Event: AccessGA Webinar – Social Media Accessibility

Org: Center for Inclusive Design and Innovation

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JOHAN: This is Johan Rempel from the Center for Inclusive Design and Innovation at Georgia Tech. Thank you for joining us. It is 9:59 AM and we will go ahead and start. It is 9:59 AM and we will go ahead and start at 10:01 AM to give people additional time to join the room. We will get started then. Thank you.

This is Johan Rempel from CIDI at Georgia Tech. We will give people a moment or so to join and then we will begin. Thank you. Good morning, everyone, looking forward to the presentation. Today we will address some of the Social Media accessibility issues and solutions that exist.

I have the privilege of co-presenting today with Rayianna Daniels, also from the Center for Inclusive Design and Innovation at Georgia Tech. We are going to go through some accessibility aspects of this particular presentation as well today.

We are providing live captioning today. Our captionist, thank you very much. There are 2 ways to access captions for this webinar. One is the Streamtext link that you can find in the chat that opens a third-party application that gives you additional options for captions. The second way is to access the CC option on the Zoom toolbar. There is an arrow pointing to the CC option. If you are screen reader user or keyboard user you can tab to it. Look for the CC control symbol on it.

We have the optional spotlighting and pinning with in Zoom. Spotlighting is featured only for the host or cohost to spotlight someone. Whoever is spotlighted will appear in the Speaker View. Any participant can pin another participant video at any time. It only impacts the participants’ display. To spotlight or pin it is straightforward. Hover over the participant you want to spotlight or pin, select ellipsis and then from the menu, choose spotlight for everyone or pin.

We are excited to leverage a new feature within Zoom. This has been rolled out probably less than a few months ago. It is the sign language interpretation view. We also have our ASL interpreter available here today. American Sign Language interpreter. This allows host to assign American Sign Language interpreters. It can be 1 or 2 or several.

ASL interpreters are shown in dedicated video channels that are pinned and spotlighted. Participants can resize or relocate the video window as needed. That is very powerful to enable the ASL interpreter window, select the interpretation control from the Zoom toolbar. The bright red arrow is pointing to the interpretation option on the toolbar. Once again, you can tab to that. You can tab with your peripheral device or keyboard as needed.

A bit about CIDI, the Center for Inclusive Design and Innovation at Georgia Tech. We are the culmination of research facility as well as UX service provider. We have several research scientists on staff and the focus very often particularly is on disability-related research initiatives. Then we have accessibility consulting. The team specifically in the area of digital accessibility is also known as ICT or information communication technology. Also UX user experience. The motto, *Nothing about us without us*.

Evaluating and accessing information, resources, applications, websites by people with disabilities for people with disabilities. We also have a large Braille services department. It provides embossed braille and tactile graphics as well. Captioning and Described Audio Services. We have a professional e-text department.

It provides remediation of textbooks and other content and some training related to accessible documents. Whether that is PDF, PowerPoint, Excel, Word documents, etc. We also have a Certified Assistive Technology team with the Tools for Life department. We oversee the Assistive Technology Act within Georgia. That is housed in CIDI with the Tools for Life team.

This webinar is being brought to you on behalf of the AccessGA Project. This is a project that has been in place since 2012. More than 10 years. It is funded through the ADA Coordinator's Office of Georgia. Is a partnership between the ADA Coordinator's Office, CIDI and do Georgia Technology Authority. The objective is to support Georgia State agencies that strive to provide equitable and timely access to their employees, students, and clients with a wide range of disabilities.

Then we include a number of different deliverables under AccessGA. That would include webinars such as this. This is going to be archived and it is being recorded now. Everybody who is registered will get a copy of the PowerPoint as an accessible PDF and MP4 recording along with the captions for this particular webinar as well. We provide technical assistance and hands-on training.

Through this AccessGA Project, we also provide comprehensive web accessibility evaluation and resources. Also periodic newsletters as well as a wiki with additional resources.

It has been a great partnership with the ADA Coordinator's Office. They are a staff of 4 and they do amazing work with the resources they have available. Not just within the state of Georgia but nationally as well. They have an upcoming conference actually May 9 through May 11 hosted by the ADA Coordinator's Office.

What are the goals for today's presentation? Upon completion participants will be able to understand the implications of non-accessible social media platforms for people with disabilities. You should be able to identify which 2 obstacles to accessibility people with disabilities face when using social media platforms. Also, identify 3 solutions or workarounds for accessibility on social media platforms.

As we continue, the chat is not available to participants but just to consolidate feel free to drop in any of the questions in the Q&A. On the toolbar in Zoom, there is a Q&A section. As we go through it if you have any questions, please feel free to drop them in. Upon registration, many of you already submitted questions and we will be addressing them and consolidating them near the end as well. With that, I will go ahead and turn it over to Rayianna Daniels to give her the opportunity to introduce herself.

RAYIANNA: Thank you Johan and good morning everyone. I am Rayianna Daniels, Digital Accessibility Specialist at CIDI. Here is a bit of my biopic I should probably update it I actually have a Master’s in business and technology now. Inside CIDI, I work in the customer support unit and I also assist ICT which is Johan's unit providing web accessibility evaluations and providing webinars like this. That is just a bit about me. Back to Johan.

JOHAN: Excellent and thank you Rayianna. We are fortunate to have her with us at CIDI. She is a subject matter expert in several areas including assistive technology. You will hear a lot of what she has tested herself using various devices and assistive technology solutions. Some of you may be familiar with my background. I have worked in the area of disabilities. I am aging myself probably so but about 25 years. My background is related to disability as well as accessibility testing and technical assistance on the web.

Today's topic with the continued proliferation of smartphones and tablets being used to access content, social media is often the primary, and sometimes the only way in which to reach individuals with essential content and information. In this presentation, will learn how to create and disseminate accessible social media content in order to provide a more equitable experience for everyone. Specifically, how to instructions and additional resources will be provided on integrating greater accessibility into social media platforms that include Facebook, Twitter, Snapchat, Instagram, TikTok and LinkedIn.

The question of accessibility and what it means. What is accessibility? Does it meet the approval of some of the disability that is in your circles? Are there federal standards and guidelines that define accessibility? I will lay the groundwork on what accessibility means for different individuals and agencies. Different standards are out there. Hopefully create some clarity on what disability really means.

Let us step back. Why is Access important? Keep in mind specifically for individuals with disabilities although this applies to everyone across the board. As accessibility often does, it really benefits everyone. Keeping informed during an emergency. If you think of whether you have a disability or not, if it is a case of emergency, you typically have your phone on you, right? Devices and power might be going off.

Often, social media is a quick and easy way of communicating during emergencies. Real-time updates during emergencies. These can be done. Marked safe. We are familiar with that. In areas of the country where safety may be compromised. Updates in real time. Testing site closures or openings. This was certainly the case when many of us were getting tested for COVID-19. That whole landscape.

Transit route changes. A lot of individuals with disabilities may not be able to drive or have access to their own vehicle. Those types of changes in real time are absolutely critical for individuals with disabilities. Often that is accessed through social media.

Social Media can be the primary point of access for critical information and may be more readily available than other outlets. It lends itself to rapidly changing environments. Often quick, shorter pieces of information that are of critical importance. What are some accessibility barriers that exist?

Language complexity. We can relate to this at Georgia Tech. We have some really smart people working at Georgia Tech. Very often, they need to scale back the readability factor for everyone. Especially when accessing via social media. Do we really have the time or availability to read 3 pages of a person's particular project? Or idea or cannot be summed up in a shorter amount of time and space? So it's more readily available for everyone. That is a real barrier.

Very often people do not think of individuals who are deaf or hard of hearing. Also individuals who may be benefiting from captioning. In a loud environment. How many of you have gone to the exercise room in a hotel or while you are traveling and it is noisy? You can still read the captions. Once again that is a barrier remediated really benefits everyone.

Colour Contrast. This is huge. Especially for those using mobile. Again incorporating accessibility benefits everyone whether it is someone who is low vision or colorblind who has difficulty seeing specific colors. Or if it is the general population using a mobile device on a bright and sunny day in an environment that may have a lot of glares.

American Sign Language and other signed languages. We often think that captions are enough. But American Sign Language also known as ASL, is a language in and of itself. There are a lot of individuals who are deaf or hard of hearing that benefit from ASL that captions just do not cover. Alternative text. We often upload photos and images that may not have alternative text that conveys the correct meaning for somebody who is blind, for instance.

Audio Descriptions. Just being cognizant of when we are posting videos, for instance. Tutorials or any sort of audio video content. Making sure that is explained enough in detail so someone who is blind and cannot see the video can have the Audio Description available to them.

This is less of an issue as it used to be but flashing images. For someone who has epilepsy for instance, flashing images can trigger a negative response for them. Just being cognizant of that. Then generally poor design. Once again, creating intuitive design that works for everyone also benefits individuals with disabilities and it really goes a long way to making it more accessible.

How to remove barriers. Universal and inclusive design which I cannot emphasize enough and including individuals with disabilities using the product and services. Getting their buy-in and understanding from the ground up. The retrofits after something has been designed or developed are always much more costly and time intensive than building that in from the ground up.

Assistive technology can help tremendously. A lot of the phones you probably have on you right now or next do you have some very powerful assistive technology solutions. Screen readers, built in ways to increase the font, changing the color scheme to high contrast. There are many options available that are built in. Self-advocacy and systems advocacy. This is differentiated because self-advocacy is powerful.

Let people around you, your organization, your place of employment know where the barriers exist. If you have a disability, and things are not accessible but also from a systemwide approach. What are the policies in place? The administrative team really needs to know what the impact of this is. Not just for an individual but for the broader target audience. Sometimes individuals with disabilities can make up close to 20% or more of the target audience. Of a specific agency organization.

How is that impacting the bottom line of your messaging if it is not accessible? Choosing the right platform can also really be very beneficial. We know that Apple products, specifically iOS devices are highly accessible. Sometimes there is a large fragmentation of accessibility when going toward the android platform but choosing the right platform is also critically important.

Standards and guidelines for communicating with people with disabilities. Laying the groundwork here on what accessibility even means from a legal and standards perspective. We have a photo on the right of George WH Bush Senior signing into law the ADA. The Americans with Disabilities Act that is coveted by other countries that do not have this kind of legislation. It was signed into law back in 1990 about six months before the Internet was even birth.

This is the transferability and really the spirit of the ADA that it can apply to digital content. The ADA is a civil rights law that prohibits discrimination against individuals with disabilities of all areas of public life including jobs, schools, transportation all public and private places open to the general public. The emphasis again is placed on the spirit not just the letter of the law.

The ADA says nothing about Social Media Accessibility. But what it does do is talk about providing equal access to individuals with disabilities, which certainly can be applied to social media. I have a link if you would like to read more about the ADA.

ICT Refresh is also known as Section 508 Refresh. This was created and finalized by the US Access Board. A small but very powerful and very substantive organization and federal agency. The 508 Refresh also known as just 508, was published and finalized back on January 18, 2017. It is a bit dated. Technology moves so quickly but it was harmonized with Web Content Accessibility Guidelines 2.0 Level AA which I will get you in a moment.

It is important to know that 508 applies to hardware solutions, software solutions like desktop applications. In this particular instance, it has really been harmonized with the web content aspects of 508. When we talk about 508-Compliant and WCAG 2.0 compliance it is really one and the same when we talk about digital content on the Internet. It applies to US government agencies, federal agencies. Many state and local governments have adopted the ICT Refresh or the WCAG standards as statutes and regulations or policies.

There is a link at the bottom of the page we will share to read more about. The World Wide Web Consortium W3C-WAI has developed standards for web content accessibility called Web Content Accessibility Guidelines, WCAG. An international set of guidelines adopted by many countries over the years. The latest version is WCAG 2.1. It provides additional success criteria in the areas of mobile accessibility, low vision, cognitive and learning disabilities.

A lot of state and federal agencies have not adopted WCAG 2.1 yet. But hopefully that will take place in the near future. Again, this is evolving. The release date is expected for April 2023 to include WCAG 2.0 to. This includes a number of things including personas. Fictitious individuals with specific needs that help the end-user to understand or the designer and developer to understand what the needs are of individuals with disabilities.

There is also additional documentation within WCAG 2.2 that is expected. Often with WCAG, principles are referred to as P.O.U.R. Perceivable, Operable, Understandable, and Robust. Every single criterion that falls within WCAG fits within one of these buckets so to speak.

Perceivable is what we perceive with our eyes or ears. Operable is making sure it is accessible through a keyboard or peripheral device. Understandable is making sure the correct language is being used. And that individuals with various learning disabilities or cognitive disabilities can understand the information as well. Robust insurers that any of this information digitally can be utilized within various platforms.

Very simplified interpretation here of Level A, AA and AAA. Level A is essential requirements, Level AA is necessary requirement to meet otherwise some groups will find it difficult to access the web and Level AAA often falls into the bucket of best practice. Not always realistic or possible for organizations to meet Level AAA in many areas but there are some instances where AAA should be considered.

It is worth mentioning here that the White House Accessibility Statement really lends itself to best practices perspective. This is not legislation. This is the White House Accessibility Statement good faith effort. The statement reads in our ongoing accessibility effort works toward conforming to Web Content Accessibility Guidelines WCAG 2.1, Level AA.

These guidelines not only help make Web content accessible to users with sensory cognitive and mobility disabilities, but ultimately to all users regardless of disability. Even though the federal government refers to WCAG 2.0 the White House has put up the statement of sort of an indicator that WCAG 2.0 is there have been a lot of changes since then and they are striving toward 2.1.

It is worth mentioning there's a lot of talk with DEI initiatives - Diversity Equity and Inclusion but so often the accessibility component of it is left out. A lot of organizations are really changing this to DEIA as an initiative rather than just DEI.

Here is an executive order from the White House really including accessibility and is component. The executive order on diversity executive at the nation's largest employer the federal government must be model for Diversity Equity and Inclusion and accessibility were all employees are treated with dignity and respect.

It is worth mentioning here as well and you probably all heard about the balloons in our airspace these days. This is something that is taking place within Congress. Congress passes a bipartisan spending bill December 23, 2022, banning TikTok from government devices. As many of you may know TikTok is a product from China. It has been wildly popular in the US. But there is a ban on using that within the federal government.

The University System of Georgia and state agencies of Georgia have banned the use of TikTok, we chat and telegram on computers and phones owned by state agencies. USG or any of its 26 universities and colleges. That is pretty significant. That is a change that has taken place in recent weeks. Rayianna will go into a bit of detail about TikTok. It is not banned on all phones but from a government standpoint within Georgia as well as the federal government, there are some bands in place for federal and state agencies.

These are short videos that are 2 to 3 minutes long. If you are relatively new to accessibility, short videos can really help open a person's eyes to some of the accessibility limitations that are very much inherent in digital content. Brief videos describing the impact of accessibility and the benefits for everyone in a variety of situations. This is through W3C-WAI videos. It was worth mentioning this.

Color Contrast. It impacts so many people. Whether you have a quote unquote visual impairment are not, as we age, we are all impacted by glare sensitivity and reduced ability to identify color. As I said, there is AA and AAA guidelines and I will not go into the details. You can look them up on your own and I will give you a tool to do that. Basically, the contrast issue is 4.5 to 1 for regular text with AA, AAA is 7 to 1 ratio.

There is a tool you can use to measure an approximation of color contrast that we are including here. But this is an area where best practice of AAA guideline really does benefit many. Personally, I think 4.5 to 1 color ratio is too low. Especially on small mobile devices where we access them in outdoor environments and emergency situations. Please keep that in mind. Best practice really would be the better guideline to follow when it comes to color contrast.

Use of Plain Language which I mentioned earlier is so important. Whether it is someone learning English as a second language or someone accessing content in a very rapid manner in an emergency situation, or whether it is getting the buy-in from the end-user, there is evidence to show that regardless of a person's education, making it cleaner to the point benefits everyone.

We are all very busy. We live in a very busy environment. Shortening it benefits everyone. But also spelling out the use of acronyms for instance. W3C-WAI guidelines encourage the creation of additional content to help users understand less commonly used words, abbreviations and avoid advanced reading levels and difficult pronunciation. There are WCAG resources here for you to tap into.

This is a powerful tool, the quick reference guide. There is a lot in WCAG. If you printed it out you would have over 3000 pages. I have included a URL to this tool. It provides specific and quick access to Colour Contrast or the use of headings or alt text. Very powerful tool that can simplify WCAG quite a bit.

Checking the time. I want to be sure I am allowing Rayianna enough time for all of the content that she has to cover.

Font types and sizes. This is a bit of a gray area when it comes to WCAG because it does not give a lot of guidance in this area. I understand why. When we talk about font sizes this can change for all of us. If you access the same content on social media on your laptop versus your desktop versus your mobile device, the font size is going to change tremendously from a functional standpoint, right?

It does not necessarily create a lot of meaning or usefulness to specify a specific font size for instance. But here are some general themes you want to keep in mind. Overall sans serif fonts are preferred because of their basic design.

On the right side there is an image of serif font and sans serif font. The serif font has more of a Gothic look to it. More of the fancy swirls and atypical way in which we learn to read and write in school for instance. The sans serif fonts generally are the better choice to go to.

Health and Human Services suggest the following four fonts. They transfer over to social media and the Internet and any other documents: Verdana, Arial, Tahoma, Helvetica, and Calibri. Times New Roman is good and technically not considered sans serif. Reduce the number of font types used as much as possible. That provides a cleaner interface. It reduces the cognitive load for an individual to go from one font type to another.

Avoid using font attributes to convey meaning. Such as bold, underlined, italicized, or change in color. Keep in mind somebody who is blind using a screen reader is not by default going to know if you bold or underline or italicize something. Be sure that is the equivalent that is available on the level of importance if you are using those kinds of attributes. Avoid using font sizes much smaller or larger than the surrounding context.

I have a pretty significant visual impairment myself. I am grateful for people who send me things in large text. The intent is good but it actually creates more problems for me because the text they are sending is large and the surrounding application I am using is smaller. You do not want to oversize things. That can be as much of a problem is under sizing text.

The question is often asked, what fonts should be used for individuals with dyslexia or someone who is low vision? There is quite a bit of crossover between the cleaner text that we are talking about here in the benefits that translates to four individuals with low vision or have dyslexia, for instance. This really applies to vision, low vision or dyslexia or other learning disabilities for instance. W3C-WAI accessible design and development overview.

There are great resources here. There is a lot to take in and a lot to learn to be honest to get this right. But we are all on the learning curve on some point. Rayianna and I are learning pretty much daily. There are always new applications coming out and new features. But here are some very valuable resources. It includes tips for getting started with web accessibility. Media resource for audio and video. Web accessibility tutorials and additional design and development resources. With that I will go ahead and pass it onto Rayianna.

RAYIANNA: Thank you Johan an awesome presentation. As mentioned earlier I am Rayianna and I will basically walk you through several popular social media platforms. Along the way highlight ways to make content with his accessible. To make this flow as easily as possible, I will have a very simple structure the general overview of the platform and the content provided in the platform, how to make the content accessible.

In 2009, the world was introduced to Facebook. College students and employees a big tech companies but shortly after it was opened to the wider audience. Once the audience grew, a lot more content types were added than just the typical text posted an image posts in the beginning. Now you can post videos live and prerecorded and you can also post stories and reels. These are basically like TikTok on Facebook.

Starting with the most accessible type of content, on Facebook, text posts. These are easily the most accessible because text is usually readily available to assistive technology software like screen readers. If you can get away with just making text only posts I would try to do so. But we all know that text only posts are not the best. You want to post images and videos as well and I will show you how to make them accessible.

With images on Facebook or just any form, the main pain point in regard to accessibility is alternative text. On Facebook, you have 2 options for providing alternative text. You can either let the application auto generate alternative text for you and that can be cool and fun and easy and fast. But note, artificial intelligence gets things wrong. A lot. You will probably have a picture of a dog and if it is not a clear picture you could describe it as something else.

I would not rely too heavily on auto generated alt text for the second option is to mainly add all text images. Manual alt text can be added when you are posting the picture. At the point where you decided to upload a picture on Facebook you can add the alt text. You can come back later and let us say you have old photos you have not add it all text to, you can go back into the photo and select the menu options for the image, then select edit all text. That is what is shown on the slide. 3 images.

The first image shows the image menu options with the edit all text option circled. The second image shows what it looks like before you decide to change or override all text. It will tell you what was selected or generated as the alternative text. The picture I have is a photo of fireworks and I cannot think of the stadium right now maybe the Braves stadium? Maybe it is an image of fireworks. That's the alternative text provided.

That is cool because it kind of got it right but it looks like it was guessing. I can go in and press the override generate all text button and type my own description of the image which I would probably just say fireworks at a baseball stadium or Braves stadium. That is how you at all text images on Facebook. Moving into videos, with videos we know video should be captioned. To ensure they are accessible to all users. Especially those who are deaf or hard of hearing.

Not even just them but as Johan mentioned if you are in a noisy place, that can cause you to not be able to hear or impair hearing and you can use captions to understand what is being said. Video should be captioned. On Facebook, there are 2 options to add captions. The last time represented there was only 1. That was just to upload the captioning file to the application.

I will get into that a bit later but first let us talk about auto captions. When you post a video on Facebook, on the video there is actually a button now, depending on if the video has enough audio I have tested this with a few different videos and some were quiet in the beginning and it did not give me an option to add captions at all. If it has enough audible content, gives you the option to add auto captions.

Once you turn it on it will overlay the video with your captions and it will spit them out as the words are being spoken. Because it is auto generated and as I said before artificial intelligence does not get it right all the time, you might run into issues where the captions are incorrect. It might read out of something like you may have said ‘dog’ but it may have heard ‘log’. However you can go in and edit the captions. So they are correct.

With auto captions like this because of the way they are posted overlaying you do not get the full captioning effect. However of knowing what is being said by whom in the video. That is something to note. Also as I said they can be incorrect or the option may not be there at all.

That takes us to the second option which is to upload the captions manually. SRT or SubRip Subtitle I believe is the file type or the caption file type that is supported by Facebook.

If you have a video that you wanted to post you would post video first. Then you would log on to Facebook on desktop and then upload the captioning file to the video from there. If you want your own manual captions that is how you would do it. Stories. But before that, let me back up a bit.

Live videos on Facebook can also be captioned. However, they must be captioned using live API. That is something super techie I will not get into because it is more so for developers how they can go and then add the feature. But through that, you can actually add auto captions that way which you might want to consider using Facebook Live.

Stories. Stories have been around for a while. Yet they are still fairly new for some people that do not use them. The best way to describe them would be to think of how you would post stories on Snapchat if you were familiar if not, I am sorry! That is the easiest way I know how to explain it. Think of it as a string of videos and images you can just tap through. When you post them there is a 24-hour timeline. After 24-hour, story disappears. I guess that is the best description.

In stories, you can post videos and images. With the videos, they can be auto captioned. You cannot add your own captions or manually upload captions on stories. They can be auto captioned by adding a captioning sticker which is the equivalent of pressing the auto captioned button when posting the video. With photos, you cannot add all text like in the normal sense of going and impressing in all text button and adding it that way.

However, because screen readers on iOS can pick up the text on top of story you can add text to images and have that be the way of adding all text. You can describe the image using the text feature. Also with reels, I will cover them when I talk about Instagram because they react the same way.

Instagram. Probably the coolest app on the market was created in 2010 as a photo sharing app. Initially open to photographers. Since then the audience has grown as with Facebook. Instead of just sharing images we also consider videos live and prerecorded. We can also share reels as I mentioned before in Instagram and Facebook way of creating TikTok videos in a sense. Also you have stories that are the same as on Facebook.

Making images on Instagram accessible is pretty much the same as Facebook. You have the option to add all text when you add the image or post a picture. You can go in and add your picture and before you upload it you will be given the option to go to advanced settings. Under accessibility you have the option to select all text and write it in. If you do not or you forget, it will auto generate all text for you.

One cool thing about that I guess is it has an ability to go back and richer actively at all text to older images. But what I have found is when trying to access all text with screen readers especially for old images, it is a little spotty. I tested this out with old pictures I had on Instagram for 2016. Some images had descriptions while others did not.

It was not I could not figure out the pattern. It was like it hopped around. Adding descriptions where it could. I would not rely upon all text especially for older images. If you know you have old posts and people tend to interact with them I would go in it actually add alternative text to them. You can do that by going to the photo and editing the photo and adding all text.

Videos work the same way as Facebook.

As far as adding auto captions, you cannot add manually. You actually if you want to add the manual captions on Instagram, you must have your captions burned into the video or open captioned and then upload that video. However if you want to utilize auto captions, you would do so when posting the video.

You would upload the video right before you share it and go to advanced settings. Then under accessibility you would show captions and that would auto generate the captions for the video. To my knowledge there is no way to update or edit the auto generated captions on a regular video post. Moving onto stories however, if you post a video on stories and you add auto captioning to that, those can be edited.

Also was stories the same as with Facebook, you can add alternative text but you can write text on top of the image and describe it that way. As far as I know at the very least with iOS it does pick up the text and you can read it out or have it read back to you. With reels, they work the same way. If you are posting video reels, you have the auto captioned future built into it where you can add captions that way.

Most people do not post images or did not used to because it was not really what they were used for. But if you do need to post an image to a real you can add all text and you can write text on top of the real and have it picked up by screen readers.

One last thing to know before moving on from Instagram. When you are creating Post descriptions or captions, I am trying not to use the term captions too much because the term is used for something else but when creating descriptions for the post, do not use hyperlinks or URLs because they do not hyperlink directly from the posterior scription. If you need to send your audience to a website, I recommend posting the URL in your profile. Then guiding them there. Or actually posting the URL in your stories and using the link sticker. That will hyperlink and take them to the website.

Twitter. This is really fun. It is a social network microblogging site created in 2006. It has quite a few different context types: Text only tweets, voice tweets --

JOHAN: I want to let the attendees know the ASL interpreter needed to step away for just a moment. His camera is disabled but he will be back shortly. Please keep in mind we are also providing transcripts for this entire presentation as well as the follow-up. I wanted to notify the attendees in case you see the ASL streaming camera being disabled at this point.

RAYIANNA: You want me to pause and wait until he returns?

JOHAN: For the sake of time, let us keep going. We will provide the transcripts for this as well. I do not know how long he will be away. I want to make sure we can wrap up by 11:30 AM. Let us continue on then as I said we will follow up with the transcripts.

RAYIANNA: Okay cool. That works for me. Twitter you have a few different content types like text only tweets, voice tweets, you can upload videos, images, polls or you can ask audience questions and Twitter spaces. Starting with the most accessible content type which you will see here text only tweets are the most accessible because as I said, text is already available to screen reader technology or assistive technology and can be easily picked up.

If you can get away with text only tweets I would try to. But text only tweets unless you have really funny jokes or something are kind of boring so you do want to add videos and captions and that is okay. Videos and images. With videos they can be captioned by uploading manual captioning file. It is a little bit more involved than it would be with Facebook for instance where you are having to go to one of 3 places.

Either you go to Twitter Media Studio, Twitter add site or you can use the twitter API to add captions that way for developers. It is a bit more involved. The easiest of those would be to go to the studio you are just going in there and finding the video and uploading the file.

With images, adding all text is a lot easier than adding captions to the video because it is already built into Twitter.

Once you are adding image to a tweet, you will immediately be given an option to add a description if on desktop or to add alt text with a little alt text button if you are on mobile. Once you click either button, it opens a text box. Your given 1000 characters or less. You can go ahead and describe your image before you even at a. One thing not on the slide is polls. Last time I presented this I talked about how they were inaccessible and do not post or tweet them if you can get away with that.

But that has changed and they are now fairly accessible on the very least on iOS. I tested it out last night and the day before and if you use voice over you get to a tweet that has a poll in it here is the tweet or the question here are the options. It will tell you when the poll expires because they do expire which is really cool and an upgrade.

Now we move into voice tweets and Twitter Spaces. On Twitter accessibility website it says they have auto captions for voice tweets and Twitter spaces and I thought that was very cool until I tested it. I found it is actually not true. Or at least it does not work. I tried a million different ways and I actually been figured out it was something that appears to be discontinued at least recently.

A few people were talking about it on Twitter and basically saying they were cutting off a part of basically the population because they will not have access to the spaces. I realized I did not describe what he twitter space is. Twitter spaces are a space where people can come together and discuss whatever topics they like to discuss in an audio format.

It is only microphones and no cameras. For somebody who is deaf or hard of hearing not being able to have captions in that space is honestly very detrimental and keeps them from being able to interact and be part of the conversation. That is something I thought I would add. If you are an organization that likes to use these features, I want you to be aware of the limitations.

Snapchat. It is a social networking and instant messaging app created in 2011. It has 2 main content types: Snaps which are images or videos that you can send individually to your contacts with a Snapchat or stories which are just a collection of your snaps that you share to all of your followers. With images on Snapchat, there is no real way to add all text. I found because the last time I tested it does not really pick up text well, you cannot do a workaround of adding text on top of the image.

However I did learn it auto describes images on its own. That is great. But if it is something that you had not seen before or did not how to describe it does not describe it accurately. I tested it out with the person I was following. It was a lady in her car talking. I guess because she had on a big T-shirt and basketball shorts it described her as a young boy wearing a T-shirt and basketball shorts!

It does not describe things the very best. Also with videos, you cannot add captions manually. I would just say out of all of these Snapchat is probably the most inaccessible. If you need to postings on social media I would try to use other applications first. Instead of having Snapchat as the go to.

Onto the fun one, TikTok. TikTok is a video sharing application I think used to be musically based before it became TikTok. And has one main content type which is videos. Live and prerecorded. They can go from 15 seconds up to 3 minutes and I think even longer now if I am not mistaken. It is a pretty addicting app if I say so myself.

With TikTok there are 2 ways in which captions can be added. First, the option in TikTok to use the auto generated captions. They can be turned on at any point in time when posting content. This is kind of similar to adding captioning to your stories on Facebook or Instagram. It is auto generated but you can edit them to be sure they are correct.

The second option is captions can be added to a prerecorded video. Your kind of burning the captions into the video. Uploading it like that. The captions will obviously come from a third-party site and you upload that onto TikTok. If you are uploading captions they must be added at the time of creating video. Kind of content related any cool thing about TikTok is it has a photosensitivity warning. In regard to making content accessible, refrain from having flashing content.

As Johan mentioned it is not as big of issues as recently but I do still see it from time to time. Especially with certain filters. They have a flashing filter or feature to it. You want to be aware of adding content like that. On the other side of it, if you are an end-user you can turn on photosensitivity warnings if you know your somebody who is sensitive to these kinds of things. It will give you a warning before showing flashing content.

Another cool feature of TikTok is it has Text To Speech which is great. I would utilize that or turn it on when posting content that you have text on top of the screen or adding text. Try to use a voice that is able to be understood. 's Something that is clear especially when providing important information. There are quite a few different voices and some are a bit distorted.

On to YouTube. Everyone knows YouTube. It is a video sharing and social networking site. It has one type of content videos and also community posts which I will explain later. On YouTube, you have regular video source longform videos which are any videos over one minute. Then you have shorts which is any video that is like 59 seconds and under.

Captions are available for live and prerecorded content. You can have either auto generated captions that are created by YouTube or you can upload captions from third party service or you can type out your own captions if you would like to do it. Also what sets this apart from TikTok and other video sharing applications, you can upload your own transcripts in plain text format to have as well.

I utilize transcripts and I utilize them the most in graduate school because I did not want to sit through videos and I was searching for specific things. That is really cool but also having the timestamp of what is being said at a certain time is definitely beneficial for users who are deaf or hard of hearing.

Also what sets it apart is the ability to add Audio Descriptions via third-party services. YouTube is really on the ball with accessibility. They should be. They are one of the biggest platforms in the world. You also have the ability to add translation for users who might speak a language that is different than the language you are speaking in the video in regard to captioning.

Community posts. For those of you not familiar with community posts, they are like taking YouTube and combining it with Instagram and Twitter. You can post images and also post polls. The images I have found are not able to have all text or it cannot be added. It does not appear that YouTube has a feature that auto generates all text. I have tested it on desktop and mobile and I have come up with the same conclusion.

On both versions of the application or the website, images are read as images. If your organization has a YouTube channel, and you want to post images, I will refrain from posting them on YouTube. I would reserve that for a different application that has more accessibility in regard to posting images.

When it comes to polls they are kind of accessible on desktop. But they are actually inaccessible on mobile devices. Specifically on iOS. The entire post is just read like a post. Then goes to the next thing. If you are wanting to use polls I recommend Twitter.

Onto WordPress. WordPress is a Content Management System created in 2003. Primary use is for blogging. The main content types are text only posts, images and videos.

Once again, text only posts are the most accessible type that you can have. If you can get away with text only be my guest. But if you need to upload images, you will be happy to know WordPress allows you to add all text and has a built-in all text feature that is super easy to use. Whereas when you upload an image, you will be given the immediate option to add alt text.

Videos. WordPress actually recommends embedded videos or that you should actually embed videos or link embedded videos onto WordPress. If you have a video on YouTube use the embed code to post on WordPress instead of actually uploading the video to WordPress. What this actually does is save a lot of space on the WordPress side. Tools for Life Advisory Council Meeting video files are pretty large. You do not want to upload it to WordPress.

In doing that, let us say you embed from YouTube, you know you have an option to add captions and transcripts and everything needed for the video from there. Also Audio Description. This is actually something WordPress recommends embedding videos from third-party services.

Linked in. A social network designed to connect employees and employers. There are a few content types. Text only posts, images, videos, you have the ability to create advanced, articles can be uploaded I am sorry you can create articles and upload documents. With text only posts once again they have the most accessible type of content. With images, you can add alt text. And there are 2 images on the slide that show what it looks like when you add an image to a post on

LinkedIn. You are immediately given the option to add alt text. Once you begin adding it, it actually tells you what all text is used for and what benefits which is great for people who have not been exposed to accessibility. It guides you into how you will write the alt text. For videos you can upload a video and then upload an SRT file when you upload the video to LinkedIn.

In regard to articles, as far as accessibility, you get 2 heading levels. Be sure to use them properly. All text can be added to the images within your articles. Also, you can link content from other places. Be sure your linking content that is accessible. If you link something that is inaccessible, it will not really be great for your end-user especially when they come from the accessible version. That is something to think about.

Shifting gears a bit, we will get into design considerations. Basically things to remember when planning out content. Whether you are posting or creating a platform design is important. Start with colors. Ensure that you are using colors with adequate contrast ratios. Using certain web accessibility tools like Colour Contrast Analyser makes this pretty easy because 1, it will tell you if you have insufficient contrast ratio. Also it can actually let you know which guidelines it fails.

Basically a confirmation of whether you are on the right track when planning out and designing color pallets. As Johan mentioned before, with fonts, with the styles and sizes of fonts, you want to stick to sans serif and avoid bold font styles also do not combine bold, italic and underline.

On the slide if anybody is familiar with Cam Newton, he has a font he likes to use on all his posts. I am not sure how he does it but the actual posts on his social media platforms like text outside of images actually has his fonts. Pretty crazy! But it is really hard to read. I know there probably some fans who had actually reached out and said this before. Even if you do not have a cognitive disorder or a visual impairment it is hard to read.

He likes really long posts. Stay away from doing things like this. It looks cool but in the long run if you are providing information, important information and he uses such promote some things that have good information in them, but it is really hard to read. Probably difficult for people to understand as well or make sense of. So stay away from doing any crazy things with fonts.

With graphics especially complex ones, you should not share that there I am sorry ensure their accurately described. Images and textured contain alternative text that reiterate the text in the image. With videos we have gone over this before throughout the entirety of the presentation but make sure the videos have captions, descriptions and whenever possible ASL.

In regard to photos, if you are using a picture with a person with a disability, make sure it is not an actor portraying a disability. This is the same for videos. There are some resources at the end of that can provide you with some connections or a place to go to get photos of people who actually have a disability.

Finally, a quote at the end: *Begin with the end in mind*. It is a lot harder to retrofit and glue things together after something has already been built. Began thinking of these things ahead of time before you make a post or create content.

One other thing because I remember there was a question about Canva. All of these design principles can transfer over to that. White for colors or font styles or graphics, keep all of that in mind when creating things on Canva. Back to Johan.

JOHAN: Excellent. Thank you Rayianna very detail. You really got into the minutia. We presented on this topic not too long ago. Hearing Rayianna present again, the hands-on investigation she has done regarding accessibility it is amazing how quickly the landscape changes. Here are a number of resources to follow up on as you deem necessary or appropriate for your particular organization.

Facebook accessibility, Twitter, TikTok, YouTube, WordPress, LinkedIn. They all have resources on accessibility. Do not be surprised if they are not continually updated the way they necessarily should be. I know with Twitter specifically, the accessibility department within

Twitter with the major layoffs they had, the accessibility department was hit pretty hard. Accessibility should be baked into all of this but very often it is a standalone unit that does its best to keep up with the updates and upgrades on these platforms. Continually changing as you have heard with Rayianna in her presentation.

Some additional resources. How to make your Facebook or Instagram post more accessible. Twitter help how to make images more accessible for people. USAGov step-by-step guide to making Snapchat stories as accessible as possible. TikTok accessibility. Make your content more inclusive. Then make WordPress accessible blog. These are all great resources to follow up on as needed.

Both Rayianna and I mentioned the importance of color. Here is a free Colour Contrast Analyser you can download from The Paciello Group. It works both on Mac and Windows based computers. Another link for the Federal Plain Language Guidelines that might be helpful.

Here is a valuable tool the Hemmingway Editor. It allows you to get a sense of the language level at which you or your organization are using. Drop in a sample of text into the editor and it will put forth the grade level. Eighth grade, eleventh grade, etc. Gives a ballpark of the language. The language may need to be simplified further in order to reach a broader target audience.

As Rayianna mentioned with images, if you're going to use images of individuals with disabilities, do not have somebody without a disability sit in a wheelchair and pretend they have a disability. The type of wheelchairs that are used, the individuals, just be sensitive to it. Here are a few resources. Getty Images and Disabled & Here photos.

We will now address to your registration a number of you had submitted questions which Rayianna and I consolidated which we we'll now take. If time allows I know there are several questions in the Q&A today. We are at 11:20 so we will try to address as many as possible.

Specific to document the question was asked how to make registration forms accessible if not web-based. If not web-based, you are likely looking at a word document or PDF.

Technically, these can be made accessible. The challenge with those formats is if somebody is accessing a form on their phone or tablet, or they have an older version of Adobe or word, sometimes it does not translate well. Creating registration forms can be pretty straightforward. We have used survey platforms in the past depending upon how complex it gets.

There are free and highly accessible survey platforms like Google Forms or Microsoft Forms. We have used Alchemer which used to be called survey gizmo which has been highly successful for many years. It gives us the range and options that we need very often for collecting information. Some of the others are free and do not have quite the options available that some of the paid versions do.

Recommended programs or software to use for creating accessible documents. This is a webinar in training unto itself. The simplest way to do this is if the end product is going to be a PDF, for instance, you want to make that a highly accessible word document then save as a PDF. If you are going with InDesign and it gets quite a bit more complex or you are using Adobe professional for instance, again that is a topic in and of itself we can certainly address in the future.

Once again, keep it as simple and straightforward as possible if you can by creating it initially as a word document. That allows you to edit it, right? Then save as and accessible PDF. How do you best addressed neuro- diversity for social media use? That is a great question. Neuro- diversity really lends itself to individuals who comprehend and retain information in varying ways.

On some level, we all access information and retain it in slightly different ways. But I will say the Web Content Accessibility Guidelines lends itself very well to ensuring a range of individuals with disabilities have the maximum amount of excess possible. It is not perfect by any means but when you look at some of the resources that we considered, especially WCAG Level AAA when it talks about Plain Language and the use of language, when you look at the federal guidelines of Plain Language, those are useful resources.

The truth of the matter is when you make it more accessible for a neurodiverse population, you improve it for everyone. Time and time again accessibility benefits everyone across the board.

Rayianna you addressed some of this within your presentation. Canva has become a popular tool for content creation, how can we be sure that is accessible. Did you want to add to that ?

RAYIANNA: I do know people typically tend to export into PDF word document files from Canva if I am not mistaken. Going in and utilizing the accessibility of those applications to be sure the reading order is correct on your files in on your word document specifically.

I know typically people who use screen readers use Word documents. Making sure the headings are correct and the alt text is on the images. That can be something else that is outside.

of exporting it but that something else I wanted to add.

JOHAN: Excellent and thank you Rayianna. Is there a checklist for tips and tricks for creating social media content for audiences with access or functional needs? I get nervous when people rely too heavily on checklist. As you saw with Rayianna's portion of the presentation it is very nuanced and can really change from one application to the other. The resources we provided are excellent. What I would do is micro focus specifically on what you are looking at; which application or app you are using.

I will drop into the chat a resource called Easy Checks first review of web accessibility that lends itself well to accessibility for social media. I will see if I can drop it into the chat. We only have a few minutes left but please bear with me. This might be another resource that can be beneficial to some of you. This is from W3C-WAI that does a good job of not going into the weeds but providing starter information with accessibility.

Easiest low-cost methods for adding captions to videos. YouTube is a great resource for that. As Rayianna mentioned, there is the auto generated captions which please do not rely on them! But you can manually create captions. It is a service that CIDI provides at a low cost of providing captions to videos as well as Audio Description. But there are other vendors out there as well. If you are motivated, you can certainly go to YouTube and explore ways to do them manually as well.

I think we have time for one or 2 more. Next goes to Rayianna. Availability of closed captions interpreting services and ASL and Facebook Live or other live videos and social media. I believe you covered some of those aspects in your presentation.

RAYIANNA: Yes I did in regard to Facebook and I mentioned YouTube live-streaming. If I did not I apologize. On YouTube you can also have captioning when live-streaming. You can do it through third party like StreamText. Also in regard to ASL, I am not 100% aware of any features like Zoom has an interpreter feature where you can at a spotlight of an ASL interpreter.

A great workaround for that would be to have somebody else join the livestream and add an interpreter. Setting it up like that. I know on Facebook you can go live with up to 4 people having one of those designated as an ASL interpreter would be a way to provide the kind of service.

JOHAN: Excellent think you Rayianna. It was a pleasure co-presenting with you. Thank you for the amount of time you invested in researching all of this and providing such a robust source of information to so many. Thank you for all of you for attending. This was well attended. It hovered just over 200 attendees for a while. We had close to 400 people registered.

It will be recorded and sent out. The full PowerPoint as an accessible PDF. The MP4 video as well as the captions for this, the transcripts for this entire training. Thank you for taking time for attending. I really appreciate it. With that, I will close it out.

RAYIANNA: Thank you all and see you.

JOHAN: Thank you and goodbye.

Session Ended.

*This is a Captioned transcript provided by CIDI to facilitate communication accessibility and is not a verbatim record of the classroom session.*