

International Archaeology Day



ARCHAEOLOGICAL
INSTITUTE of AMERICA

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2023 IAD Career Spotlight *Guidelines*

Join us in ringing in **#IAD2023**! International Archaeology Day 2023 will be celebrated on **Saturday, October 21** and throughout the month of October. We're starting the celebrations with a social media campaign that highlights how archaeologists first found the field or realized archaeology was the path for them.

We noticed many of the stories we've already heard connect with several primary themes: *mentorship, accidentally uncovering archaeology, early experiences (usually in the classroom or the field), and a lifelong passion since childhood.*

Using **both** of these hashtags in every post:

- **#IAD2023**
- **#ArchaeoStart**

Share your own story of how you became an archaeologist! It could be a tweet, a Threads post, an Instagram Reel, an Instagram grid post, a Facebook post, or a TikTok – you name it, we want to see it. We strongly encourage you to make a video of yourself telling the story, keeping it short and sweet. *See the last page for some tips and tricks on creating your own Instagram Reels!*

Please make these posts between now and International Archaeology Day – **Saturday, October 21, 2023** – and use the hashtags so we can find and re-share your content!

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IAD 2023 Content Calendar

Dates	#IAD2023 and #ArchaeoStart +
25-29th September	#Mentorship
2-6th October	#UncoveringArchaeology
9-13th October	#EarlyExperiences
16-20th October	#LifelongPassion
Saturday, October 21st	Happy International Archaeology Day!

Week 1. *Mentorship*

September 25-29th

Did you have a teacher, field school PI, or another mentor in your life who inspired you to be an archaeologist like Lara Croft from Tomb Raider?

Tell us about their **influence** on your work!



Lara Croft
@lararaider



My **#ArchaeoStart** is a story of **#Mentorship** from the legendary Werner Von Croy who took me on a life-changing trip to Cambodia. Our relationship deteriorated from there, but seeing Angkor Wat for the first time blew my mind! I'm grateful for what Werner taught me. Happy **#IAD2023!**

10:12 AM · Oct 21, 2023

Maybe you accidentally stumbled into a career in archaeology like Rick O'Connell from *The Mummy*!

Some people took a class as a requirement and fell in love with it, got to archaeology through another field like art history or classics, or switched careers later in life because of a new inspiration.

If this is you, use this hashtag!



Rick O'Connell
@daddifiedperson

For #IAD2023, I wanted to highlight my #ArchaeoStart at Hamunaptra in Egypt. My experience was one of accidentally #UncoveringArchaeology while working for the Foreign Legion in North Africa. This introduced me to both archaeology and my lovely wife Evelyn!

11:23 AM · Oct 4, 2023 · Twitter for iPhone

How did you get your #ArchaeoStart?

If you can point to an experience that catalyzed your interest in archaeology, like an undergraduate field school, a trip to an archaeological site, like the legendary Indiana Jones, or a museum visit, then this theme might fit your #ArchaeoStart story.



Dr. Henry Jones, Jr.
@Indy500BCE

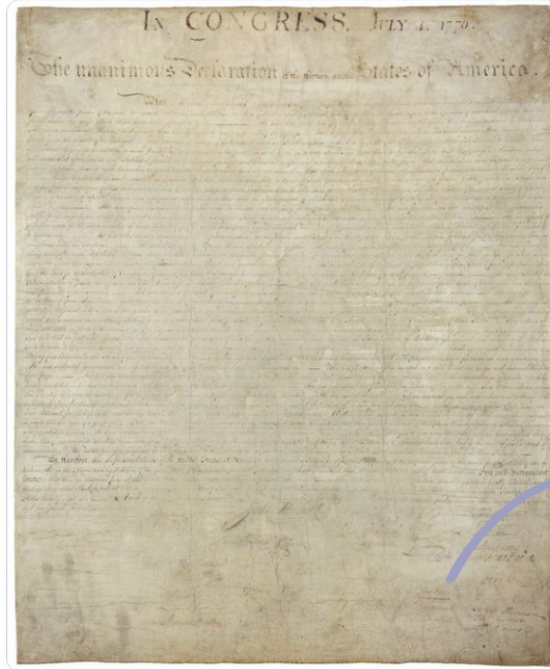
I was lucky to get my #ArchaeoStart at a young age when my parents took me on a world lecture tour and I had #EarlyExperiences with other cultures. The trip to Europe, Africa, and Asia inspired me to follow in my father's archaeological footsteps. Celebrate #IAD2023 with me! 🎉

1:33 PM · Oct 20, 2023



Dr. Benjamin Franklin Gates BA., MEng., PhD. [@doctor_bfg](#)

My grandfather told me family legends as a child that inspired my [#LifelongPassion](#) for archaeology. I have these stories to thank for my [#ArchaeoStart](#), passed down through generations of Gateses. They enabled me to find our National Treasure and put it in a museum. [#IAD2023](#)



9:15 PM · Oct 13, 2023 · Twitter for iPhone

alt text: hand-written document on faded yellow parchment.

Many archaeologists, like Ben Gates from National Treasure, have simply always known what they wanted to do!

If your passion dates back to your sandbox days, we'd love to hear about it!

Help make social media accessible by adding alt text. See last page for more info!

Social Media *Tips & Tricks*

Here is an easy 5-step guide to making Instagram Reels:

1. Scroll to REELS at the bottom of the screen and tap it.
2. Tap and hold down the center circle to record a clip. Your REEL can be recorded in sections by holding and letting go of the record button. Or you can upload existing clips from your device.
3. Once finished with the recording, you can edit your REEL by adding elements such as drawings, stickers, text, GIFs, and more.
4. Share your REEL by selecting "Next"

5. Write your caption and select the cover photo for your REEL. You can also tag people, add a location, and explore the advanced settings for more options. **Remember to tag the AIA ([archaeology aia](#)) so we can share your story with the world!**

Tips & Tricks:

- *Shorter REELS are ideal. Keep your audience engaged, the shorter the better!*
- *Instagram recommends REELS have an aspect ratio between 1.91:1 and 9:16*
- *3-5 hashtags are plenty. Remember to use the hashtags #ArchaeoStart and #IAD2023*
- *Your caption should include at least 30-150 words*

Archaeology & Accessibility

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.

Tips for writing alt text:

- *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](#)

Adding captions to your Instagram Reels -

Captions provide a written version of the spoken words, sounds, and music in your Reels- This allows individuals with hearing impairments to follow along and fully engage with the content.

To add auto-generated captions to your Instagram Reels, click “Advanced Settings” in the Reel editing menu. There, make sure “Show Captions” is turned on in the Accessibility menu.

To add captions after posting your Reel, tap “More Actions” at the bottom of the video. Then, tap “Advanced Settings,” and make sure “Show Captions” is turned on.

Additional resources about captioning:

- [Manage reels and video captions on Instagram \(iPhone and Android Guide\)](#)
- [California State University San Marcos: Creating an Accessible Instagram Post Guide](#)

AIA Official *Social Media Accounts*

Remember to tag the AIA so we can share your story with the world!

Instagram - [@archaeology_aia](#)

Facebook - [@Archaeological.Institute](#)

Twitter - [@archaeology_aia](#)

Youtube - [@ArchaeologyTV](#)