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NATIONAL DISABILITY INSTITUTE

Social Media Accessibility

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>> CAROLINE BOLAS: Welcome to Social Media Accessibility. We'll be starting this webinar soon. Next slide.

Audio options and captions. The audio for today's meeting can be accessed using computer audio or by calling in by phone. If you select computer audio, please make sure your speakers are turned on or your headphones are plugged in. To call for audio dial ‑‑ 301‑715‑8592. And the meeting code is 871 8721 4737. The ASL interpreter will have a spotlight throughout the presentation. For the best viewing experience, please navigate to the speaker view using the option at the top right of your screen.

Realtime captioning is provided. The captions can be found by clicking on the CC button in the Zoom controls at the bottom of the screen. If you do not see the captions after clicking the CC button, please alert the host via the chat box.

Next slide.

Questions and technical assistance.

Please send your questions, concerns and any requests for technical assistance to the NDI host via the chat box. Questions will be addressed at the end of the presentation as time allows.

If you would prefer to ask your question in ASL, please raise your hand and wait to be called on by the host.

If the question is not answered during the webinar, you are listening by phone, or you are unable to use a chat box, please email ajones@ndi‑inc.org.

And please note: This webinar is being recorded and the materials will be available at www.disability small business.org on the past events page within the next 1 to 2 weeks. Next slide.

So it's a great pleasure to have you here today at our webinar, Social Media Accessibility. Presented by Results One LLC. Just to say, this webinar is funded through a grant with the U.S. Small Business Administration. All opinions, conclusions and/or recommendations expressed here are those of the presenters, and do not necessarily reflect the views of the SBA. But I am delighted to welcome Kim Alfonso from Results One LLC and I'll pass it over to you now Kim to take it away. Thank you so much.

>> KIM ALFONSO: Thank you, Caroline. Good afternoon everyone. My name is Kim Alfonso I'm the CEO and founders of Results One LLC. We are a certified woman owned minority owned small business located in Washington, D.C. And we provide diversity, equity inclusion training, introduction to disability inclusion, employee development training and coaching and why we're here today disability accessibility testing and training. This is very personal to me. Many of you don't know but my daughter is visually impaired and so I have spent the last 23 years with her, addressing all the accessibility and inclusion issues that she has been faced with, and so I want to take this time to thank NDI for this opportunity, and to thank those of you that are returning from our last session, and those of you that are new here today.

I also have with me a certified accessibility tester Citlali Rioja that you all will get to know later on in this presentation. So what we're going to cover today, we're going to review accessibility in social media, why it's important. We'll talk about how to create accessible social media posts. Plain language, closed captions, how to create Alt‑text for images, hashtags, emoji, GIFs, descriptions and we'll take a look at individual social media platforms.

So what is Social Media Accessibility? For the most part for many of you, scrolling through your social media is a no‑brainer. You can sit there and watch TV. Do whatever you want, scroll through and get whatever information you want. But if you're blind, hard of hearing, or use an accessibility aid, these things are not taken for granted. They don't necessarily have that opportunity, so for people like my daughter, social media can be a very frustrating experience.

Therefore, without accessibility and inclusive social media, you are most likely alienating members, you're also missing parts of the audience that you probably don't want to miss and missing people entirely. So the more accessible you can make your content, the more people that will be able to access it and engage it. Social Media Accessibility is the practice of designing and developing social media content and posts that provide a smooth, inclusive experience for everyone, including people with disabilities.

And creating more accessible social content is truly a win‑win for everyone involved, for you, as well as for your audience. So why is it so important? Well, we know that over 815 million Americans, or 26% of the population, live with a disability. And with 26% of the population estimated to have a disability, Agencies, non‑profits, companies, really have an obligation to ensure that your messages, your services, your products are as inclusive and as accessible as possible. We also know according to Statista, over 70% of people in the U.S. use social media. 62% of adults with a disability own a laptop and 72% use their smartphone. So what we do know is more and more organizations are using social media to conduct outreach, marketing, recruit job candidates, and encourage workplace productivity.

And for example, we know that 84% of organizations are using social media as a recruiting tool. And you really don't want to miss out on that 26% of the population. We also know that most if not all social media platforms have provided a toolset for you to use to create an accessible post. However, they're not included in most of the tutorials, and they're rarely mentioned so you just don't know that they exist. Social media platforms only have the responsibility to provide the tools, but they do not control the content that you post, nor if you decide to use the tools, so all content you post is truly your responsibility.

And the way you create the post will be defined by the platform you use and so we're going to take a look at the different platforms. And that's the purpose of this training, is to provide you with the basic guidelines for creating accessible content for your posts.

In closing, as Haben Girma, disability rights advocate, said ‑‑

"Disability is something that touches all of our lives at some point, whether it's family members or friends, or coworkers. So it's not just for an imaginary other. It could be for your future selves. So it benefits all of us to invest in accessibility."

I will now turn it over to Citlali Rioja.

>> CITLALI RIOJA: Thank you, Kim. Hi, everyone. My name is sit Citlali Rioja. I am an Accessibility Tester and Accessibility Specialist, and I'm also visually impaired. We're going to go through some very defined fields, but again, if you have any questions, please put them in the chat box and you do have the option if you're using ASL to come into video and ask us later. Next slide, please. We're going to go over tips for creating accessible social media posts. This is very widespread. This isn't everything. But again when creating a post we do want to try to keep accessibility in mind just like when creating any type of content. So we want to try, we want to plan the tape of images you want to use so you know what type of Alt‑text you're going to write. You want to keep in mind that screen readers can't really tell the difference between italics or bold text or any other special characters. You don't want to rely on color. Again, a lot of people might not be able to actually see or visually perceive your post so you want to include everyone there. Always put your main content first. So any time a screen reader user is going to go through your posts it is always the main thing first. A lot of people might get tired of listening to an introduction and just skip your post. You want to indicate if the post has a link or a video. We're going to discuss how to do that a bit later on. And you want to keep color and contrast in mind, not just because a lot of people don't perceive color and if you're using red, it means hey, pay attention to me, but also because a lot of people might be colorblind and they might not be able to perceive all the text you're using in images. Avoid any type of content that flashes more than 3 times per second. This might activate someone to have seizures so you want to be very careful when deciding what type of video, what type of GIF to use. Next slide, please.

Multiple ways/multiple posts. You want to provide multiple ways to access information. So this means sometimes making multiple posts. I know that might be a faux pas for some things but it's important to keep people informed. Make your contact information available in account page. This is your phone number. This is your website, any type of link you might have either to LinkedIn or your link tree. It's very important to keep people informed. You want to list multiple ways to contact you. Some people might not be able to give you a phone call but they might be able to email you. You want to complement the information on your website so if you have social media, you want to make sure that that information is also reflected on your website. You want to make sure that all the links take you to the same places, and that every place has links to interconnect so people don't miss any type of information. You want to use plain language, so you want to avoid any type of jargon, anything that might be too complicated.

Some people, English is not their first language, English is not my first language, so it might be complicated for people who are just learning English or just learning your language to understand. You want to be sure to spell out acronyms on the first reference. We're using the example here for LED, so light‑emitting diode. We do have a visual example. First we go light‑emitting diode. Then we in parentheses we do L‑E‑D. This is in order to help any screen readers. We want to give context to what we're using so a lot of posts might just appear. Be sure to mention that they're a thread if you're using Twitter. Be sure to give them some type of content.

You want to choose words that are common and easy to understand, so a lot of posts might be just for let's say scientific magazine. If you do manage the post for a scientific magazine, then you do understand that some things need to be said simply. Not everything is targeted to people that know what you're talking about, so you want to capture new audiences.

You want to use clear, short sentences and paragraphs. Everything needs to be very orderly, very cut, and very easy to understand, or to just be understood at a glance.

Next slide, please.

Closed captions. All audio‑visual materials should have closed captions. We do not recommend embedded captions for videos, since there might be some issues with the size of the captions on the screen that you're using.

If you've designed your video to be beautiful and be seen in a full screen, someone who is seeing it on a phone screen might not be able to read the caption size. So you want to be very careful with that.

In some cases, you might need to add audio descriptions, when necessary. Any time that there is information on the screen that is not being translated towards the captions. Now, you can use captioning apps like Clipomatic or Zubtitles, which do generate automated captions. This can be for something live, if you don't have the means to hire a captioner, a live captioner, like we do here. But again, I would recommend if you're going to put that on YouTube, please look at the captions before you publish it. Make sure that everybody is spelled correctly. Make sure that there aren't any jumps there. And make sure that captions are coherent. Next slide, please.

Provide alternative text. This will vary depending on where you are. Oh, let's hold for the change of interpreter.

So this will describe ‑‑ alternative text is the description of images, so describe an image itself within the context of social media posts can be hard. It really does depend on what you're trying to tell. You need to be concrete, so you want to use short sentences and you want to be descriptive. Do not use image of. Sometimes that will just eat up the chapter size that you are, or anything that you can use, but also it is understood that it is an image of. It is a description. So no need to use it.

You need to end with a period, so the screen reader knows that it's the end of a sentence. Punctuation is very important when you're doing any type of alternative text. You need to use dashes for acronyms. So as an example, when you write USA, the country, you need to write U‑S‑A in order to be read as USA. If it's not, it will be read as usa. So it's going to be a bit confusing for anyone who is using a screen reader.

If you're just not giving them the content that they need. The same can be said for LED: It's going to be read as led. So you want to be concerned when you're using those types of acronyms especially if your social media has a lot of links or if it's speaking about a very specific theme. Again, scientific publications are very careful with this. Next slide, please.

Now, consider alternative text. Alternative text will be different depending on social media platform that you're using, but again, in addition to previous Alt‑text questions that we had before in presentations before, you want to explain any actions that you're using, so if it's a picture of someone throwing a ball and you've got the perfect shot, you want to explain that the person was actually throwing a ball, you want to mention this. You want to explain any type of emotions or facial expressions. You want to make sure that people know that you're smiling or that you're sad especially with social media. Emotions are very easy to communicate visually, but not so much if you don't have that visual context.

You want to give a source. If the picture isn't yours, please link someone. Please do honor to whoever's picture it is, and you want to describe any details that might be important. This can be something happening in the background that's part of the joke, or if you're in a concert, you want to mention that you're in a concert. You want to give people the context to understand your post.

Next slide, please.

Now, we're using accessible hashtags. We want to try to use Camel Case hashtags. Camel Case means capitalizing the first letter for every word, for the hashtag, which makes the hashtag appear like humps from a camel, hence Camel Case. Put the hashtags at the end of the posts. Now, some people would like to put it in the middle of sentences or make a word a hashtag, and this can be hard to read, and some screen readers, some phones sometimes have a glitch that might just stop them at the hashtag so we want to avoid this. For example we have babes with mobility aids this is an accessibility. A lot of people with accessibility aids tend to post here especially on Instagram. We also have red instead which is for the autistic community so there are hashtags that are just dedicated to accessibility, to disabilities, and to the people in the communities. So please pay attention to them whale you're on social media. Next slide, please. The.

Use accessible emoji or emoticons. Emoticons are not really recommended anymore because whenever you're trying to use an emoticon you may just get what makes the emoticon. You don't have the visual example to let you know. If you're trying to make a shrug emoticon, you'll actually get make Ron back slash underline, underline slash macron. Again this means nothing to us. It's just a lot of gibberish and you don't have the context to understand what it is. Emojis can be a saver for that. An emoji is either a pictogram, an ideogram or a smiley. It isn't text usually so you don't need to put alternative text on emojis unless it's a separate image. Avoid using emojis for your profile name. Since the description of the emoji might not match what it is to you. Each phone has a different description for emojis depending on the manufacturer. You want to use emojis sparingly and always add them at the end of the post so if you're using a lot of emojis, someone might want to skip them or people just don't like emojis, they don't like to listen to them being described by screen readers so they skip them. For example, I have a line of four smiley faces with sunglasses emojis. This for someone with a screen reader just reads smiley face with sunglasses, smiley face with sunglasses, again and again until it's done so that can get very repetitive and tedious and we want to skip it sometimes. Next slide, please.

Now, GIF. Graphics interchange format.

As a note, this is mostly for Twitter. A lot of alternative text for GIFs might come just pre‑written. You want to make sure that the description is correct. So on platforms that allow alternative for any type of GIFs because not all of them do, you should provide them in the same manner that you would for an image. You want to make sure that as many users who do not use screen readers may have trouble reading the images or the text on the GIF, so you want to make sure that that information is also available somewhere else especially if the GIF is just text or if it's sparkly text and it moves, that can be very hard for someone with dyslexia, so please be conscious whenever you're picking and choosing your GIFs. Reaction GIFs and images are common, so a lot of people just ignore them or try to take context from somewhere else.

They can have low contrast, it can be distorted or only show briefly, and some can glitch and actually cause flashing. So you do need to be very careful the when you're using them.

Alternative text might not be available for every social media platform and again this might change in the future. It might be updated but just keep in mind that whenever you're adding an image or a GIF, any type of visual context, alternative text would be the best.

Next slide, please.

Descriptions. This is a bit old‑school. Now, this was used mainly before anything that had to do with alternative text to give context. You can describe the content that you're linking or the feature of ‑‑ depending on the feature of the social media so you can use this especially if you have a bunch of GIFs just along with each other. You can use them as let's say ID. The three GIFs from The Addams Family 1991. So this would ID especially what it was showing. It would give you context. You can separate them, you can say number one, this is what happened, this is what's happening. Number two, this is what's happening. Number three, this is what's happening. So you would have all that description in any type of notes, any type of description for the post itself. Now, again, if you're using an image description, if it's something, if it's a video, you could just put ID: Video tutorial of how to write alternative text and that would suffice as a description. So if people are not interested, they might not hear it, they might not watch it but it is important to identify what it is.

So you can identify it as a pic, as a video, as audio, or as a GIF. It really does depend on what platform you're using, and a lot of descriptions are not popular anymore. But mostly Tumblr uses these types of descriptions. Next slide, please. So we're going to go over accessibility by social media platform.

We're going to go through, number one, YouTube. Now, YouTube does have auto‑generated captions. You can transcribe them or upload them as a supported file. You do need to check automated captions. Machine learning isn't perfect, so you do need to check for accuracy. You need to correct any type of errors that might be in the captions especially with any type of name. If you're using a brand name, it might not be correct. If your name is hard to spell, it might not be correct. If you stutter, especially captions can really help you, and it does help with SEO, so it does help people just find your videos faster.

You need to make sure that any automated captions are available, especially in English for YouTube, YouTube Live. You can correct any misspellings and if you want, if you don't feel comfortable with it, you can take things like "like" and any type of umms, any type of eh that you might have. It's very important for some people that just can't stand it or it's important for some people that might not be able to understand them.

Again, any type of context is important. So even if making jokes is very fun in captions and it's appreciated keep in mind that many depend on visual cues so if you're trying to make a joke with the captions, please make sure that you include a description of what's happening in your screen or visually, or any type of sound that might give the captions, make the captions funny or might complete your joke. Make them included in the captions.

So ensure that any type of text that may appear on screen will also appear in the captions. This can be something that's appearing in the background. My background right now has a Results One, so that might not have appeared on any type of description before.

We do need to make sure that a lot of people have all the context before. Next slide, please.

How to add captions on YouTube.

First you need to sign into your YouTube Studio. From there, on the left menu, you need to select subtitles, they would be part of the main menu. You need to go and click on video that you want to edit or the video that you are editing now. You need to go to Add Language, and then select your language.

Under subtitles, you can click add. There are video tutorials and presentations for this, but you need to make sure that if you already have captions written out, they are in the correct form, so if you're using a .srt file, you can just upload that. If you did automated captions and you want to just check, you can check them on edit captions. Just on the YouTube menu.

Next slide, please.

So we're going for Facebook. Facebook also uses automated Alt‑text, but you can write your own. You always need to review the text. Automation isn't perfect and some descriptions might be weird, or they might have been misinterpreted. There was a lot of confusion between dogs I believe and just flowerpots at some point, so you do need to make sure that some things are correct.

You can insert your captions manually on your own, or you can add private companies that will provide that for you. So on regular and live videos, too. You need to add video captions. They can be added again at a SubRip .srt file format. Captions can also be added to Facebook reels or Stories by adding text and typing captions manually. Again that might be a bit too much work for you. There are companies that can do this. If you manage Facebook business pages you can click on the subtitles and captions button and automatically generate those captions. Next slide, please. So Facebook has 100 character limit ‑‑ a character limit of 100 for alternative text. You need to add them on mobile, you need to go to the post. You can tap on the photo that you've added. You can tap to the right or hold and then tap edit Alt‑text or when you're asking the picture itself before you post it you can add it then.

On PC, you can see the edit Alt‑text for the photo before you post it. That would be preferrable. You can click on the photo or video on the top of the feed, then select the photo you want to add. Then you with hover over the photo or you can select it, go through it with your Tab key, and just go to Edit.

Again, this can be automatically selected, and this ‑‑ sometimes it can be automatically written. It is an option that you can have whenever you're in your selections preferences. Next slide, please. Thank you, Kim.

So in Twitter, you can ensure good color and contrast levels between the background of the avatar and your bio information. So the avatar and your background do need to pop, or if it's a whole image, please make sure that it can be read as such, or it can be seen as such.

If there is text just in the background, make sure that it can be read. This is something very important. The bio information, since it can be ‑‑ it can cause some interference with the background, please make sure that the color of the text that you're using doesn't melt or doesn't hurt the eyes whenever they're being used. You can use auto‑captions that are available for all videos shared on Twitter.

You can use prefixes before any type of Tweets, so photos, videos, or audios. So photo would be pic, videos would be, video. Audio would be "audio." Just like with hashtags and emojis, place the mentions at the end of the Tweet. This again can cause some issues with screen readers and they can stop just after the mention, and the rest of the Tweet might not be read, so you want to be very careful with how you're using them.

Next slide, please. Oh, thank you. Twitter, you want to enable image descriptions for functionality. Now, you can navigate to settings and privacy. You can click on accessibility. It does have an accessibility menu which is very good. And then you can click on the check box next to compose image descriptions. Again, you want to check every description before you post. It's important to you and it's important to us just to understand and have the context, and to use so that there's nothing that might be mistaken there. Next slide, please.

Now, for Instagram, Instagram adds automated Alt‑text, but you can create your own. Captions, you can caption your Instagram stories with Clipomatic, with the caption button on Instagram Stories, and you will need detailed descriptions for images and videos.

You can add caption stickers that are available for reels or stories.

Instagram has also just rolled out the auto‑generated captions that can be turned on or off in the advanced settings. In accessibility menu, you can select new post and then go to the page.

There is no way at this point to add captions, Alt‑text, or description for any type of audio tracks that you have. Instagram should do it automatically, but sometimes it doesn't. Next slide, please.

You can add or edit Alt‑text by, number one, tapping advanced settings. Number two, going to select write Alt‑text under Accessibility.

You can write Alt‑text and then you can be done. You can click done. You do need to click "save." Then you can return to your post and "share."

So Instagram Alt‑text is only available through the Instagram app. Next slide, please. For LinkedIn again any type of video captions can be added by using SubRip or .srt file formats. You can add descriptions and alternative text. You do need to remember to use images that comply with the color and contrast rule that would be 4.5:1. A lot of descriptions for links to articles are very helpful especially if it's just the link there, not a name or not as part of the post. And you do need to remember hashtags should go at the end of the post. A lot of hashtags are used at the beginning here so remember that. Next slide, please.

To add alternative text, we need to start a new post and select your images. You need to add your image to the post. Then add alternative text options below your images. Or in the button right in the corner of the menu. It is hard to find on LinkedIn. Then you select add Alt‑text, then you add the alternative text depending on the box, or a blank field will appear. You can click next and then you can finalize and publish your post. LinkedIn does have an Alt‑text limit of 120 characters.

TikTok, accessibility. TikTok is getting better. The TikTok accessibility does include an animated thumbnail that can replace animated thumbnails for any type of static image you might choose. A creator warning that notifies creators when they're producing a video that might have an effect that can trigger photosensitive epilepsy so any type of flashing images might be occurring.

A photosensitivity feature, so it lets photosensitive users skip any type of videos that do have this warning. If the creator, if the user doesn't have that warning on their video, they might still be activating someone's seizures so please use them. They're giving you the tools. You can use them.

You can set a text‑to‑speech, which text app is mostly known for. A lot of the features used on TikTok started as accessibility features but they have come very handy. Next slide, please.

So TikTok has implemented automated captioning. To edit those automated captions because they're not always correct you need to go to the editing page, click on the captions button, click the pencil icon, or the edit icon. Then you can press "play" to view your work, so you will have to edit the captions or add them whale you're watching. Then you can click "done."

Next slide, please.

Kim, I believe we're done.

>> KIM ALFONSO: Thank you very much, Citlali. What we're offering first of all what we're offering for everyone here and then we'll go right into Q&A, is if you are interested in learning your compliance risk and your top high‑risk issues, if you send your website's URL to kalfonsodc@resultsoneLLC.com.

And what we will do is if you send that to us, we will conduct a free automated audit on your website, and I will make this caveat for many of you and you might have heard this before from us but an automated audit does not make your website accessible, and the only way you can have an accessible website, accessible content, is a manual audit, but what it will do is it will identify your high‑risk areas, so we will then have a 30‑minute session with you for free to review your high‑risk issues so again if you'll send your website's URL.

Next just to let you also know we have additional trainings available. Many of you already had the creating accessible content: The basics. Today, social media and accessibility. Next month and you'll see it on another slide, creating accessibility PDFs. We also have training introduction to assistive technology, introduction to disability inclusion and inclusive practices for conducting accessible virtual meetings.

And then now, I will open it up to any Q&A, any questions that you might have.

>> LEXI JONES: Kim, this is Lexi. I was going to say we haven't any questions come into the chat box yet. Participants are still welcome to type in a question if you have one but I haven't seen any come in yet.

>> KIM ALFONSO: Fine. If you want to just open up and unmute, you can also, and again if you think about questions later you can certainly feel free to email us with any of your questions and we'll certainly get back to you.

So if there are no more questions then I'm going to thank everybody for their time. I am going to now turn it back over to NDI. They will be reviewing some of the upcoming events so thank you very much. Wait a minute, let me make sure. Oh, here's a question. Citlali, do you suggest using both Alt‑text and image descriptions?

>> CITLALI RIOJA: No. Image descriptions are there for when alternative text is not available, so if you are using mobile, you can either tap on the image or you can click on the image, hover over it and you will get your alternative text just to read it.

>> KIM ALFONSO: Okay. All right. Any other questions?

Okay. I will again thank you all so very much and I will new turn it over to NDI.

>> RUTH CHAVEZ: Hello. We have our upcoming events for pro‑tips grant writing webinar which will be held on Wednesday, May 10th, from 2:00 to 3:30 p.m. Eastern standard time. Next would be business structure and business plan which will be presented by Griffin‑Hammis Associates, Wednesday, May 17th, 2:00 to 3:30 p.m. Eastern standard time and following that we'll have creating accessible PDFs presented by Results One, Kim and Citlali, on Wednesday, June 7th, 2:00 to 3:00 p.m. Eastern standard time. Next slide, please.

And just so you can know a little bit more about our programs that are available to you, we offer small business support, coaching, mentoring, access to funding for your small business, and if you'd like to learn more about those services please visit our website www.disabilitysmallbusiness.org or email me at rchavez@NDI‑inc.org. If you'd like to join a dynamic learning community focused on key financial health topics for business, for more information or to apply for the next series in May, please email Caroline Bolas. Cbolas@NDI‑inc‑org. We have launched a streaming TV channel called Disability Owned, where you can find informational and motivational content for disability and small business.

We have partnered with Verizon to provide outreach on the Verizon Small Business Digital Ready program that offers mentoring, coaching, a $10,000 grant opportunities and online training. If you would like to learn more, please, once Lexi provides the presentation slides, you can click on that link and you can sign up right then and there.

And if you wanted to know more about any upcoming opportunities or grant opportunities or new training programs feel free to join our mailing list which link will be provided in the slide deck as well. Thank you.

And this is just a quick look at our staff. Nikki Powis, our Director for small business programs, myself, small business Community Navigator, Caroline Bolas, Small Business Specialist and Lexi Jones small business Project Coordinator.

>> KIM ALFONSO: Again I want to take this time to thank NDI for this opportunity. I look forward to seeing you all on June the 7th for creating accessible PDFs. Thank you so much and have a great day.

>> LEXI JONES: Thank you, Kim and Citlali and everyone for attending.

>> KIM ALFONSO: Somebody did ask they wanted my email address again. I'm going to type it in the chat. Everybody else can go ahead and say goodbye. I'll type it in for Cassie.

>> LEXI JONES: Thank you, Kim, that's wonderful. Take care, everybody.

[ End of session ]