



Prifysgol Abertawe
Swansea University

WHAT WE DID...

"Twitter is a very important way for us to connect with the wider university community and the disabled community, to stay informed and to inform good practice, as well as promoting our services to students, staff and prospective students. We see posting bilingual messages on Twitter as inclusive good practice, as well as adhering to the Welsh Standards.

Our first tweet in October 2017 welcomed new students in both English and Welsh. Accessing a multilingual message with a screen reader doesn't work well, however, and it may take twice as long to read even with sight! We broke down the process into stages. Now we tweet twice, one in each language; we tailor photographs and their image descriptions for each language; we are also one of the highest users of accessibility hashtags in Welsh. In January 2019, a non-Welsh speaking HE accessibility and inclusion specialist retweeted our Welsh tweet, and it received over 800 impressions!

We can do this because we already have staff in post whose job descriptions state "Welsh essential", and in their absence planned tweets (e.g. for National Awareness Days) are sent to the translation service in advance."

Swansea University Transcription Centre