



ParalympicsGB



# Effective Marketing for Disabled Sport.

With James Johnston and Barry Lloyd





# *Parasport*

powered by TOYOTA

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[www.parasport.org.uk](http://www.parasport.org.uk)

# Discussion points

- Tips from both a broader ParalympicsGB perspective and Parasport UK focussed on how we effectively use digital marketing.
- Inclusivity and accessibility considerations when engaging with disabled people – how this can be done ‘With limited resources.’
- How to easily utilise the Parasport platform to broaden reach and further develop an inclusive offer.



# Introduction & Background

- To help achieve the vision of The British Paralympic Association: *'Through sport, inspire a better world for disabled people'* we partnered with Toyota GB in March 2019 to launch the new & improved Parasport programme, with the focus on developing the online platform designed to empower and inspire disabled people across the UK to become more active.
- Parasport was built on the insight that disabled people were twice as likely to be inactive than non-disabled people.
- So, we have developed an online destination which addresses some of these barriers, empowering audiences through the provision of information, inspiration and a sense of community.
- Parasport's overall vision is to *'Empower & inspire disabled people across the UK to become more active.'*





# Using Digital Marketing Effectively

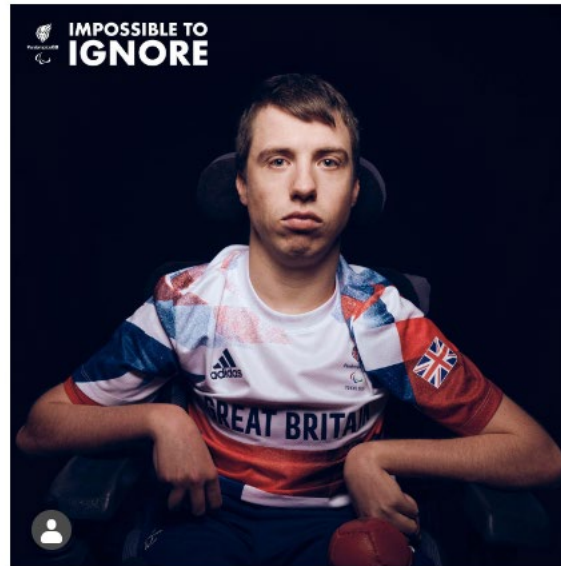







# Impossible To Ignore

 paralympicsgb\_official



paralympicsgb\_official 24 August, 2021.

 ParalympicsGB ✓  
27 November 2020 · 🌐

The first ever Paralympian to take on I'm A Celeb.  
Hollie Arnold. Trailblazer. 🙌  
#ImpossibleToIgnore



# ParalympicsGB +1

- A monthly behind-the-scenes docu-series following the lives of athletes one year out from the Tokyo 2020 Paralympic Games.
- Shot through the eyes of the athletes to document their everyday lives in the build up to the Games.





# Club of the Month

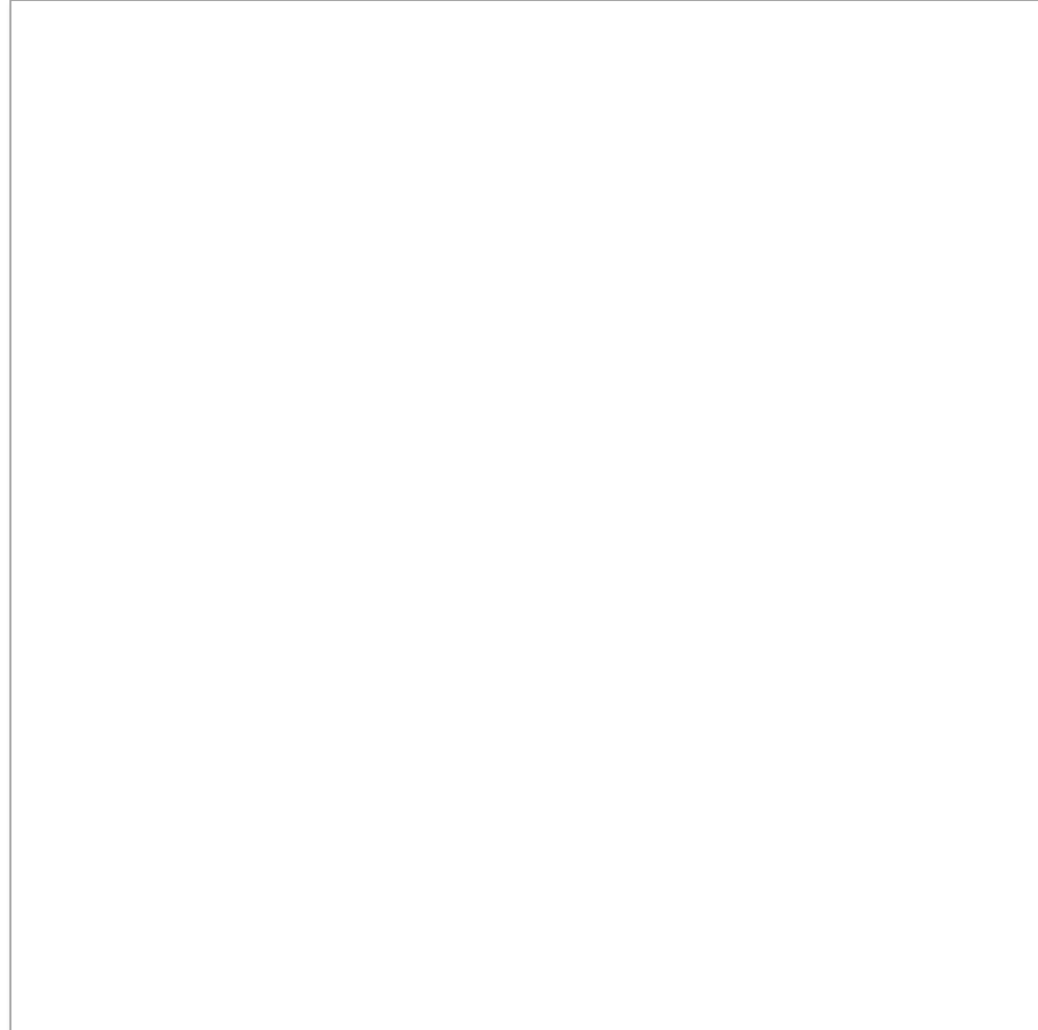
- **'Club of the Month'** sees us showcase the best inclusive clubs around the UK, in order to **inspire disabled people to get active**, and shine a spotlight on the **variety and range of inclusive sports and clubs**.
- Our content centres around making sport and being more physically active **#AnyonesGame**.
- We have profiled sports like football, wheelchair basketball, swimming, paraclimbing, boccia and surfing, to name a few.
- Every year we also launch a **'Club of the Year'** survey – a public vote to crown one club a winner.



# Club of the Month



# Club of the Month extra...





# Inclusivity and Accessibility Considerations





# What is digital accessibility?

Digital accessibility refers to how usable a website, app or other digital experience is by all of its potential users, regardless of their ability.

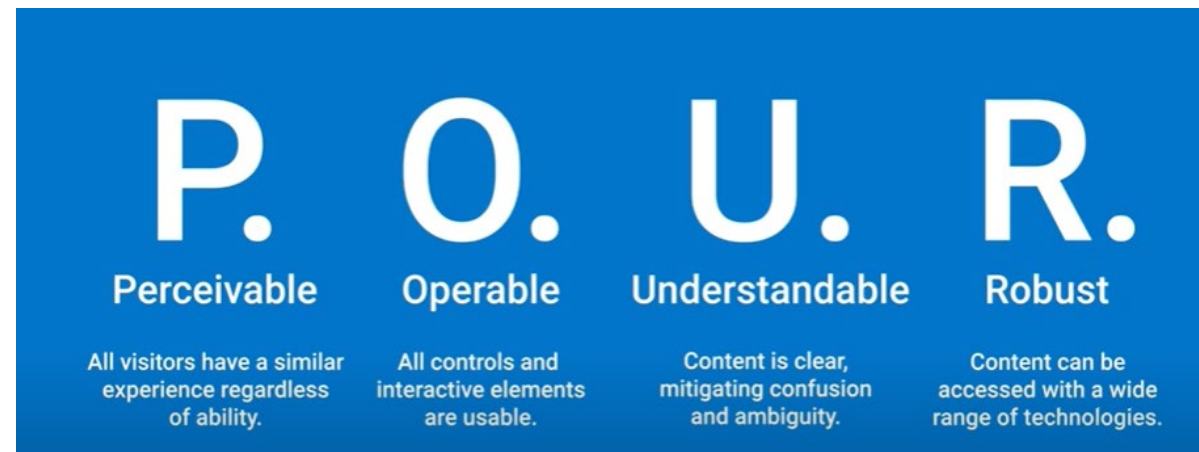
Digital accessibility is ensuring your online properties are optimised for everyone, it's about universality and making sure it can be used by as many people as possible.

Digital accessibility is the ability of a website, app, electronic document or any digital media to be easily navigated and understood by a wide range of users, including people who have visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.

## [Web Content Accessibility Guidelines \(WCAG\) 2.1](#)

Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.

Below are the principles behind digital accessibility:



# Dos and Don'ts

## Do

Make the most of **free online digital accessibility tools** like:

- [ChromeVox](#) - Test your digital content with a screen reader.
- [WebAIM Color Contrast Check](#) - Test the contrast between two colours.
- [WAVE Evaluation Tool](#) - Test web pages against WCAG standards and receive remediation tips.
- [NonVisual Desktop Access \(Windows + Linux\)](#) - There are a number of free screen readers available for Windows users.
- [Apple](#), [Google](#) and [Microsoft](#) continue to develop accessibility features and products on everyday devices.

## Don't

- Don't put off or avoid improving the accessibility of your website and social channels. Making it a part of your ongoing workstreams will help you keep on top of it.
- Avoid using acronyms, abbreviations or complex language. Keep it simple.
- Don't make links, buttons or other calls to action vague and unpredictable. Be descriptive and clear. They should also have a large click area.
- Don't make it cluttered. Use a linear and logical layout. Keeping headers and menus on websites consistent.



# Dos and Don'ts continued...

## Do

- Always include **ALT text**. (A description of the image, GIF or video) for all of your visual posts.
- Include **closed captions** for all video content. Platforms like Facebook and YouTube allow you to auto-generate (editable) captions.
- Use hashtags at the end of tweets and when using hashtags always use Camel Case (Capitalising the first letter of each word in your hashtag allows screen readers to interpret them correctly.)
- If you're not sure. Get some expert help and take an accessibility assessment. There are also lots of resources online like this one from the [Government](#).

## Don't

- Don't ignore your audience. Bring them into your planning and review phase. Listen to them and Co-produce practical solutions.
- Avoid using low colour contrasts and small font sizes.
- Try to avoid excessive use of emojis in your content. Avoid the trend of using emojis as bullet points. **Try not to use emojis** in the middle of any text.
- Avoid using special characters in your posts like Unicode, as these are not compatible with screen readers.

# Impossible To Ignore Statistics

- 49% of disabled people in the UK feel excluded from mainstream society.
- Using Tokyo 2020 as a platform for real change, we want disabled people in the UK to be seen, heard in represented in society.
- This campaign is about celebrating the journey, the successes and failures while valuing every disabled person in the UK by reminding the nation that they are all 'Impossible to Ignore'.



# Impossible To Ignore Video





# Making accessible content



ParalympicsGB @ParalympicsGB · Aug 29, 2021  
Gold and a HUGE World Record for @HCDream2012

Tokyo Tornado! Hurricane Hannah!

[#ImpossibleToIgnore](#)  
[#Paralympics](#)



27 198 1,433

## Accessibility

### Write alt text

Describe your photos for people with visual impairments. Alt text can be automatically created, or you can write your own. The best alt text is short, descriptive and limits keywords.



Hannah Cockroft smiling after her gold medal



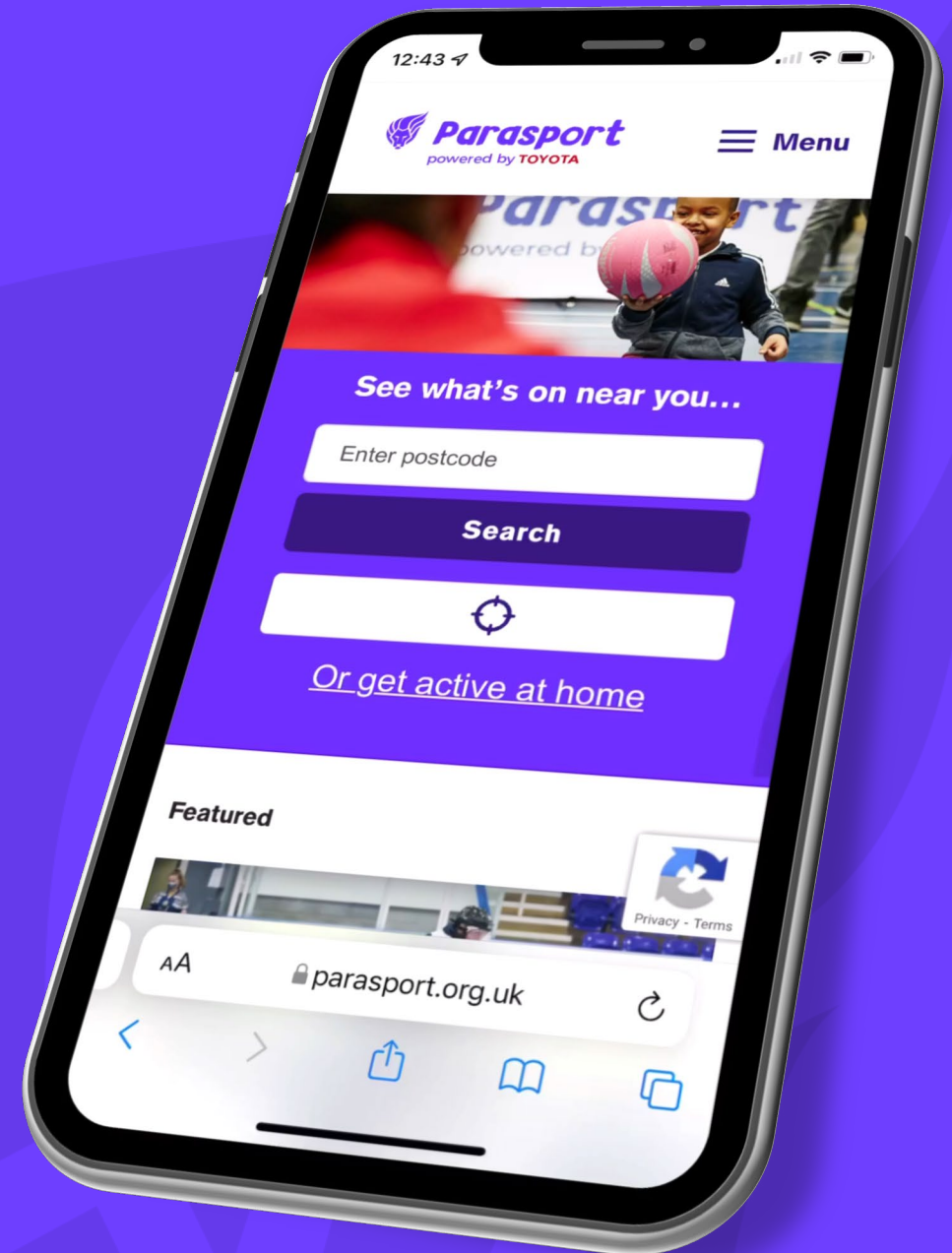


# Making the most of the Parasport platform



## There's two ways to get your inclusive events and sessions visible on Parasport:

1. If you use an OpenActive enabled booking system to manage your activities and online bookings, the process is easy - just click [here](#) to get taken through the steps.
2. If you don't use an OpenActive enabled system, or don't use a system at all, you can upload your events directly to Parasport by registering [here](#).

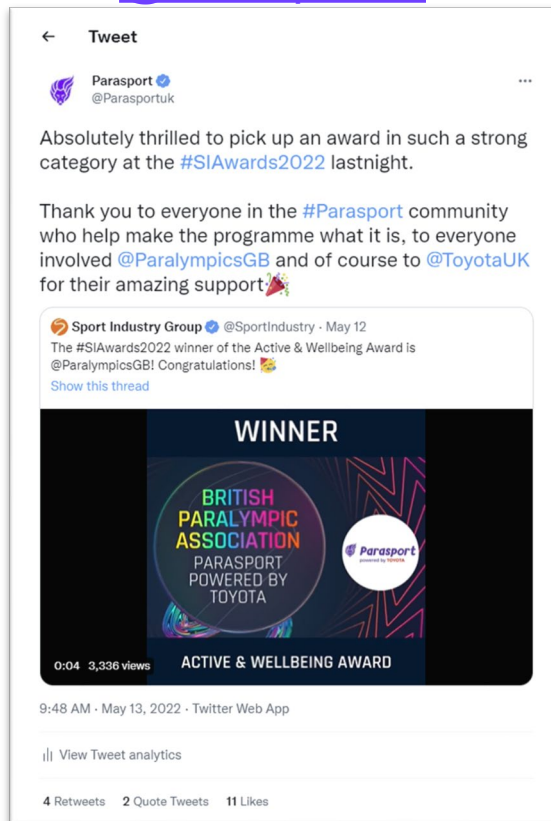




# Parasport Social Channels

Twitter:

[@Parasportuk](https://twitter.com/Parasportuk)



**Tweet**

Parasport [@Parasportuk](https://twitter.com/Parasportuk)

Absolutely thrilled to pick up an award in such a strong category at the [#SI Awards 2022](#) lastnight.

Thank you to everyone in the [#Parasport](#) community who help make the programme what it is, to everyone involved [@ParalympicsGB](#) and of course to [@ToyotaUK](#) for their amazing support 🙌

**Sport Industry Group** [@SportIndustry](#) · May 12  
The [#SI Awards 2022](#) winner of the Active & Wellbeing Award is [@ParalympicsGB](#)! Congratulations! 🎉  
[Show this thread](#)

**WINNER**  
BRITISH PARALYMPIC ASSOCIATION  
PARASPORT POWERED BY TOYOTA

0:04 3,336 views ACTIVE & WELLBEING AWARD

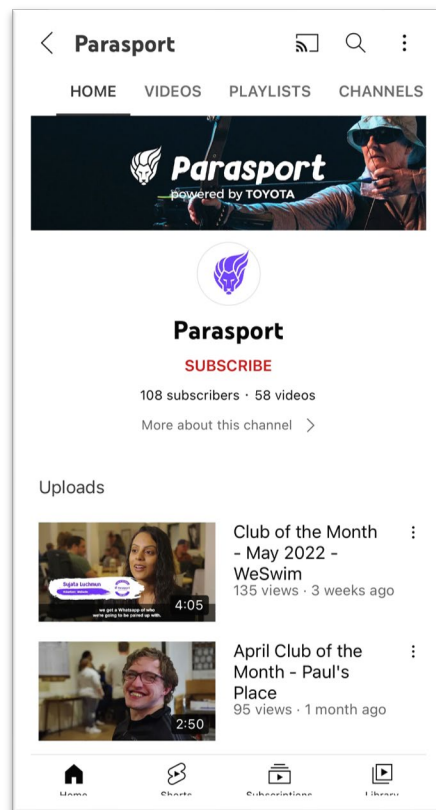
9:48 AM · May 13, 2022 · Twitter Web App

[View Tweet analytics](#)

4 Retweets 2 Quote Tweets 11 Likes

YouTube:

[Parasport](https://www.youtube.com/Parasport)



**Parasport**

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108 subscribers · 58 videos  
[More about this channel](#)

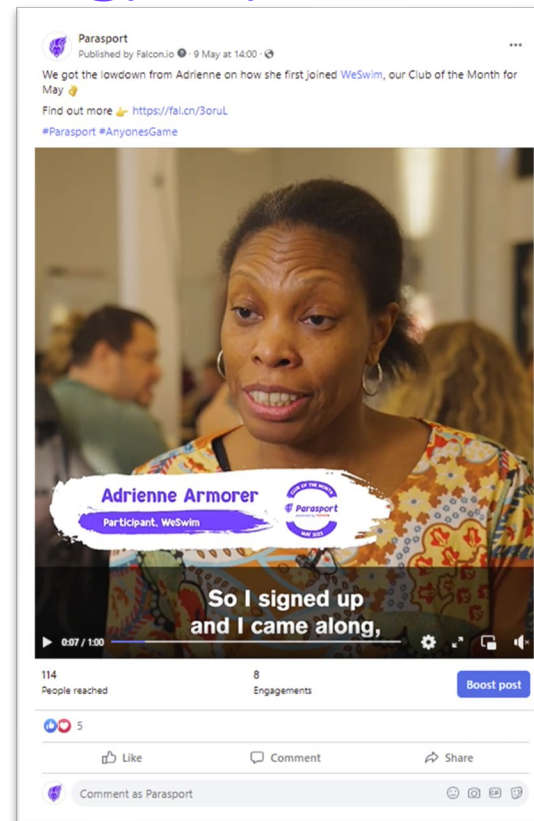
Uploads

Club of the Month - May 2022 - WeSwim  
135 views · 3 weeks ago

April Club of the Month - Paul's Place  
95 views · 1 month ago

Facebook:

[@parasportofficial](https://www.facebook.com/parasportofficial)



Parasport  
Published by Falconio · 9 May at 14:00 · 🌐

We got the lowdown from Adrienne on how she first joined WeSwim, our Club of the Month for May 🙌  
Find out more <https://fal.cn/3orUL>  
[#Parasport](#) [#AnyonesGame](#)

**Adrienne Armorer**  
Participant - WeSwim

So I signed up and I came along,

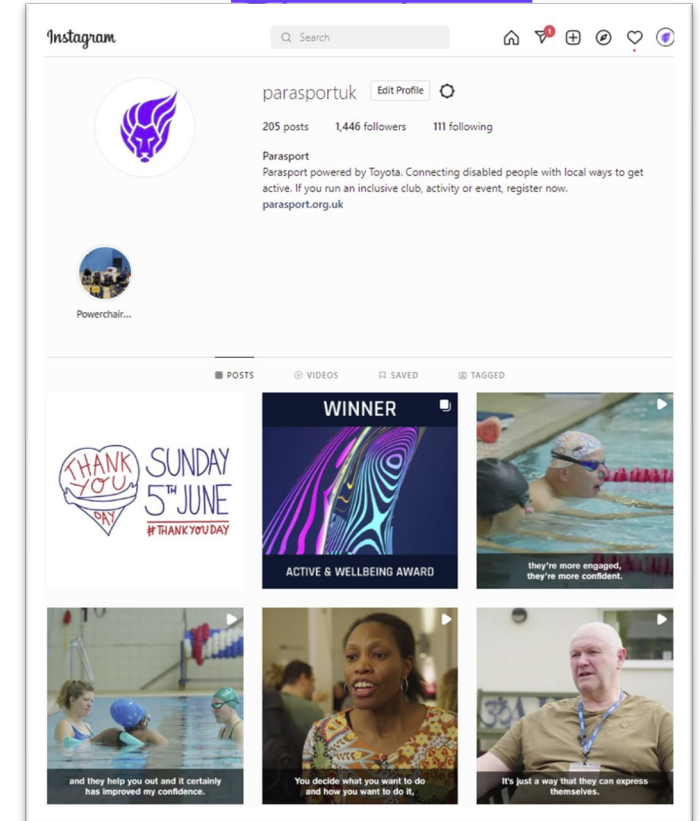
114 People reached 8 Engagements [Boost post](#)

5 Likes 0 Comments

Comment as Parasport

Instagram:

[@parasportuk](https://www.instagram.com/parasportuk)



Instagram

parasportuk [Edit Profile](#)

205 posts 1,446 followers 111 following

Parasport  
Parasport powered by Toyota. Connecting disabled people with local ways to get active. If you run an inclusive club, activity or event, register now. [parasport.org.uk](https://parasport.org.uk)

Powerchair...

POSTS VIDEOS SAVED TAGGED

THANK YOU SUNDAY 5<sup>TH</sup> JUNE #THANKYDAY

WINNER  
ACTIVE & WELLBEING AWARD

and they help you out and it certainly has improved my confidence.

You decide what you want to do and how you want to do it.

It's just a way that they can express themselves.



**Barry Lloyd**  
**British Paralympic Association**  
**Parasport Campaign - Project Manager**

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**Thank You**

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