-item-pickup 🖉	<b>2,809</b> (16.70%)	<b>2,227</b> (17.31%)	00:03:21	675 (12.49%)	84.59%	69.74%	\$0.00 (0.00
3. /311/abq311 🖉	<b>2,626</b> (15.61%)	<b>2,080</b> (16.17%)	00:00:50	<b>609</b> (11.27%)	34.48%	21.10%	\$0.00 (0.0
4. /311/connect-with-us/abq-apps/city-apps-listing/un emwheres-my-bus	<b>1,563</b> (9.29%)	1,158 (9.00%)	00:04:05	<b>1,055</b> (19.52%)	68.91%	64.36%	\$0.00 (0.0)
5. /311/abq311/311-web-app 🖉	<b>881</b> (5.24%)	<b>686</b> (5.33%)	00:03:18	<b>183</b> (3.39%)	66.12%	52.89%	\$0.00 (0.0
6. /311 🖉	<b>563</b> (3.35%)	<b>479</b> (3.72%)	00:00:48	<b>342</b> (6.33%)	27.49%	24.69%	\$0.00 (0.00
7. /311/resident-services/online-resident-services	<b>369</b> (2.19%)	<b>303</b> (2.36%)	00:00:59	<b>18</b> (0.33%)	66.67%	18.16%	\$0.00 (0.00
8. /311/online-services	<b>313</b> (1.86%)	<b>268</b> (2.08%)	00:01:06	<b>90</b> (1.67%)	36.67%	24.28%	\$0.00 (0.0
9. /311/311-information/contacting-311	<b>295</b> (1.75%)	<b>262</b> (2.04%)	00:03:15	<b>137</b> (2.54%)	72.99%	64.75%	\$0.00 (0.00
0. /311/resident-services	<b>280</b> (1.66%)	<b>213</b> (1.66%)	00:00:42	34 (0.63%)	35.29%	19.29%	\$0.00 (0.00



# **Crazy Egg Analytics**

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# Services Business services information for vendors, invoices, licenses, permits planning, inspection, codes, and construction that can be found onli Doing Business in Albuquerque ness Registration & Per 🖶 Average Fold: 664 px

Online Business



Online applications for cannabis retail



# Questions & Comments

WebTeam@cabq.gov



# Social Media Annual Training FOR THE CITY OF ALBUQUERQUE

### Introduction



Welcome to our first social media annual training!

Our overarching goal is to empower all of our social media contributors with the knowledge, tools, and resources to produce amazing, informative, compelling, consistent, and accessible content across all the major social platforms.

This training will be broken up into three sections:

- Rules
- Knowledge Bases
- Tools

This training will not cover it, but we are all required to adhere to our Legal <u>Social Media Policy</u>.

Approval (plus a form) is required for any new social media account.



#### City of Albuquerque 🍫

@cabq

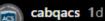
Official Twitter account for the City of Albuquerque. Fans of red & green chile, hot air balloons, & long walks along the Bosque. #OneAlbuquerque

776 Following 96K Followers



### HASHTAGS

- 1. Always include **#OneAlbuquerque**, unless space is at an absolute critical.
- 2. Always use title case for hashtags, #OneAlbuquerque, not #onealbuquerque.
- 3. Generally, avoid super generic hashtags.
- 4. For Twitter/X: 1 or 2 hashtags.
- 5. For Instagram: No more than 5 hashtags, (including #OneAlbuquerque). Use a department hashtag (#CABQSeniors) and an optional small selection of highly relevant hashtags (#TwinkleLightParade).
- 6. For Facebook: Use at your personal discretion., though no more than 5.
- 7. For Threads: Limit to #OneAlbuquerque unless there is a campaigncritical hashtag. Remember, only the first hashtag works.
- 8. For all platforms, generally avoid super generic hashtags.



On Saturday, June 29 from 12:30 p.m. -3:00 p.m. the City of Albuquerque will host a ribbon cutting ceremony and celebration for the public of the new Albuquerque Community Safety Department (ACS) headquarters.

The festivities will include speeches from City and County dignitaries, ribbon cutting ceremony, tours of our new facility, mariachis, free food and drinks! #OneAlbuquerque #AlbuquerqueCommunitySafety



### HASHTAGS - Quiz

- Which instance of hashtags is correct and which is incorrect? Why?
  - List the issues to fix.

### **EXAMPLE 1**

#onealbuquerque
#downtowngrowersmarket
#farmers\_market #SUNDAYFUNDAY

### EXAMPLE 2

#OneAlbuquerque #DowntownGrowersMarket



### BRANDING

- 1. Use the provided Canva/Adobe templates (available in the Marketing Onboarding document) for most post graphics. These are excellent for most announcements, events, and standard posts. Exceptions are welcome, but should typically come in the form of stand-alone photos.
- 2. Use or consult your department's graphic designer for situations outside of the above, like special event flyers. If you do not have a graphic designer and are designing it yourself, please.
  - Follow point 1 as closely as possible.
  - Aim to make your design as simple with as little text as possible.
  - Always use consistent branding.
  - Use our brand fonts (Publica Play and Proxima Nova, both of which can be provided to you)
  - Use your department's One Albuquerque logo color for flyers/social graphics with text.
- 3. Get Mayor's Office approval for any graphic that does not use a provided template.





WATERCOLOR CLASS JUNE 24, 6 P.M. | SUPPLIES PROVIDED | FREE Youth & Family Services | Singing Arrow Community Center CABQ.GOV/FAMILY/EVENTS

#### BRANDING

- 4. Always include your One Albuquerque logo with your department established logo (ABQ RIDE, ACS, etc.), if you have one.
- 5. Remember, text is difficult to read on mobile and the more text on a graphic, the less likely any of it is to be read. Practice trimming out text, not adding additional text.
- 6. All writing you do for the City, whether it's on the website, a flyer, or social caption, must adhere to our Writing Guide and Formatting Guide.





### **Branding - Quiz**

- What is wrong with this flyer/social graphic? ٠
  - List the issues to fix. ٠



### Flamenco Night Out

WITH ARTISTS: Jesús Muñoz, José Cortés, José Valle "Chuscales", Briseyda Zårate, Mathias Rodriguez, Amalyah Muñoz, Jeanne d'Arc Casas, Asher Barreras, Javier Saume and Youth Performers



6PM Hors D'ouvrés, Drinks, Silent Auction\*\* Friday, June 21st 7PM Program & Performance 8:30PM Silent Auction 506 Central Ave SW Winners Announced





- 1. If tracking is desired or required, use a link shortener service like bit.ly. Hootsuite's built-in option is owl.ly.
- If no link tracking is needed, aim to use the shortest version of you cabq.gov link as possible. Vanity URLs can be made for most pages. Contact <u>webteam@cabq.gov</u>. Example: cabq.gov/fireworks
- 3. https, www, etc. are not required for links both in caption form or on flyers/graphics. https://www.cabq.gov/dmd
- 4. Note that, in most instances, links in post text negatively impact the post's reach/engagement. This is not to say never use links if there is critical context required or an action that needs to be taken (registration, for example), a link is likely necessary. Be mindful of their usage and omit if practical.
- Remember, there are "link in bio" options that are free such as Linktree (linktr.ee). These are easy to set up, though your audience will need regular reminders to click your "link in bio". Never post URLs in IG captions.

#### IG

cabqculture ABQ ARTIST SPOTLIGHT () Zahra hopes the deep feelings she explores within her art bring out the feelings of her audience and the common emotions we all share. (6) (\*) @zahra\_marwan

Discover more of her work and the latest arts & culture events all around Albuquerque — Link in Bio  ${\mathscr O}$ 

#### X/Twitter



#### City of Albuquerque 🏟 @cabq · Jun 11

The Third @ABQCityCouncil Touch-A-Truck Event is this Saturday! Join us at Franklin Plaza (Central and Juan Tabo) from 10 a.m. to noon for fire trucks, police cars, rescue vehicles, & more! cabq.gov/council/events #OneAlbuquerque



### LINKS - Quiz

- What is wrong with the linking in these two examples?
  - List the issues to fix.

#### X/Twitter

#### EMNRD @EmnrdNM · 23h

If you would like to those suffering from the impact of the South Fork and Salt fires in our state, the Community Foundation of Southern New Mexico is taking donations in support of that cause. The foundation's donation page is here: cfsnm.fcsuite.com/erp/donate/cre...

#### IG



**Iosalamoscounty** Come meet the new project team and provide your feedback at a listening session for a proposed BMX track. The listening session hosted by the @laccsd Parks Division is on Thursday, June 20, at 6 p.m. at Fuller Lodge, 2132 Central Ave., Los Alamos. https://www.losalamosnm.us/Newsarticles/Community-invited-to-a-BMX-track-listening-session





- 1. Always include some post text on all platforms regardless of the post or subject matter.
- 2. In general, shorter is better. Be clear, concise, but thorough.
- 3. Remember to keep the City Voice Guide in mind.
- 4. Refer to yourself as "we" (not "I"). You are posting on behalf of a department; the plural is always assumed.
- 5. Remember to reference the City Writing Guide for correct formatting on things like dates, addresses, times, etc.
- 6. Always use proper grammar. Avoid capitalizing words that are not proper nouns. For example, an evening walk would not be capitalized, but the Open Space Sunrise Hike would be, as it's the name of a branded event, not a generic activity.
- 7. Avoid using excessive all caps or more than one or two emojis in a row.



yfsabq Who says working out has to be expensive? 🍐 🏋 Take advantage of our FREE fitness rooms and get your sweat on without the hassle of a gym membership! Whether you're a beginner or a pro, our friendly community centers are the perfect place to reach your health goals!

Fitness facilities and classes are included in your Community Center Membership. Get started today! Link in bio.

**cabqparks\_rec** If you've ever wanted to learn to birdwatch, now's your chance! Join us on Saturday, June 29, to come and explore a new hobby. You'll get to practice binocular and field guide use and learn to identify common species (and the best locations to spot them). Oh, and it's all FREE. But registration is recommended.

Learn more by clicking the event link in our bio!

### **POST/CAPTION TEXT**

- What is wrong with the caption text in this example?
  - List the issues to fix.



**dtabq.acd**  $\blacksquare$   $\blacksquare$   $\blacksquare$  **h** The Coronado Boot & Shoe Repair shop is looking for your leather repairs! This shop has been part of the downtown community for 36 years with an owner who has been in the shoe repair business since he was 16 years old. Lawrence Garcia can repair shoes of all kinds, replace soles, fix heels and offers shoe shines as well. Mend items instead of replacing! Save yourself money, save those shoes you spent so much time breaking in and support a small business doing it. With Lawrence's wealth of experience your shoes will be good as new!

HOURS: M-F: 8 -5pm, Saturday: 8am-2pm 521 Central Ave NW, Suite E Coronado Boot & Shoe Repair





### **POST FREQUENCY**

- 1. As a general rule of thumb, aim for at least once a week on all profiles you maintain.
- 2. Post quantity is important but just as important is post consistency. This will vary by department, and leadership will help you set appropriate goals. Regardless, a plan is strongly recommended as is consistency within that plan. Remember, all social platforms reward consistency. Find a schedule that works for you and stick with it.

### **ALT TEXT/CAPTIONS**

- 1. Always include alt text on every image on every social platform.
- 2. Captions and a transcript are also required for all videos. Many platforms like Facebook include automatically generated captions, but these must be reviewed for accuracy and corrected as needed. These generate "live text" captions (like YouTube) which are ideal. If this option is not available, including captions on the video file itself is an acceptable second option.
- 3. Always remember our audience is every resident, regardless of their abilities. Be considerate of what your video will "look" like to someone who cannot see. What would they like to hear about in their screen reader through the post text transcript? What about someone who is deaf? Can they read all of the conversation that occurred in the video either on the video itself or in an easily accessible transcript?





#### Image description

A close-up photo of children's book "The Adventures of Santa Fe Sam" in hardcover on display on a store shelf. The cover is a pale sky blue with an illustration of a prairie dog in a red cowboy hat and scarf on a mesa next to cactus, overlooking the desert

Dismiss



### SOCIAL MEDIA SHAREPOINT

- 1. Includes all of our group presentation files, the social media rules, City Voice Guide, and much more.
- 2. <u>https://sharepoint.cabq.gov/dfas/isd/WebTeam/Social%2</u> <u>OMedia%20Documents/Forms/AllItems.aspx</u>
- 3. This also includes how-tos and other learning material.
- 4. Additions and suggestions are always welcome!





#### **ONE ABQ BRANDING FILES SHAREPOINT**

- 1. Includes all of our Canva/Adobe templates, your One ABQ logos/department logos, our brand fonts, PowerPoint templates (like this one), and more.
- 2. <u>https://partner.cabq.gov/mayor/\_layouts/15/start.aspx#/</u> One%20ABQ%20Branding%20Files/Forms/AllItems.asp <u>x</u>

BROWSE FILES LIBRARY			
Mayor One ABQ	city Travel Civic Speakers Branding Files		
Documents 🕂 ne	ew document or drag files here		
Shared Documents All Do	cuments		
One ABQ Branding Files	] Name	Modified	Modified By
PIO Reference	2019 Local Election	 October 3, 2019	🗆 Silva, Danielle
Lists	2020 State of the City	 December 25, 2019	🗆 Silva, Danielle
Calendar	2022 End of the Year Accomplishment Graphics	 December 7, 2022	🗆 O'Connell, Julia
Tasks	2022 State of the City	 May 16, 2022	🗆 O'Connell, Julia
Discussions Team Discussion	2023 National Night Out	 July 26, 2023	🗆 O'Connell, Julia
Sites	311	 September 18, 2018	Maez, Matthew L.
People and Groups	ABQ. Museum	 June 30, 2020	🗆 Eddy, Erika
View All Site Content	ABQ Volunteers	 November 13, 2019	Maez, Matthew L.
I	ABQ Works	 September 6, 2018	Maez, Matthew L.
1	AFR	 July 26, 2018	Maez, Matthew L.
I	Albuquerque Community Safety	 July 24, 2020	Maez, Matthew L.
	Ambassadors	 November 13, 2019	Maez, Matthew L.
I	Animal Welfare	 November 13, 2019	Maez, Matthew L.
I	APD	 June 28, 2018	Maez, Matthew L.
I	ART Bus	 November 27, 2019	🗆 Silva, Danielle
I	Arts and Culture	 February 17, 2021	🗆 Gonzalez, Jorge O.
	Aviation	 November 13, 2019	Maez, Matthew L.
	Balloon Fiesta Imagery	 October 2, 2018	Maez, Matthew L.
	Balloon Museum	 May 10, 2022	🗆 Gleason, Ann
	📕 BioPark	 June 30, 2020	🗆 Eddy, Erika
I	Brand Fonts	 February 11, 2022	🗆 Gleason, Ann

ONE

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#### SMC RESOURCES GOOGLE SHEET

- 1. This contains many tabs with links to helpful tools like stock photo sites, writing resources, blogs, vendors, and more.
- 2. <u>https://docs.google.com/spreadsheets/d/1FTaldpl</u> <u>Yr\_ORtT-</u> <u>BSKV93sb6wIZ6WMpKc0Y6LtsJumU/edit?usp=sh</u> <u>aring</u>
- 3. Suggestions and additions are always welcome!

Title	Free ABQ Images	Unsplash	Pixabay
Link	https://abq.photoshelter.com/galleries/C0 000IfXgk36v_HE/Free-ABQ-Images	https://unsplash.com/	https://pixabay.com/
Departments that Use It	ודס	DTI, Mayor's Office	Mayor's Office
Why Do You Like It?	This is internally run (by the Web Team in DTI) and all images are completely free to use (no copyright or attribution required)	Also entirely free to use and surprisingly has a nice chunk of NM/ABQ images.	
Comments	We want to expand this and add new galleries with more images. If you have photos to contribute, please reach out to the web team (webteam@cabq.gov). Note that photo releases are required for photos with people (we don't need copies, they just need to be on-hand in a secure location should they ever be requested). We can do private/internal galleries (shared via links & passwords) or public galleries (like the current main gallery in Free ABQ Images).		Not as many free images as unplash, but sometimes there are good ones to use



- The City has a writing standard, particularly with how we format who/what/when/where data like dates, streets, etc. and we must adhere to this standard for any and all writing we do behalf of the City. This includes your flyers, social media captions, website text, etc. Much of this is written with accessibility and WCAG compliance in mind.
- 2. Visit <u>cabq.gov/website</u> for the writing guide, formatting guide, and more.

CITY of ALBUQUERQU	HOW CAN WE HELP (311) MEET MAYOR KELLER GET INVOLVE
Website Instructions &	City Website Writing Guide
Documentation	A quick reference guide to writing in AP style for the City of Albuquerque website.
> Plone for Contributors	Use this style guide to create accessible, consistent, and easily readable content across the website.
City Website Formatting Guide	Overview
City Website Writing	These topics apply to all content you add to the website. Find more detailed information and resources below.
Guide	• Our Visitors - Know your audience so that our diverse community can quickly and easily access the
Languages for the City	information you share.
Website	<ul> <li>Style - Use AP Style except in a few noted cases.</li> <li>Inclusive - Make sure all content is accessible to people using a screen reader, translation services, a</li> </ul>
Vebsite Feedback	cell phone, and a desk top computer.
> Accessiblity Feedback	<ul> <li>Plain Language - Write for the web the same way you talk. Do not use jargon, extra words, complicated words, or repetitive information. Use short headers, sentences, and paragraphs. Always use active voice.</li> <li>Professional &amp; Accurate - We are expected to provide complete, up-to-date, and accurate public information.</li> </ul>
	<ul> <li>Formatting - Keep in mind that the way you organize your information is as important as what you write.</li> </ul>

ONF

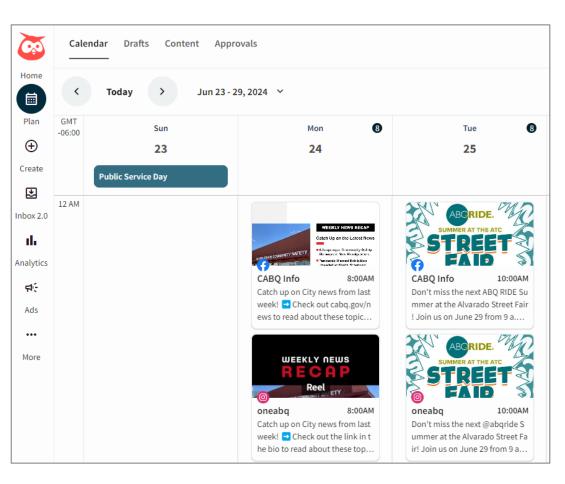
**OI RUOUE** 

# TOOLS

### HOOTSUITE

- 1. Our current social scheduler.
- 2. You can make draft posts, plan out your calendar, do multiple social posts at once, easily add alt text, review your analytics, and more.
- 3. All primary social contributors should have an account. Please reach out if you need one.
- 4. Hootsuite Bootcamp: https://education.hootsuite.com/users/sign\_in
- 5. If you'd like a personalized training or other one on one assistance, the reps assigned to our accounts would be happy to help.





# TOOLS

### CANVA

- 1. A web-based design tool that has a wealth of free templates for static graphics and video content.
- 2. Though their free account is limited, it's still quite powerful and the best option short of having/knowing the Adobe suite. Consult your manager/fiscal folks to see how to best obtain a paid subscription, if possible.
- 3. Canva also has built-in accessibility tools, an option to share, print design templates, charts, and more.



