INTERNATIONAL ARCHAEOLOGY DAY

TWEETATHONS

Join us at noon in your local time zone

#IAD2021 +

Friday Kickoff
Oct 1
#IADKickoff #IADEvent #IADActivity

Topical Tuesday
Oct 5
#Archaeologist

Friday Facts
Oct 8
#SitesToSee #ArchaeologyFunFact

Topical Tuesday
Oct 12
#ClimateChangesSites

Friday Photos
Oct 15
#ArchaeologistsAtWork #FavoriteArchaeologyTool #LabLife

International Archaeology Day!
Oct 16
#IAD2021 #WhyArchaeology

www.archaeologyday.org
INTERNATIONAL ARCHAEOLOGY DAY TWEETATHONS

Join us at noon in your local time zone

Tweet #IAD2021 +

Use this text or write your own to ring in IAD!

Highlight your event in a tweet.
More than one event? Tweet more than once!
No event? Give a signal boost to another group’s IAD Event that you would like to attend!

Let the world know about some of the activities you have available online: this could be a contest, a video, lesson plans, coloring pages or something else!

Have lots of activities? Fire off a tweet storm!
No activities? Give a shoutout to a group that put out something you think is great!

Help make the Tweetathons accessible by adding alt text. See last page for more info.

alt text: Digital graphic of two stone tools, one gray and one tan, on a blue background.
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Oct 5

#Archaeologist

Join us in combatting stereotypes that depict archaeologists as fedora wearing Nazi punchers. Individuals can share myth busting photos of themselves. An institution might share a photo or photos of staff or volunteer archaeologists.

Another option is to share an image of a famous archaeologist from the past that many not fit in with public assumptions.

Help make the Tweetathons accessible by adding alt text. See last page for more info.

alt text: Side by side images of a smiling seated woman wearing a baby on her back. The baby is wide awake and then sleeping.

alt text: A historical photo of a woman kneeling to dig wearing a hat, white collared shirt, long plaid skirt, and brown leather shoes.
An AIA Site Preservation Grant helped fund the construction of a replica Chalcolithic roundhouse at Kissonerga on Cyprus #SitesToSee #IAD2021 (Image credit: L. Crewe)

Did you know that the AIA was chartered by an act of Congress in 1906? #ArchaeologyFunFact #IAD2021

alt text: The front of an earth and stone rounded structure with a lintel and open doorway with vegetation and a blue sky beyond.

Help make the Tweetathons accessible by adding alt text. See last page for more info.

Promote your site, collections, and/or organization with #ArchaeologyFunFact

Feature sites that are important to your organization. Again, feel free to tweet more than once in this timeframe.
The 1,000 iconic statues at Rapa Nui (Easter Island) are threatened by climate change. An AIA Site Preservation Grant helped to set up a program to monitor the deterioration of the volcanic stone. #ClimateChangesSites #IAD2021

Tweet about sites impacted by climate change or give info about things being done to mitigate climate change at archaeological sites.

The Nuri Royal Pyramids Project, an AIA Site Preservation Grant recipient, plans to build an enclosure to protect the tomb of Queen Yeturow from flash flooding #ClimateChangesSites #IAD2021 (Photo credit: A. Breidenstein)

alt text: Three distant pyramids and eroded brick structures at sunset.

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INTERNATIONAL ARCHAEOLOGY DAY TWEETATHONS

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Tweet #IAD2021 +

Oct 15

#ArchaeologistsAtWork
#FavoriteArchaeologyTool
#LabLife

Archaeologists bring new meaning to the term “working remotely.” #ArchaeologistsAtWork #IAD2021 (Photo: Jason Herrmann)

Archaeologists use buckets to capture excavated dirt before screening it for any small finds they may have missed #IAD2021 #FavoriteArchaeologyTool (Photo: Andrew Carroll)

The pandemic has brought new protocols to #LabLife, but data entry never ends! #IAD2021 #Archaeology (Photo: Gavin McGuire)

Help make the Tweetathons accessible by adding alt text. See last page for more info.

alt text: A person sits outside in a makeshift office complete with desk chairs, and fabric draped over wooden poles.

alt text: A person stares down at a yellow bucket. On the ground behind are three more buckets as well as signs of other people.

alt text: Black and white photo of two women working in a lab, one at a computer and the other at a microscope. They are wearing masks.
INTERNATIONAL ARCHAEOLOGY DAY
TWEETATHONS

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Tweet #IAD2020 +

International Archaeology Day!
#IAD2021
#WhyArchaeology

Help make the Tweetathons accessible by adding alt text. See next page for more info.
Archaeology & Accessibility: Adding Alt Text to Social Media Posts

What is alt text?
Alt text is a description of an image that makes the images you use online more accessible. Alt text is read by screen readers to visually impaired web users so that they can fully engage with your social media posts and web content. Alt text is also used if your images fails to load properly and by search engines.

How do I write good alt text?
Look at your image and describe what you see. Alt text differs from a caption in that you are not necessarily trying to link your image to your text so much as describe what is physically present.

Example. Whereas a caption might read “The temple of Athena at Delphi” alt text might be: “A stone temple with three columns atop a hillside with trees and mountains in the background”

Tips:
- Keep your description under 125 characters. Many screen readers generally only read the first 125 characters, so don’t make your description too long.
- Don’t start with “picture/image of.” This is assumed.
- Write out important text that appears in your image.

Twitter
When you add an image, an “Add description” link or a “+ALT” button will appear below the image. Click to add your alt text.

Facebook
On Facebook, after you upload an image click “edit.” Click “Alternative text” and either select the automatically generated alt text if appropriate or add your own custom alt text.

Instagram
When you upload an image and get to the final screen before you “share” (where you can write a caption, tag people, add location, etc.), click “Advanced Settings” at the bottom of the screen. Then select “Write Alt Text.”

To add alt text to previously published posts, click the three dots on the post and select “edit.” There will then be an option to “Edit Alt Text.”

Additional resources about alt text

Moz: Alt Text
University of South Carolina: Social Media and Alt Text
Molly Burke: How I use technology as a blind person! (YouTube)
Lireo Designs: 10 Things to Know About Twitter’s Alternative Text for Images