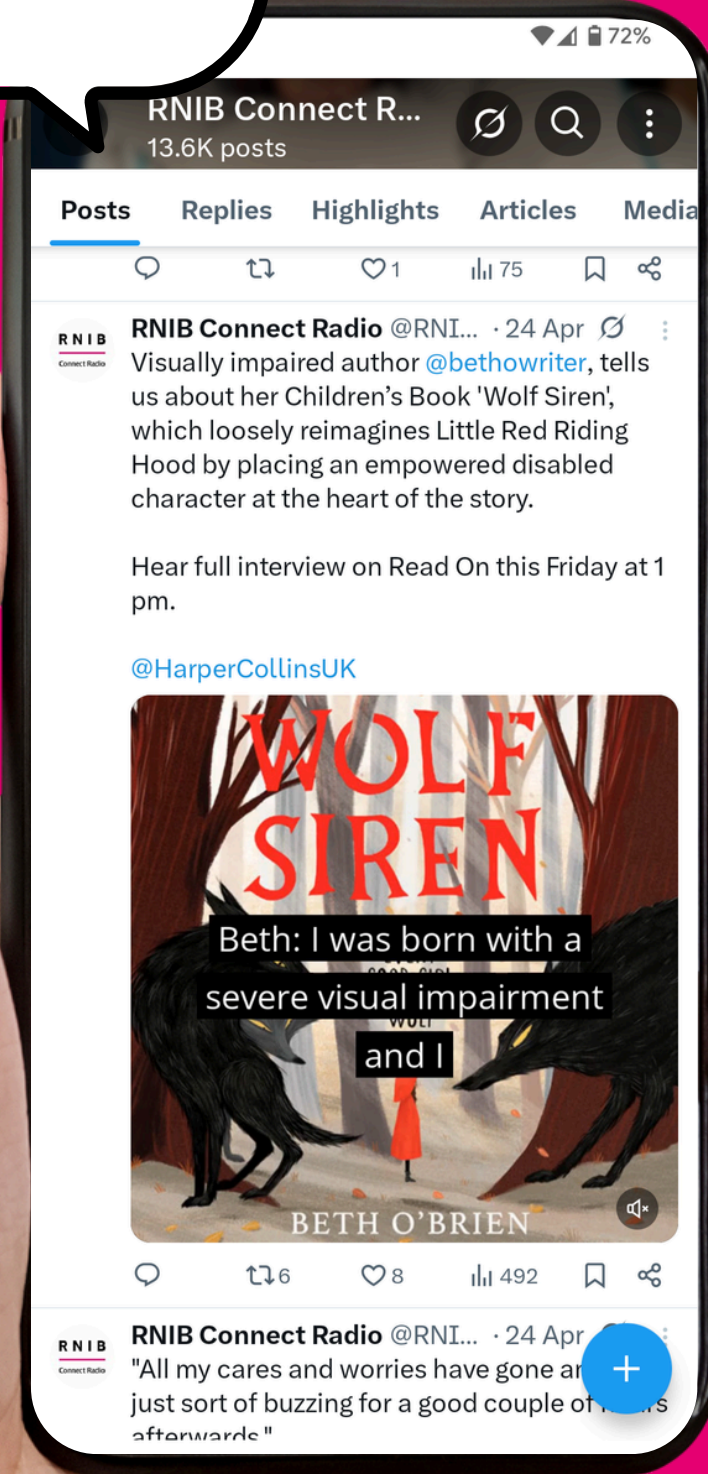


1 June 2024 -
30 June 2025



RNIB Connect Radio

RNIB
Connect Radio

Audience

Blind and partially sighted people are the core audience, however we also aim to reach general public with the purpose of raising awareness around what it's like to live with a visual impairment. Our X audience is younger, often men, and more likely to engage with news and short items. Facebook audience is generally older, more women, and engages well with photos, videos and positive as well as more socially conscious stories.

Main platforms of engagement

Facebook: RNIB Connect Radio

X: [@RNIBRadio](#)

Website: www.rnib.org.uk/connect-radio

Tone of voice

A mixture of informative, playful, and relaxed. We're the friendly voice that speaks to our audience on the radio and the trustworthy friend they can count on when it comes to the hearing the latest news from the community.

Role of our social media

- To keep our audience informed on the latest news and shine a spotlight on difference services, other organisations, and events that are available to them.
- To provide entertainment and light-hearted relief where appropriate (silly videos, fun photos)
- To inspire engagement with wider blind and partially sighted community (i.e. by promoting taster days for Blind Sport).
- To educate the public on what it's like to live with a vision impairment and smash misconceptions around being blind or partially sighted.



Accessibility at the forefront

- We add alt text, a descriptive text that provides image description for those who can't see but might be using screen reading software on their devices. Plus, it's where you can inject some personality and have fun with the image description.
- We use voice over or narrator text-to-speech effects as well as create audio-led content, making it accessible to those with no sight or limited sight.
- We don't over-use emojis. We use 1 (2 at most). Imagine a screen reader reading out this emoji 🌟 x 10
- We use Camel Case for hashtags. It's an accessibility must! So #WeLoveEmojis not #weloveemojis. Remember the #Susanalbumparty fiasco?
- We keep posts clear and consistent when it comes to font and graphics. The colours and fonts we use were tested for high contrast, visibility and ease of reading by blind and partially sighted people (example: white on pink but not a black font over a colour background)



RNIB Connect Radio
12 December 2024 · 🌐

It's #ChristmasJumperDay!

How do you think our team did this year?

Image 1: Tai, Hubert, and guide dog Cesar in the studio wearing their Christmas jumpers. Tai is wearing a jumper that looks like a green and red elf costume with a fun collar and a black belt. He matched it with a black baseball cap and a peace sign. Hubert's elf jumper is also red and green but with candy cane stripe arms and bells along the collar. Cesar is just licking his nose, likely anticipating a little treat for being such a good boy.

Image 2: Allan and Yvonne pose together in the office. Allan is wearing an elf jumper, with candy cane stripe arms, much like Hubert's. But his has a white rounder collar and a big black belt. Yvonne is wearing her black dress with festive details of poinsettia, deer and more along the white collar and the sleeves. They're both laughing and Allan has his arm around Yvonne's shoulder.

RNIB Connect Radio @RN... · 22 May · 🌐

What an event!

Sight Village exhibitions are a fantastic way to explore the latest technology, products, and support services available to the blind and low-vision community.

Walk the floor of this year's Glasgow event with RNIB Connect Radio: bit.ly/SightVillageSc...

1 2 5 227



Online, Freeview 730
or ask your smart speaker to
"Play RNIB Connect Radio."

Image description

Image shows David interviewing Luke Buckberrough, co-founder of Glidance, outside the Glasgow Science Centre with lovely sunshine streaming down on them. David is on the left and smiles as he holds up a tiny microphone clipped into his recorder. Luke smiles back as he stands across from him.

Dismiss



VO: Allan sits in the radio studio in his full get up listening to music.

RNIB Connect Radio
31 October 2024 · 🌐

Following

Overview Comments

It's #Halloween and the Grim Russell is playing tricks in the office...

Most relevant ▾

Alan Milmine
Well seeing you do this stuff on my non-working day lol Like young Dave I also hate Hallowe'en & Dave the manager needs to cheer up a tad 😊 I'm Alan, receptionist at Gullane Street just in case you're wondering 🙌 Alan & Amelia seemed to get into the spirit of it though 😊

36w Like Reply Edited

RNIB Connect Radio replied · 1 reply

Engaging with our audience

- Share relevant and topical news stories for our audience (example: audio clip from an interview marking 80th anniversary of VE Day or new story in which Mattel released a Blind Barbie).
- Chat with our community (questions, polls, etc).
- Share entertaining content relating to current trends or known pop culture moments through images and videos (example: Halloween video on the previous page, shot in the style of The Office, and recreating famous Halloween posters).
- Speak directly to our community via station presenters, create a genuine connection to our volunteers and staff.
- Be there for our audience with big news like the Welfare Reform Bill and the every day stories.

