# Social Media Toolkit: Aftersight

#Aftersight is a podcast about print disability and the life of possibilities that follows. Our host, Penn Street, began her journey into vision loss at the age of nine, and each week she aims to empower a member of the community to share how print disability has impacted them - or how THEY have impacted the community. These conversations can be informative, or they can be stories of the denial, depression, and grief that come with processing a life change - but together we grow and find solidarity. On Aftersight, we learn and share experiences. We hear how lives have changed, lives have stayed the same, and we’re always reminded that there is life AFTER sight.

**Aftersight episodes drop on Thursday mornings.** Inquiry with jonathan@aincolorado.org about your specific episode publishing date.

## Purpose of this toolkit:

To empower podcast guests to share their story on #Aftersight and help drive engagement and action among their base of supporters via social media platforms such as Facebook, Twitter, Instagram, and Snapchat.

## Ways you can engage:

* Add the #Aftersight hashtag to your social media posts and engage with us via your personal or organizational accounts.
* Follow Audio Information Network of Colorado on Facebook, Twitter, and Instagram and share their content; be sure to use the #Aftersight hashtag!
* Copy and paste the suggested social media posts or develop your own customized posts to share out the content.

## Sample Posts

* I’m so excited to share my #PrintDisability story this week on #Aftersight – a podcast about print disability and the life of possibilities that follows. Tune in this week on Apple Podcasts, or wherever you listen to podcasts. #AINC #DisabilityAwareness
* This week, I talked with Penn Street about my journey into vision loss. I encourage you to listen to my episode on #Aftersight from #AINC on Apple Podcasts, or wherever you get your podcasts. #LowVision #Blindness
* Are you interested in sharing how your print disability has impacted your life on the #Aftersight podcast? You can apply to be a guest at [www.aincolorado.org/podcast-guest](http://www.aincolorado.org/podcast-guest) #Disability #Blindness #LowVision

## Hashtags

#Aftersight #PrintDisability #LowVision #Blindness #DisabilityAwareness #Empowerment

Tip: Always use camel case on hashtags for accessibility!

## Visual Assets

