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

IAD Saturday
Oct 16
International Archaeology Day!
#IAD2021
#WhyArchaeology

www.archaeologyday.org
INTERNATIONAL ARCHAEOLOGY DAY
TWEETATHONS

Join us at noon in your local time zone

Tweet #IAD2021 +

Oct 1

#IADKickoff
#IADEvent
#IADActivity

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.
INTERNATIONAL ARCHAEOLOGY DAY TWEETATHONS

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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: 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

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

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

Feature sites that are important to your organization. Again, feel free to tweet more than once in this timeframe.

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

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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)

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INTERNATIONAL ARCHAEOLOGY DAY
TWEETATHONS

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Tweet #IAD2020 +

Oct 16 International Archaeology Day!
#IAD2021
#WhyArchaeology

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

alt text: A Zoom screen with twenty small windows. 14 display images of people and 6 are blank with faint white text.

@ArchaeologyDay · Oct 16
Happy International Archaeology Day from the AIA! #IAD2021

12:00 PM · Oct 16, 2021 · Twitter Web App

@ArchaeologyDay · Oct 16
#Archaeology gives us a tangible glance at the past #WhyArchaeology #IAD2021

12:01 PM · Oct 16, 2021 · Twitter Web App

@ArchaeologyDay · Oct 16
#Archaeology was not written by the victors. The archaeological record includes everyone’s contributions. #WhyArchaeology #IAD2021

12:02 PM · Oct 16, 2021 · Twitter Web App
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 fail 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 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