ARCHAEOLOGICAL INSTITUTE *of* AMERICA

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

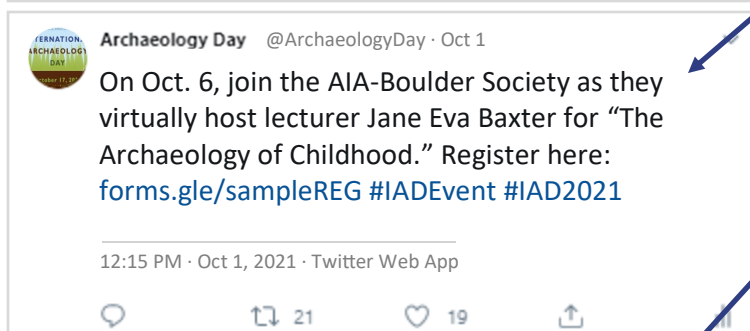*Join us at noon in your local time zone*

Tweet #IAD2021 +

Oct
1

#IADKickoff
#IADEvent
#IADActivity

Archaeology Day @ArchaeologyDay · Oct 1

Join in the many International Archaeology Day celebrations throughout the month of October! #IADKickoff #IAD2021

12:00 PM · Oct 1, 2021 · Twitter Web App

⟲ 21   ♡ 19

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

Archaeology Day @ArchaeologyDay · Oct 1

On Oct. 6, join the AIA-Boulder Society as they virtually host lecturer Jane Eva Baxter for "The Archaeology of Childhood." Register here: forms.gle/sampleREG #IADEvent #IAD2021

12:15 PM · Oct 1, 2021 · Twitter Web App

⟲ 21   ♡ 19

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!

Archaeology Day @ArchaeologyDay · Oct 1

You have one more week to send in your submissions to the AIA's #ArchaeoDoodles contest. Prizes will be awarded to the champions of the popular vote in the week leading up to #IAD2021. #IADActivity (Image credit: Charlie Classe) www.archaeological.org/archaeodoodles/

12:30 PM · Oct 1, 2021 · Twitter Web App

⟲ 21   ♡ 19

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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Tweet #IAD2021 +

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.

Archaeology Day @ArchaeologyDay · Oct 5

This is what an #archaeologist looks like! AIA Programs Manager Meredith Langlitz at her desk during a quarantine period. #IAD2021

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

12:00 PM · Oct 5, 2021 · Twitter Web App

💬   ⟲ 21   ♡ 19   ⬆   ⬚

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.

Archaeology Day @ArchaeologyDay · Oct 5

This is what an #archaeologist looks like! Meet Wilhelmina Feemster Jashemski (Photo: Jashemski Archives/University of Maryland Library) #IAD2021

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

12:00 PM · Oct 5, 2021 · Twitter Web App

💬   ⟲ 21   ♡ 19   ⬆   ⬚

alt text: A historical photo of a woman kneeling to dig wearing a hat, white collared shirt, long plaid skirt, and brown leather shoes.

INTERNATIONAL ARCHAEOLOGY DAY
TWEETATHONS

Join us at noon in your local time zone
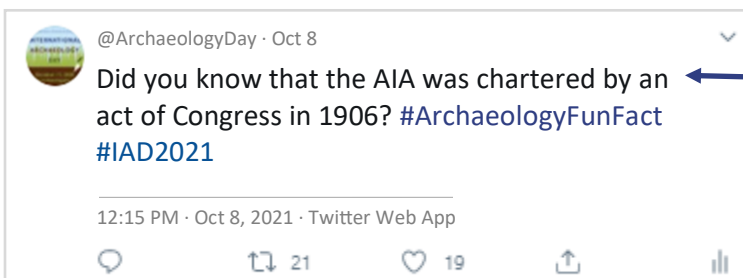
Tweet #IAD2021 +

Oct
8

#SitesToSee
#ArchaeologyFunFact

Archaeology Day @ArchaeologyDay · Oct 8

An AIA Site Preservation Grant helped fund the construction of a replica Chalcolithic roundhouse at Kissonerga on Cyprus #SitesToSee #IAD2021 (Image credit: L. Crewe)

12:00 PM · Oct 8, 2021 · Twitter Web App

♡ 21   ♡ 19

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

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.

@ArchaeologyDay · Oct 8

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

12:15 PM · Oct 8, 2021 · Twitter Web App

♡ 21   ♡ 19

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

INTERNATIONAL ARCHAEOLOGY DAY
TWEETATHONS

Join us at noon in your local time zone

Tweet #IAD2021 +

Oct
12
#ClimateChangesSites

Archaeology Day @ArchaeologyDay · Oct 12

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

Moai infested with lichens in various stages of growth.
Photo by Cristián Arévalo Pakarati © 2007 Jo Anne Van Tilburg/Easter Island Statue Project.

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

⟲ 21   ♡ 19

alt text: The protruding nose of a lichen encrusted statue depicting a face surrounded by rocks.

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

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

Archaeology Day @ArchaeologyDay · Oct 12

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)

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

⟲ 21   ♡ 19

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

INTERNATIONAL ARCHAEOLOGY DAY
TWEETATHONS

Join us at noon in your local time zone

Tweet #IAD2021   +

Oct
15

#ArchaeologistsAtWork
#FavoriteArchaeologyTool
#LabLife

Archaeology Day @ArchaeologyDay · Oct 15

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

12:00 PM · Oct 15, 2021 · Twitter Web App

♡ 21   ♡ 19

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

Archaeology Day @ArchaeologyDay · Oct 15

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

12:45 PM · Oct 15, 2021 · Twitter Web App

♡ 21   ♡ 19

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.

Archaeology Day @ArchaeologyDay · Oct 15

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

12:15 PM · Oct 15, 2021 · Twitter Web App

♡ 21   ♡ 19

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.

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

INTERNATIONAL ARCHAEOLOGY DAY
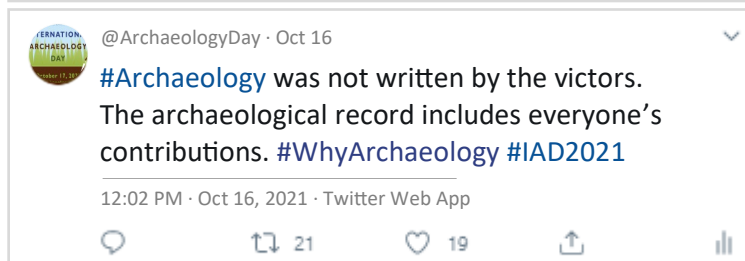# TWEETATHONS

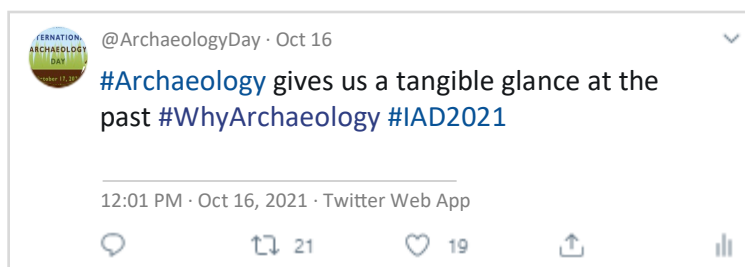*Join us at noon in your local time zone*

Tweet #IAD2020   +

Oct
16

International Archaeology Day!
#IAD2021
#WhyArchaeology

Archaeology Day @ArchaeologyDay · Oct 16

Happy International Archaeology Day from the AIA! #IAD2021

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

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

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

@ArchaeologyDay · Oct 16

#Archaeology gives us a tangible glance at the past #WhyArchaeology #IAD2021

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

💬   ⟲ 21   ♡ 19   ⬆   ⅼⅼ

@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

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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