



TIPS FOR SUCCESS



KNOCK IT OUT OF THE PARK



MAKE YOUR MAPMISSION A HUGE SUCCESS

You are all geared up and ready to go. You have downloaded the AccessNow app and you know how to use it. Your team has been briefed on what to look for. Accessibility is the name of the game. Now, its time to take what you've learned, put it into action, and take it to the streets.



CHART A ROUTE

Choose a designated starting point and plan out a specific area that you and your teams will work within. Review suggested routes for each team to follow and give them directions on how to get from start to finish.



SET A TIME LIMIT

Timeboxing your MapMission can be a fun way to challenge you and your teams to try and add as many pins as possible. A race against the clock is a great motivator and at the end, everyone wins!



PROMOTE IN ADVANCE

Reach out to your local media outlets, send emails, create flyers and let people know what you're up to – and why. The more buzz you can generate about your MapMission, the greater the impact that can be achieved on the big day.



SHARE ON SOCIAL MEDIA

Encourage others to download the AccessNow app. Use our #hashtags and share your new pins live as you go! You'll instantly be able to track your impact while generating incredible awareness and feel good vibes.

SOCIAL MEDIA ETIQUETTE

Social media is a powerful tool to share your mission and amplify the importance of the accessibility movement. Here are some guidelines when posting about our Mapping Our Cities For All project.

WHAT TO DO

- Be supportive of others and treat people with the same level of professionalism that you'd ask for yourself.
- Provide alternative text and image descriptions for images.
- Provide captions or subtitles on videos (including Instagram Stories).
- Provide credit to photographers if using assets or unless otherwise stated.

WHAT NOT TO DO

- Do not speak ill of others, or publicly deride competitors.
- Do not publish or otherwise disclose company/project confidential information either electronically or otherwise.
- Do not post a photo of someone and/or tag them without permission.

If you are unsure about something you want to post, please contact AccessNow staff.



OUR FAVOURITE HASHTAGS

#AccessKindness #Accessibility #Access4All