Social Media Accessibility

Rayianna Daniels-Wynn, MBT, CPWA

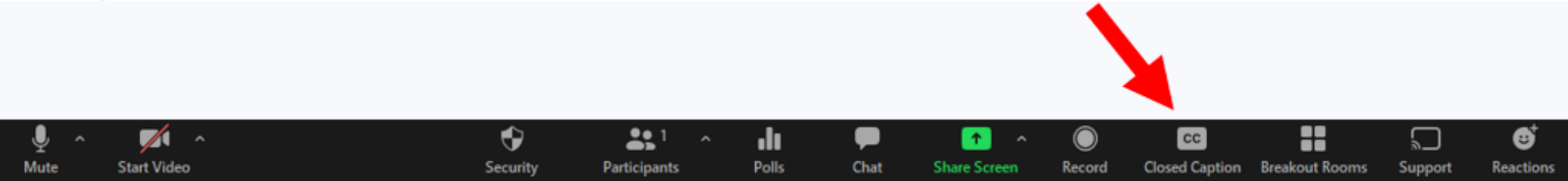
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Live Captions Provided

Two Options:

1. Access StreamText link available in the “Chat” (“Chat” control in Zoom toolbar).
2. Access the “Closed Captions” option (“Closed Captions” control with “CC” above it in Zoom toolbar).





AccessGA

- AccessGA is a collaborative project of the State ADA Coordinator's Office – Georgia State Financing and Investment Commission (GSFIC), Georgia Technology Authority (GTA) and Georgia Tech's Center for Inclusive Design & Innovation (CIDI).
- AccessGA's purpose is to support State of Georgia agencies with Information and Communication Technology (ICT) accessibility, promoting equal and timely access for employees and customers with a wide range of disabilities.

Center for Inclusive Design and Innovation (CIDI)

CIDI has over 20 years of experience providing **accessibility services** to the USG system, the state of Georgia and nationally with more than 30 years conducting research to support the needs of **people with disabilities** in the built environment, employment, technology and aging.

- CIDI provides the following services:
  - Braille
  - Captioning and Described Media
  - Digital Accessibility and Usability Experience
  - Document Accessibility Services
  - Tools for Life

https://cidi.gatech.edu/





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Presenter

Rayianna Daniels-Wynn, MBT, CPWA, holds a Bachelor of Science in Computer Science from the University of Tennessee at Chattanooga and a Master of Business and Technology from the University of Georgia. She brings extensive experience in web accessibility training, accessibility evaluations, web development, and IT support. Rayianna also delivers training on a wide range of applications and assistive technology solutions to higher education institutions across the country.



Session Agenda

- Importance of Accessibility
- Accessibility is Not Optional
- Guidelines and Standards for Accessible Communication
- Social Media Accessibility
- Design Considerations & Additional Resources
- Q&A

Learning Objectives

- Recognize consequences of inaccessible social media
- Identify accessibility challenges on social media
- Identify effective workarounds for accessibility on social media platforms

Americans with Disabilities Act (ADA) Overview

Overview of ADA Title II

- Applies to all state and local government agencies
- Requires that all programs, services, and activities must be accessible to otherwise qualified individuals
- New Regulations include a technical standard for the accessibility of websites and mobile applications

Digital Accessibility Technical Standards

- Digital content must conform to WCAG 2.1 Level A and AA, establishing a clear, enforceable accessibility benchmark, which means:
  - It can be accessed using assistive technology
  - Is easily navigated without barriers
  - Can be understood and used by everyone

Accessibility: Why It Matters

Accessibility Barriers

- Language Complexity
- Captioning
- Color contrast
- American Sign Language and other signed languages
- Alternative text
- Audio descriptions
- Flashing images
- Poor design

How to Remove Barriers

- Universal/Inclusive Design
- Assistive Technology
- Self-advocacy, systems advocacy
- Choosing the right platform

Why Access Is Important

- Keeping informed during an emergency
  - Real-time updates during emergencies
  - “Marked safe”
- Updates in real-time
- Testing site closures or openings
- Transit route changes
- Social media is often the primary access point to critical information

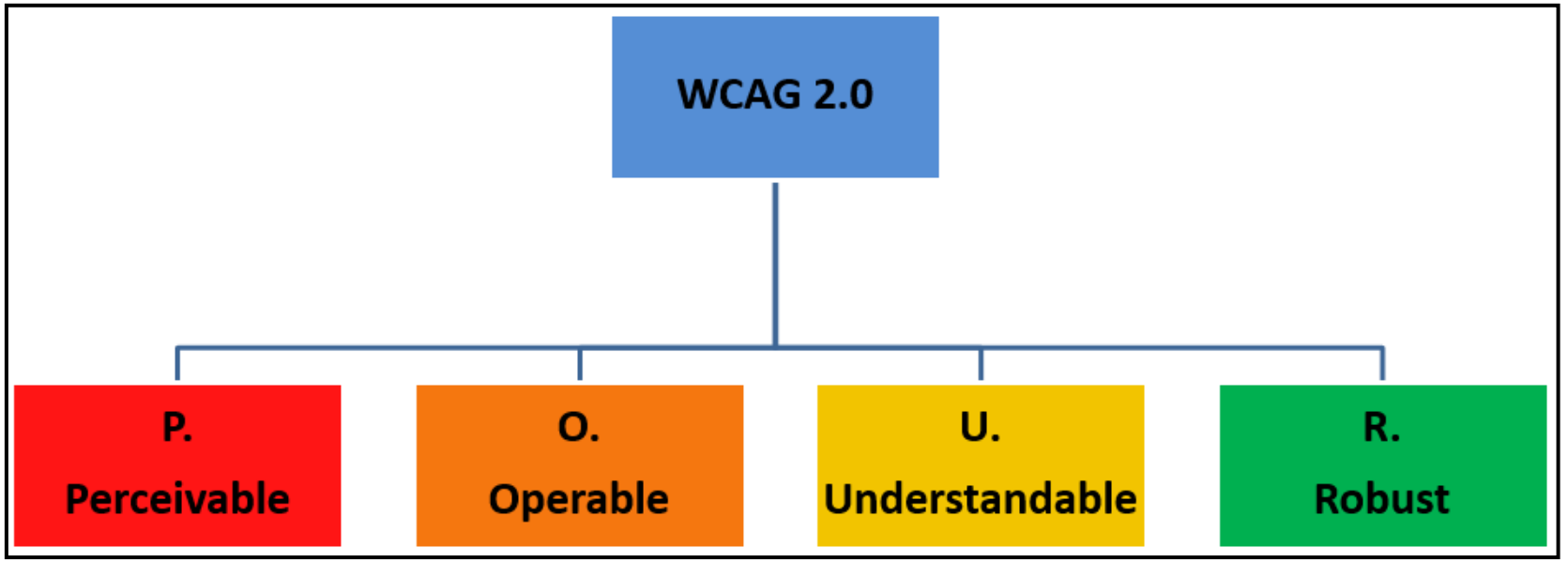
Guidelines and Standards for Accessible Communication

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Web Content Accessibility Guidelines

- Developed by Web Consortium's Web Accessibility Initiative (W3C-WAI)
- Latest version is WCAG 2.2

Accessibility Principles:
https://www.w3.org/WAI/fundamentals/accessibility-principles/

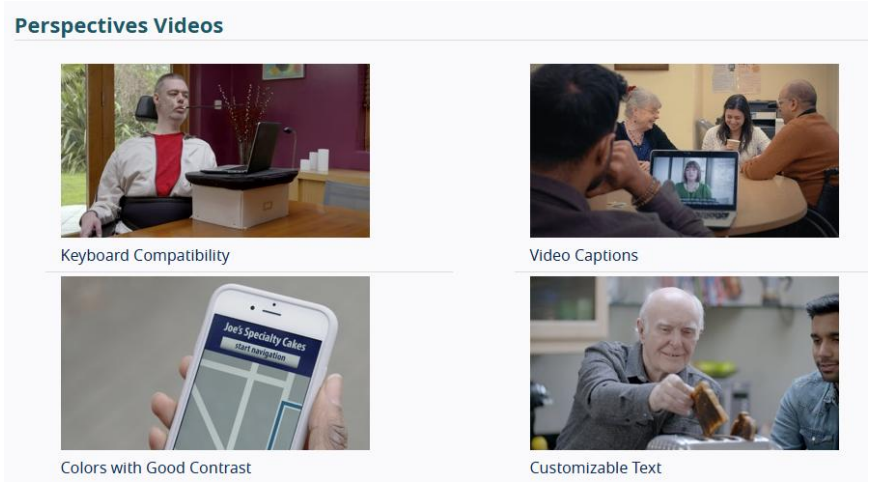


WCAG Levels A, AA, and AAA

- **Level A:** Essential requirements to meet, otherwise it will be impossible for one or more groups to access the web content.
- **Level AA:** Necessary requirements to meet, otherwise some groups will find it difficult to access the web content.
- **Level AAA:** Best practice: In order to make it easier for some groups to access the web content.

Perspective Videos

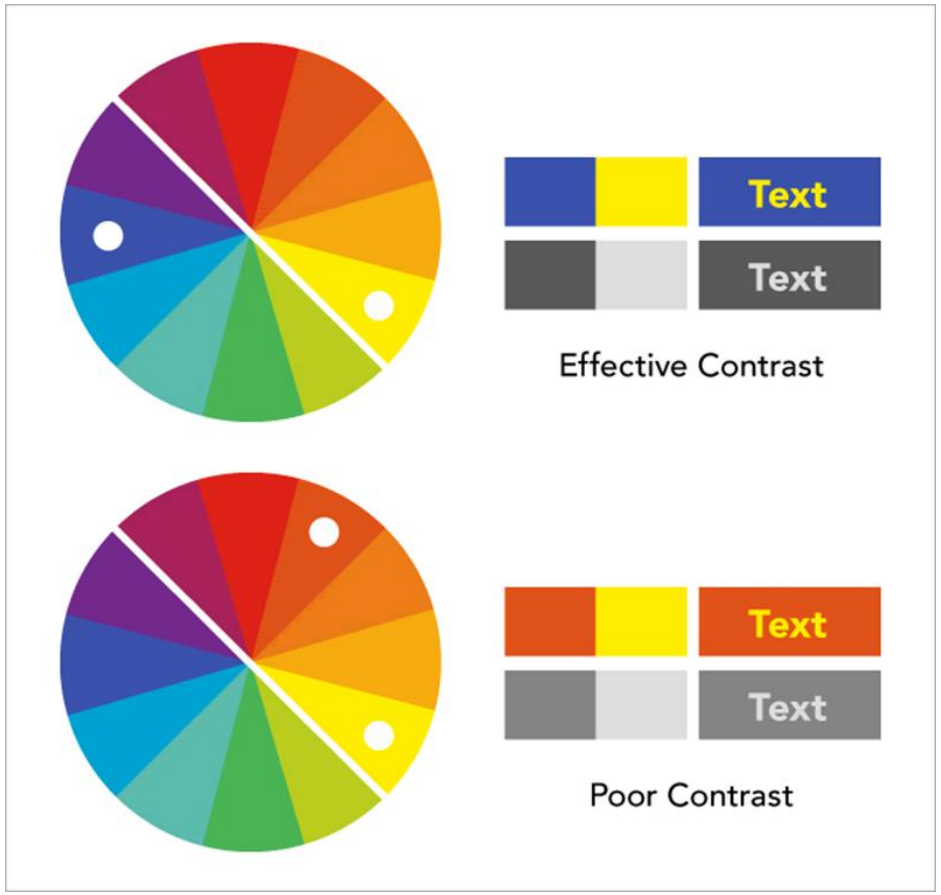
- W3C-WAI Perspective Videos https://www.w3.org/WAI/perspective-videos/
- Brief videos describing the impact of accessibility and the benefits for everyone in a variety of situations.



Color Contrast

- AA Guideline
  - Contrast Ratio of 4.5:1 for all text and images of text
  - Contrast Ratio of 3:1 for large text
  - Excludes inactive UI components, decorative images, and logos

- AAA Guideline
  - Contrast ratio of 7:1 for all text and images of text
  - Contrast ratio of 4.5:1 for large text
  - Excludes inactive UI components, decorative images, and logos

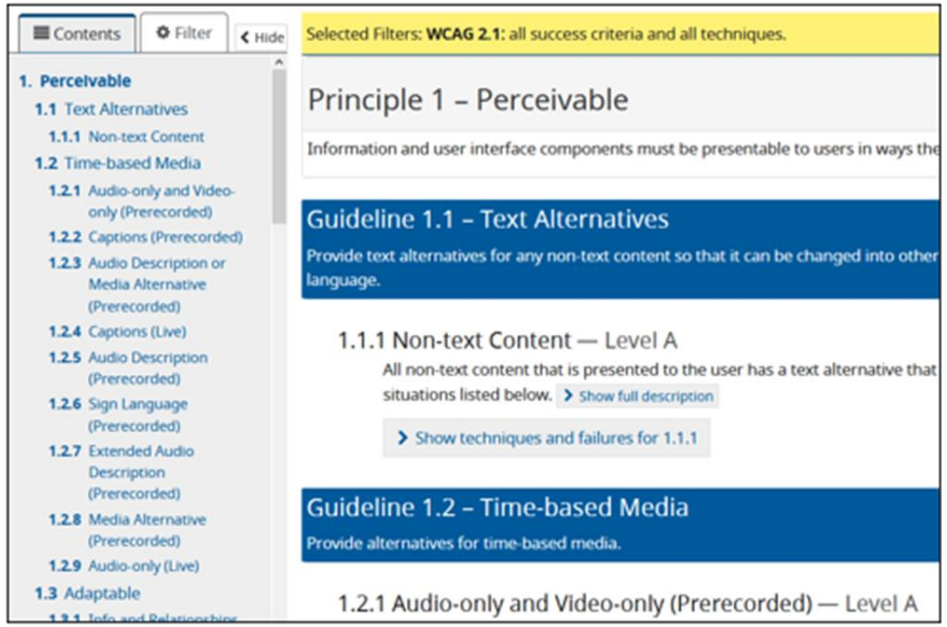


The Use of Plain Language

- W3C-WAI recommends adding content to explain uncommon words, abbreviations, and difficult language.
- Implement content writing standards that avoid additional content unless it is essential to the content
- WCAG Resources Regarding Plain Text:
  - 3.1.3 Unusual Words
  - 3.1.4 Abbreviations
  - 3.1.5 Reading Level
  - 3.1.6 Pronunciation

WCAG Quick Reference Guide

- Customizable quick reference to WCAG requirements and techniques



Font Types and Sizes

- Sans Serif fonts are preferred
- Health and Human Services suggests the following for PDFs:
  - Verdana, Arial, Tahoma, Helvetica, and Calibri, Times New Roman (not sans serif)
- Reduce the number of font types used as much as possible.
- Avoid using font attributes to convey meaning (i.e., bold, underline, italicize, change in color).
- Avoid using font sizes much smaller or larger than the surrounding context

W3C-WAI Accessible Design and Develop Overview

- Guidance for writing, designing, and developing for accessibility
- Tips for Getting Started with Web Accessibility
- Media Resource for Audio and Video
- Web Accessibility Tutorials
- Additional Design and Development Resources

- W3C-WAI Design and Develop Overview: https://www.w3.org/WAI/design-develop/#tips

Social Media Accessibility

Facebook

- In 2009, the general public were allowed access
- Content Types
  - Text posts
  - Images
  - Videos
  - Live and pre-recorded
  - Stories

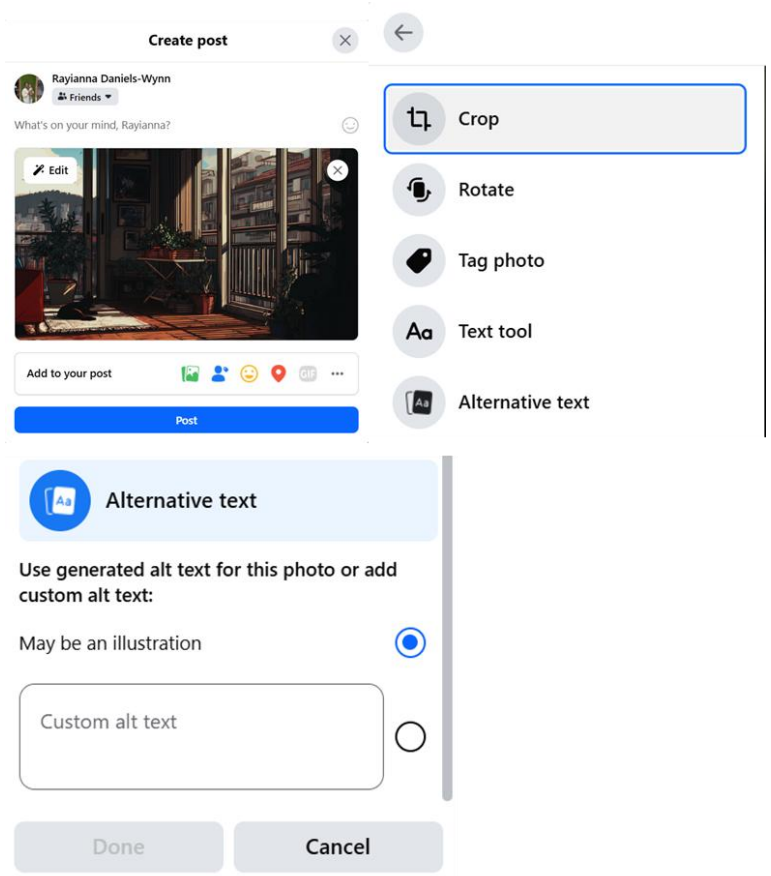


Facebook – Content Accessibility

- Text Posts
  - Scalable font sizes
- Images
  - Alt Text
    - Manual and auto-generated
    - Can be added during or after posting
- Reels
  - Captions
    - Auto-generated or manual
    - .srt is the supported caption file type
      - Can be added after posting
- Stories
  - Videos and/or photos
    - Captions can be auto-generated for videos

Facebook – Adding Alt Text (Desktop)

1. Click Photo/Video at the top of your Feed.
2. Select the photo you want to add.
3. Hover over the photo and click the Edit button.
4. Click Alternative text in the menu on the left.
5. The automatically generated text will be shown on the left of your photo. Click Custom alt text to edit it.
6. Write your alt text in the box.
7. To save, click Save.

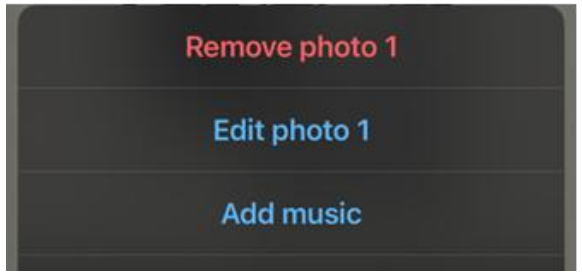


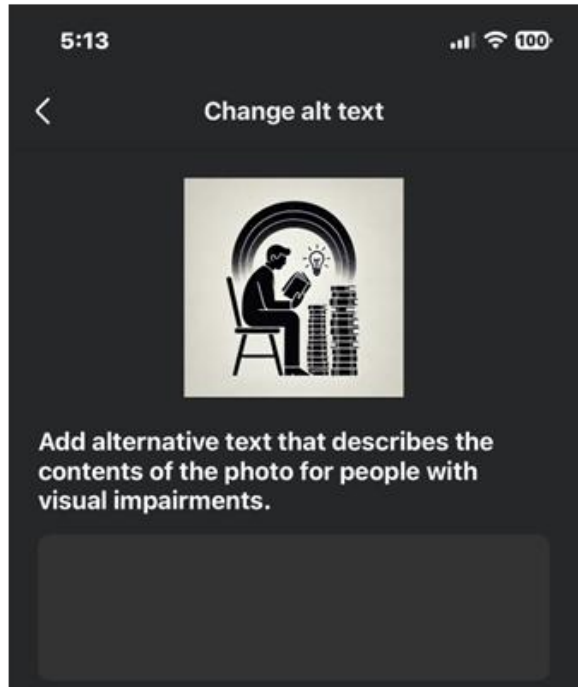
Edit the alt text for a photo on Facebook: https://www.facebook.com/help/214124458607871/?cms_platform=www&helpref=platform_switcher

Facebook – Adding Alt Text (iPhone/Mobile)

1. Start creating an image post
2. After uploading the image, tap the three dots at the top of the image.
3. Tap the Edit alt text button
4. On the Change alt text screen, write the alt text for the image.
5. Click Done and then upload the post.







Instagram

- Created in 2010 as a photo-sharing app
- Content Types
  - Images
  - Videos
    - Live and Pre-recorded
  - Reels
  - Stories

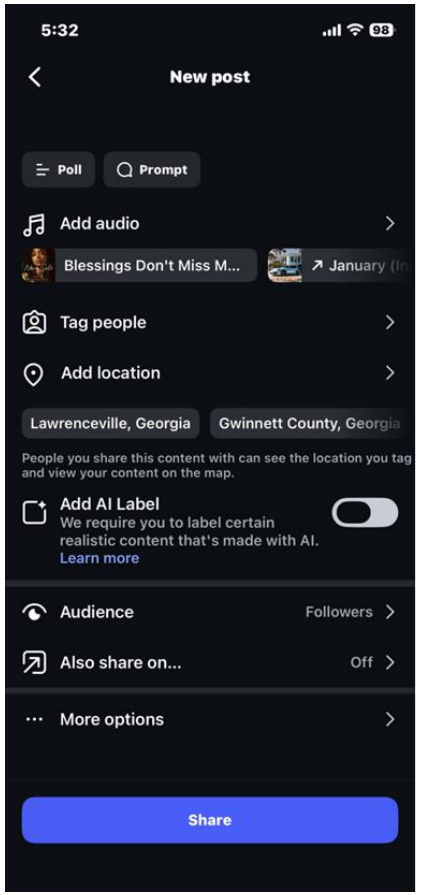


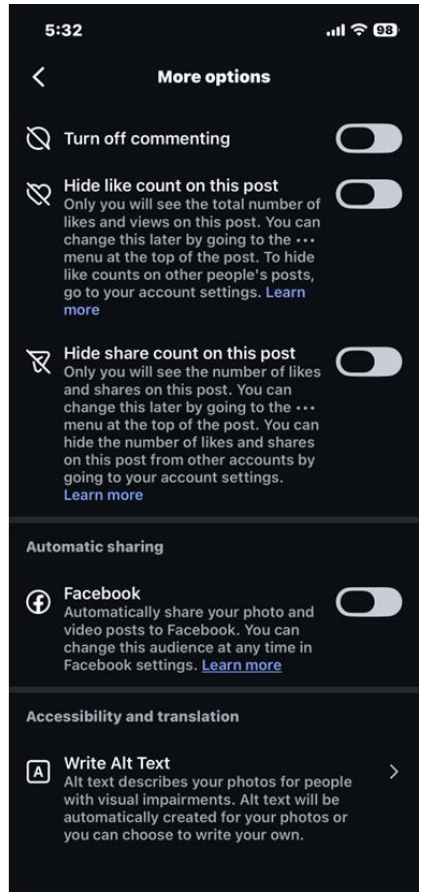
Instagram – Content Accessibility

- Images
  - Alt Text
    - Alternative text can be added to images
- Videos
  - Captions
    - Captioning available when posting
- Stories
  - Captions
    - Captioning available through captioning stickers
- Reels
  - Captions
    - Captioning available through captioning stickers
- Post Descriptions (Captions)
  - URLs do not hyperlink

Instagram – Adding Alt Text to Image

1. Start by **uploading an existing photo** to Instagram.
2. Choose a filter and edit the image, then click **Next**.
3. Tap **More Options**.
4. Tap **Write Alt Text**, then write the alt text and Save.
5. Click **Share** to post.





Instagram – Adding Captions to Reels

1. Before **sharing a reel,** scroll through the options across the bottom and tap the **Closed Caption** symbol (cc).

2. Instagram will auto-generate captions for your video.

3. To **edit** the captions, tap them and then edit.

4. Once done, tap Next to proceed with the rest of the upload options.





Instagram – Adding Captions to Stories

1. Before sharing your story, tap the Stickers option.
2. Select the Captions sticker.
3. Instagram will auto-generate the captions for you.
4. To edit, tap the captions and edit as desired.
5. Share the story.



X (formerly Twitter)

- Social networking and microblogging website created in 2006
- Content Types
  - Text-only Posts
  - Videos
  - Images
  - Polls
  - Spaces

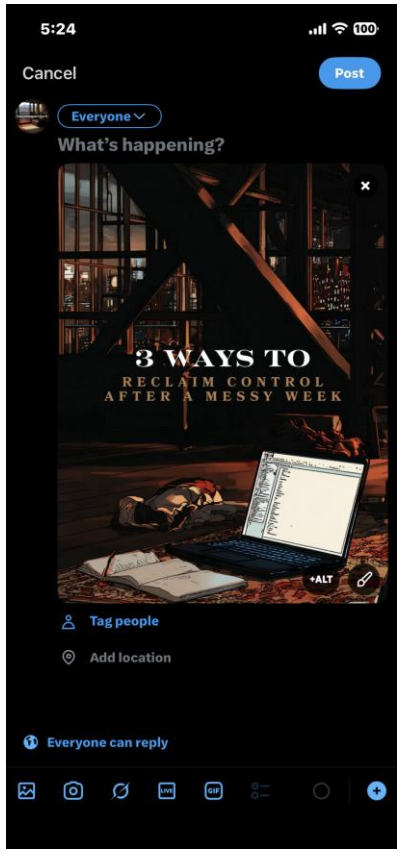


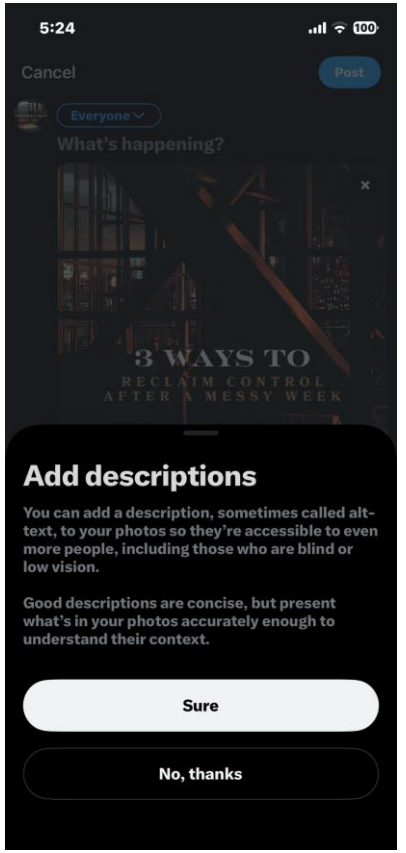
X – Content Accessibility

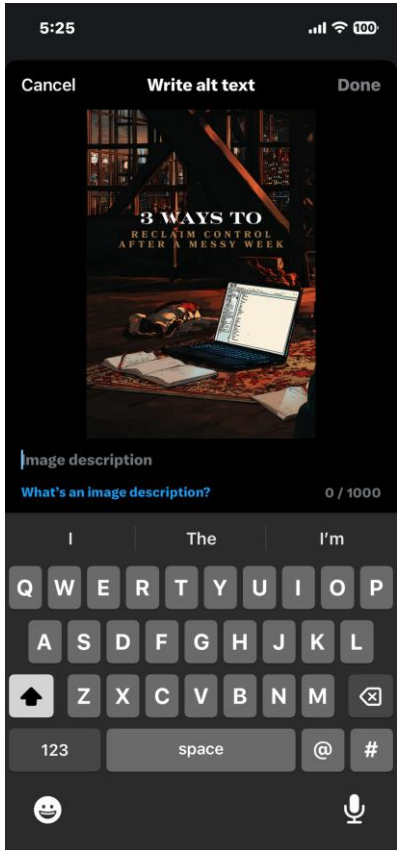
- Text-only tweets
  - Most accessible content type
- Videos
  - Captions
    - Support for .srt files
- Images
  - Alt Text
    - Image descriptions can be added before posting
- X Spaces
  - Auto-captions only

X – Adding Alt Text to Images

1. After selecting the image you want to upload, tap the alt button
2. You will be given a brief description of alternative text.
3. Write your alt text and tap Done.







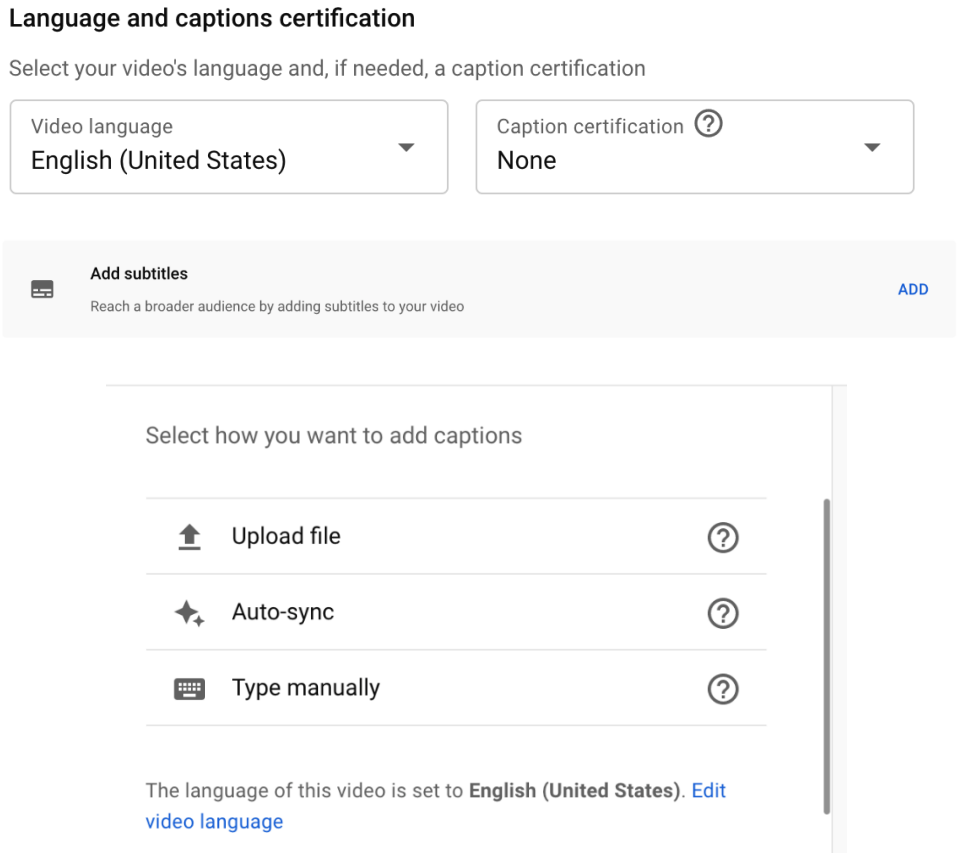
YouTube

- Video-sharing and social networking site created in 2005
- Content Types
  - Videos
    - Long form
    - Shorts
    - Live Stream
  - Community Posts
    - Images
    - Polls
      - Images
      - Text
    - Quizzes



YouTube – Content Accessibility - Videos

- Videos (long-form, Shorts, live streams)
  - Captions
    - Available for live and pre-recorded content
    - Auto-generated by YouTube
    - Manual captions can be uploaded from a third-party service or typed by users
      - Supports most captioning file types including .srt, .sbv, and .vtt
  - Transcripts
    - Can be uploaded
      - Plain text format
  - Audio descriptions
    - Add via third-party services
  - Translation



YouTube – Content Accessibility – Community Posts

- Community Posts
  - Alt Text
    - No mechanism to add alt text at this time
    - Adding text to post can be used as a workaround
  - Polls
    - Not fully accessible via VoiceOver

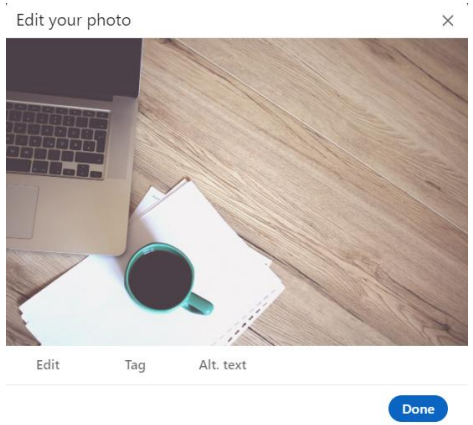
LinkedIn

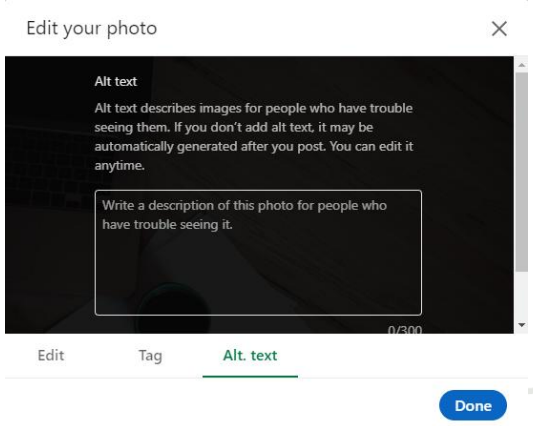
- Social network designed to connect employees and employers.
- Content Types
  - Text-only posts
  - Images
  - Videos
  - Events
  - Articles
  - Documents



LinkedIn – Content Accessibility

- Text-only Posts
  - Most accessible type of content
- Images
  - Alt Text
    - Able to be added when uploading image
- Videos
  - Captions
    - Can be added when uploading video
    - .srt is the only supported file type
- Articles
  - Two heading levels provided
  - Alt text can be added to images
  - Linked content
- Events
  - Add alt text to image during creation of event
- Documents
  - Upload accessible documents



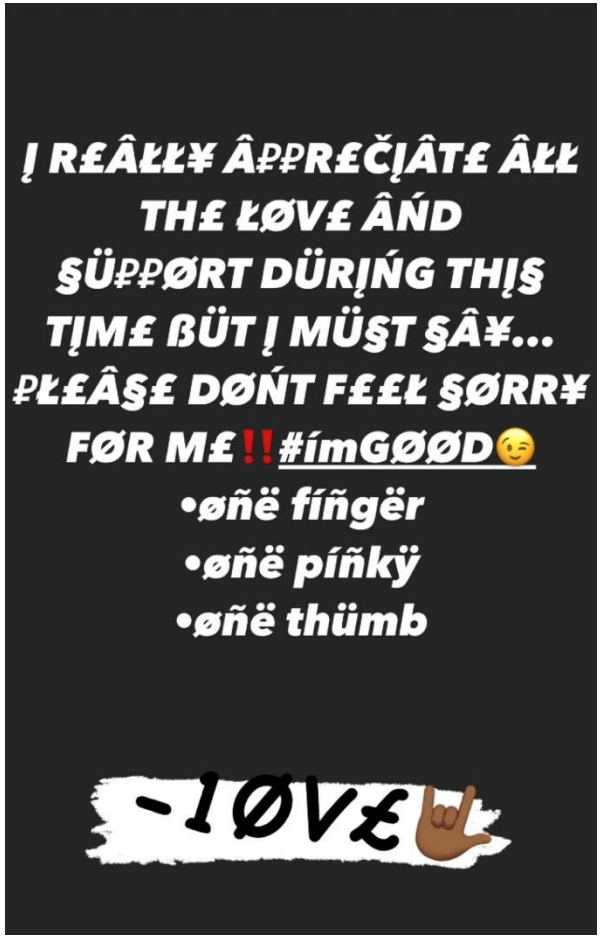


Design Considerations

Be Mindful with Design

- Colors
  - High contrast
- Font styles and sizes
  - Sans-serif fonts
  - Avoid bold font styles
  - Do not combine bold, italic, and underline
- Links
  - Use descriptive link text
- Graphics
  - Limit emoji usage
  - Avoid flashing or strobe effects
- Videos with captions, descriptions and ASL
  - Include speaker labels, relevant sound descriptions and punctuation
- Photos
  - If using a picture with a person with a disability, make sure it's not an actor portraying a disability

"Begin with the end in mind."



Additional Resources

Platform Resources

- Facebook Accessibility
  - https://www.facebook.com/help/273947702950567
- X Accessibility
  - https://help.x.com/en/resources/accessibility
- YouTube Accessibility
  - https://support.google.com/youtube/topic/9257112?hl=en&ref_topic=9257107
- LinkedIn Accessibility
  - https://www.linkedin.com/accessibility

Helpful Articles

- How to Make Your Facebook or Instagram Posts More Accessible
  - https://www.digitalinformationworld.com/2020/05/facebook-shares-new-set-of-tips-to-make-social-media-posts-accessible-and-easy-to-read-by-everyone.html#postimages-2
- Twitter Help: How to Make Images Accessible for People
  - https://help.twitter.com/en/using-twitter/picture-descriptions

Useful Tools

- Colour Contrast Analyser Tool
  - https://developer.paciellogroup.com/resources/contrastanalyser/
- Federal Plain Language Guidelines
  - https://www.plainlanguage.gov/guidelines/
- Hemmingway Editor
  - http://www.hemingwayapp.com/
- Getty Images
  - https://www.gettyimages.com/collections/thedisabilitycollection
- Disabled and Here Photos
  - Disabled And Here: free stock photos (affecttheverb.com)

Questions?

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