

# Writing for the web

(Accessible Links Excerpt)

[www.acs.org](http://www.acs.org)

July 2015

# Accessible Links

# What is Accessibility?



Format content so all users have equal access to all information on your website.

# Don't Refer to a Physical Location on the Page



- [Online Form](#)

Use the online nomination form below to send an email membership invitation to a prospective member. The email will direct your nominee to a personalized, online membership form.

- Download Forms - Download the PDF nomination form for your location, complete **your** portion, sign, and give to your nominee.
- [Download PDF for Residents of North America.](#) 
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- [Email a nomination invitation](#)

Email your membership invitation so your nominee can apply for membership online.

**Download Nomination Forms**

Complete your portion, sign it, and give it to your nominee.

- [North American Residents](#)
- [International Outside North America](#)

# Use Descriptive Link Text



Recent Success!



The letters generated by Act 4 Chemistry members encouraged adoption of [H.Res 793](#), supporting of the goals and ideals of National Chemistry Week. Click on the image to see [footage](#) of House S&T Chairman Bart Gordon introducing it on the House floor.



Recent Success!



[House S&T Chairman Bart Gordon introduces House Resolution 793 \(Video\).](#)

Act 4 Chemistry members helped encourage the adoption of, [House Resolution 793](#) supporting the goals and ideals of National Chemistry Week.

# Don't Tell Users to “Click Here”



A flexible carbon nanotube speaker is affixed to a flag.


[Click here to watch a video](#) of the speaker in action! (Quicktime)  
Image and video courtesy of the American Chemical Society



[Check out a flexible carbon nanotube speaker in action!](#)

Image and video courtesy of the American Chemical Society.

# More Not Telling Users to “Click Here”

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FOR IMMEDIATE RELEASE  
MEDIA ADVISORY

## Reinventing the Press Conference: Chat Room Sessions from ACS National Meeting in Salt Lake City

Update: [Click here](#) for a list of our scheduled online press briefings.

The American Chemical Society (ACS) Office of Communications is offering the news media the opportunity to join press briefings whether covering the meeting onsite or from a remote location. This new updated format during ACS' 237th National Meeting Mar. 22-26 in Salt Lake City will provide access to the increasing number of journalists who cover scientific meetings

Contact

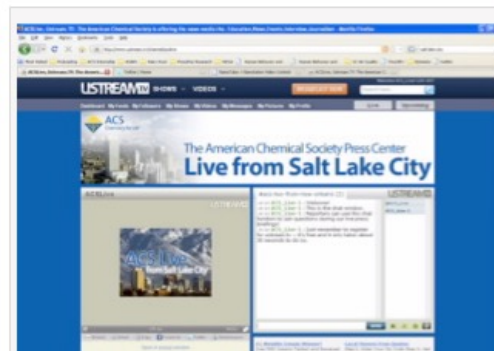
[Michael Bernstein](#)  
202-872-4400



Update: [Press Conference Chat Room Schedule](#)

Borrowing the popular chat room concept from the Internet, we will provide news media with access to both real and virtual chat room sessions during the Salt Lake City meeting.



Reporters attending the meeting can gather with scientists in an informal setting in our Press Briefing Room at the Salt Palace Convention Center, Hall A, in Salt Lake City. Scientists will summarize their research and field questions. Offsite reporters can enter a virtual version of this Chat Room over the Internet. In addition to seeing and hearing the real-world activity, offsite reporters can submit questions.



# Link the Most Important Words



## More on the Guidelines Revision

- To receive updates or send input on the guidelines revision, [click here](#).
- To view information about related symposia and events, [click here](#).
- To review a report on task force activities, [click here](#) .
- To learn more about and view the guidelines, [click here](#) .



## More on the Guidelines Revision

- [Receive guideline revision updates](#)
- [Find related symposia and events](#)
- [Review task force activity reports](#)
- [Read the ACS Guidelines for Chemistry Programs in Two-Year Colleges](#)



# Do NOT Use full URLs



## Contact Information

Contacts vary by ACS Region.

### Central

<http://www.case.edu/cermacs/awards.html>

### Great Lakes

<http://www.glrn2009.org/awards.html>

### Middle Atlantic

### Midwest

<http://www.mwrm2009.org/awards>

### Northeast

<http://membership.acs.org/n/nerm/>

### Northwest

<http://www.chem.plu.edu/norm2009/awards>

### Rocky Mountain

<http://www.chem.byu.edu/acs>

### Southeastern

[http://www.sermacs2009.org/events/awards/EANalley\\_service\\_award.html](http://www.sermacs2009.org/events/awards/EANalley_service_award.html)

### Southwest

<http://swrm.info/>

### Western



## Contact Information

- [Central Regional Meeting](#) (CRMACS)
- [Great Lakes Regional Meeting](#)
- [Midwest Meeting](#)
- [Northeast Regional Meeting](#) (NERM)
- [Northwest Regional Meeting](#) (NORM)
- [Joint Northwest and Rocky Mountain Meeting](#)
- [Southeastern Regional Meeting](#)
- [Southwest Regional Meeting](#)

# Don't Link an Entire Sentence



## ACS LiveChat Press Briefing Center

For reporters unable to travel to San Francisco, the ACS News Service is providing access to press conferences on the Internet, with live video and audio and offer an enhanced media kit with hundreds of non-technical summaries of the presentations, news releases and other resources. [Click here to view archived press briefings from the 238<sup>th</sup> National Meeting.](#)



## ACS LiveChat Press Briefing Center

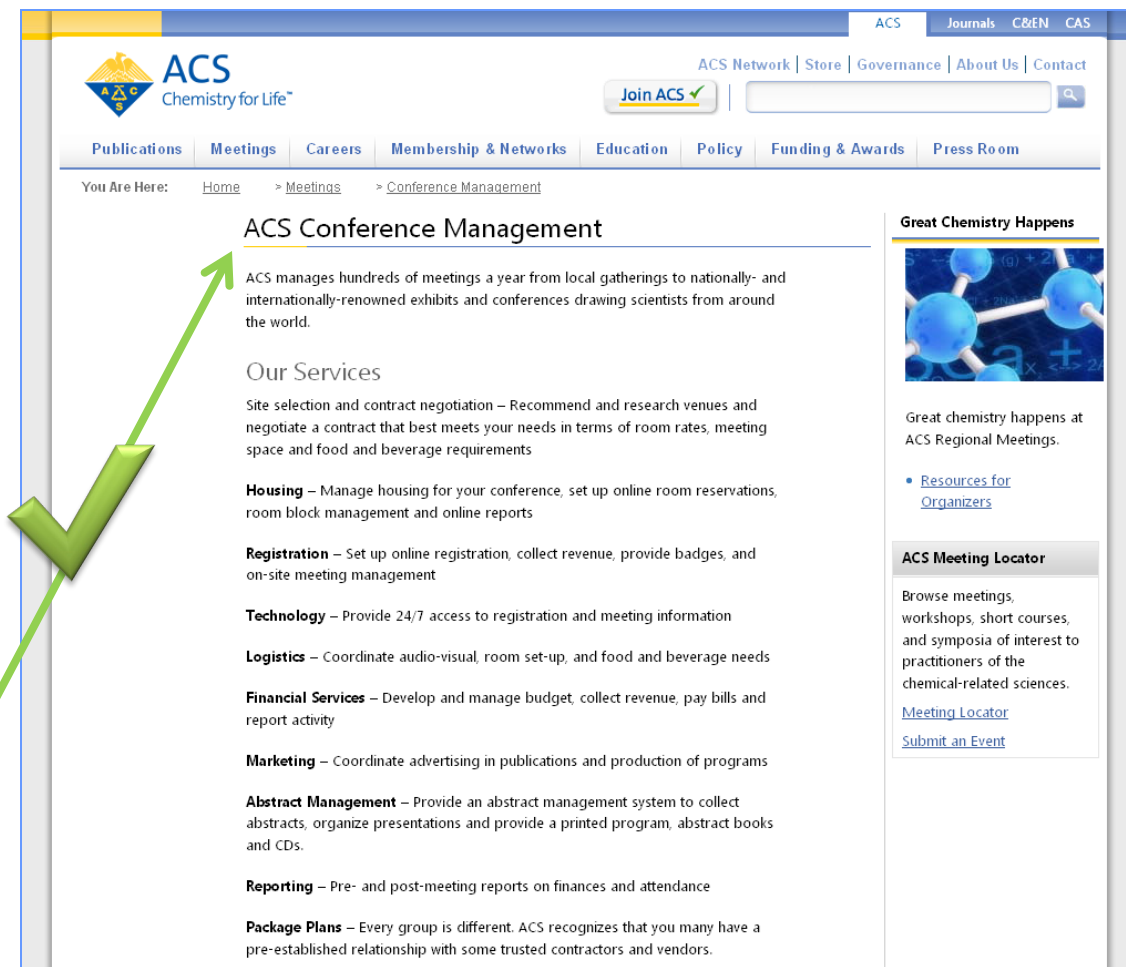
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# Match Link Text and Page Titles

Link text and the title of the destination page should contain similar keywords.

## All Meetings

- [Regional Meetings](#)
- [Local Section Meetings](#)
- [Green Chemistry](#)
- [Conference Management](#)



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## ACS Conference Management

ACS manages hundreds of meetings a year from local gatherings to nationally- and internationally-renowned exhibits and conferences drawing scientists from around the world.

### Our Services

Site selection and contract negotiation – Recommend and research venues and negotiate a contract that best meets your needs in terms of room rates, meeting space and food and beverage requirements

**Housing** – Manage housing for your conference, set up online room reservations, room block management and online reports

**Registration** – Set up online registration, collect revenue, provide badges, and on-site meeting management

**Technology** – Provide 24/7 access to registration and meeting information

**Logistics** – Coordinate audio-visual, room set-up, and food and beverage needs

**Financial Services** – Develop and manage budget, collect revenue, pay bills and report activity

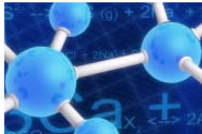
**Marketing** – Coordinate advertising in publications and production of programs

**Abstract Management** – Provide an abstract management system to collect abstracts, organize presentations and provide a printed program, abstract books and CDs.

**Reporting** – Pre- and post-meeting reports on finances and attendance

**Package Plans** – Every group is different. ACS recognizes that you many have a pre-established relationship with some trusted contractors and vendors.

### Great Chemistry Happens



Great chemistry happens at ACS Regional Meetings.

- [Resources for Organizers](#)

### ACS Meeting Locator

Browse meetings, workshops, short courses, and symposia of interest to practitioners of the chemical-related sciences.

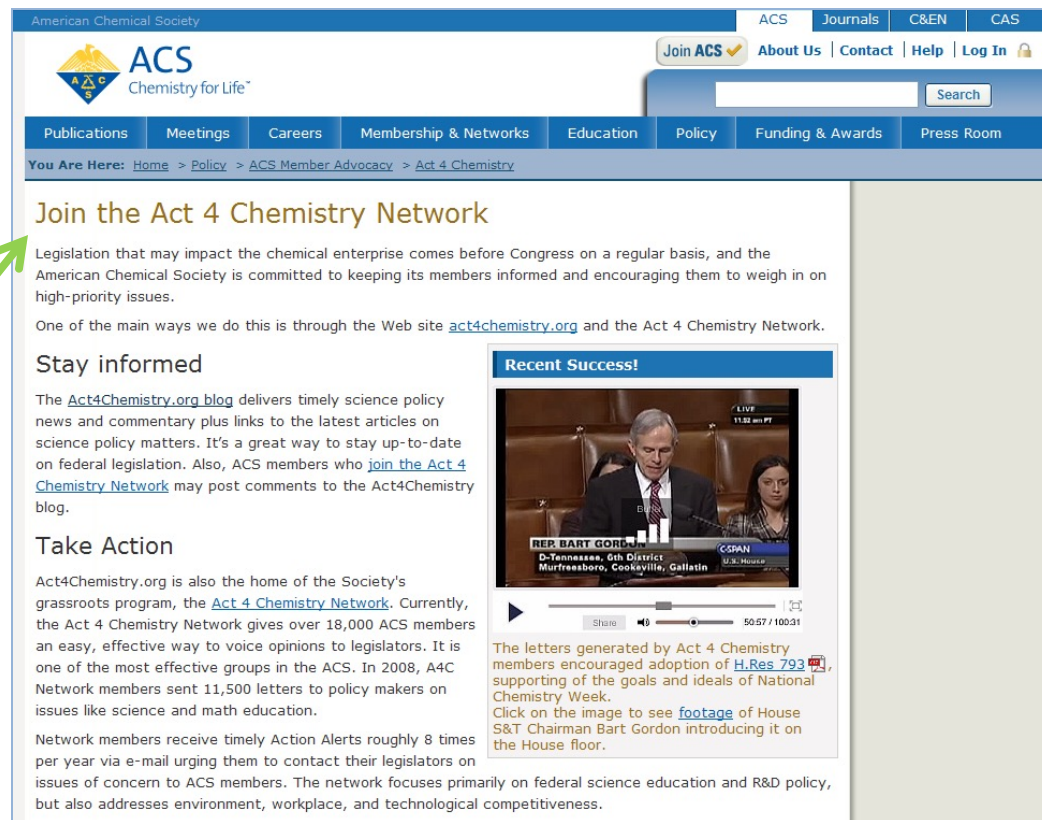
[Meeting Locator](#)

[Submit an Event](#)

# More Matching Link Text and Page Titles

Link text and the title of the destination page should contain similar keywords.

- [Chemists Celebrate Earth Day](#)  
Participate in activities that help enhance planet and improving our environment.
- [Legislative Action Network](#)  
Learn about our grassroots program for keeping
- [Support Promising Chemists](#)  
Make a gift to help build chemistry's future.
- [International Year of Chemistry 2011](#)  
Discover how you can help us make this celebration



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## Join the Act 4 Chemistry Network

Legislation that may impact the chemical enterprise comes before Congress on a regular basis, and the American Chemical Society is committed to keeping its members informed and encouraging them to weigh in on high-priority issues.

One of the main ways we do this is through the Web site [act4chemistry.org](http://act4chemistry.org) and the Act 4 Chemistry Network.

### Stay informed


The [Act4Chemistry.org](http://Act4Chemistry.org) blog delivers timely science policy news and commentary plus links to the latest articles on science policy matters. It's a great way to stay up-to-date on federal legislation. Also, ACS members who [join the Act 4 Chemistry Network](#) may post comments to the Act4Chemistry blog.

### Take Action

Act4Chemistry.org is also the home of the Society's grassroots program, the [Act 4 Chemistry Network](#). Currently, the Act 4 Chemistry Network gives over 18,000 ACS members an easy, effective way to voice opinions to legislators. It is one of the most effective groups in the ACS. In 2008, A4C Network members sent 11,500 letters to policy makers on issues like science and math education.

Network members receive timely Action Alerts roughly 8 times per year via e-mail urging them to contact their legislators on issues of concern to ACS members. The network focuses primarily on federal science education and R&D policy, but also addresses environment, workplace, and technological competitiveness.

#### Recent Success!



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