Improving Accessibility for Social Media
Presenters

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Accessibility 101

- Fast facts about disabilities
- Being an a11y
- Examples of best practices
- Evaluating accessibility
- Guidelines and laws
- Perks of being an a11y
Fast facts

● 2010 U.S. Census: Nearly 1 in 5 have a disability
● Types of impairments:
  ○ Visual
  ○ Auditory
  ○ Physical
  ○ Cognitive
  ○ Speech
Being an a11y

“Accessibility” is a 13-letter word. If you remove the middle eleven letters and replace them with the number 11, you get a11y, pronounced ally.

A11y is frequently used to refer to accessibility, particularly in social media posts, where every letter counts.
Examples of a11y best practices

● Full keyboard support (no mouse needed)
● Can be read by a screen reader
● Can be fully accessed by anyone using assistive technology (pointers, joysticks, touch screens, and more)
● Responsive design adjusts to various screen sizes without the need for a horizontal scroll
● And lots more...
Evaluating accessibility

- Interact with your content using a **screen reader** (NVDA for Windows (free download), VoiceOver on iOS, TalkBack and BrailleBack on Android); Option: view spoken text
- Can you interact with all of your content using only a **keyboard**? Use Tab, Shift+Tab, arrows, and Enter
- There are **free tools** and browser extensions to help evaluate accessibility (WAVE by WebAIM, Siteimprove, and more)
Guidelines and Laws

Creating accessible digital content is the **right thing to do**.

The Americans with Disabilities Act (**ADA**) applies to both the physical and digital world, ensuring equal access for everyone.

Web Content Accessibility Guidelines (**WCAG**) are the criteria used to create accessible electronic content. They were created by the W3C (World Wide Web Consortium).
Perks of being an a11y

☑ Reach a broader audience (grab that 1 in 5 people you could be missing!)
☑ Enhance your Search Engine Optimization (SEO) by creating alternative text (alt-text), captions and transcripts
☑ Comply with the ADA
☑ Strengthen overall usability
Accessibility tips for Twitter

- Image alt text
- #CamelCase
Defining alt text
## Turning on alt text in Twitter

### Settings

<table>
<thead>
<tr>
<th>@WKNC881</th>
<th>Accessibility</th>
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</thead>
<tbody>
<tr>
<td>Account</td>
<td>Vision</td>
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<td>Privacy and safety</td>
<td>Compose image descriptions</td>
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<td>Notifications</td>
<td>Add the ability to describe images for the visually impaired. Learn more</td>
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<td>Content preferences</td>
<td>Motion</td>
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<td>Reduce motion</td>
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<td>Limits the amount of in-app animations, including live engagement counts.</td>
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<td>Autoplay</td>
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<td>On cellular or Wi-Fi</td>
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### Accessibility

**Vision**
- Compose image descriptions
- Add the ability to describe images for the visually impaired. Learn more

**Motion**
- Reduce motion
- Limits the amount of in-app animations, including live engagement counts.

**Autoplay**
- On cellular or Wi-Fi
Adding alt text to Twitter

Description
Mannequin Pussy Winter Tour 2019 with Kississippi at Kings on Saturday, Dec. 7 at 8 p.m., $12 and all ages, presented by AdHoc Presents and WKNC 88.1.

As of TODAY we can announce that we’ll be co-presenting @mannequinpussy & @kississippiPHL at @kingsraleigh this December! We can also say that Inter-set music will be made obsolete by the excited squiggles (squeal/giggles) of our General Manager at the show. This is on-brand.
Alt text in HootSuite and Buffer

Meme with man from Mary Poppins that reads let's go ride a bike.
So why is this important again?

- Maybe they are on a tiny device and text in a small image with artifacts is illegible.
- Maybe they are on an unreliable connection and the image hasn’t loaded yet.
- Maybe the tweet isn’t in the reader’s native language and they want to translate it.
- Maybe the text contrast is too low for a small screen or sunlit screen.
- Maybe they rely on searching the text of the stream to find relevant tweets.
- Maybe they are blind or have low vision and cannot see the image.
Alt text popularity

- 9.22M tweets
- 1.09 M tweets with photos
- 0.1% of tweets with photos have image descriptions
Camel case

#videooftheweek
@collegeradioday

#VideoOfTheWeek
@CollegeRadioDay

- Easier for screen readers to distinguish words
- Easier to read for people with dyslexia or other cognitive disabilities
Accessibility tips for Instagram

- Image alt text
- Text color contrast on stories
- Captioning videos on stories
Woman wearing a yellow WKNC logo T-shirt.
Text color contrast on stories

Stop by and grab some merch!
Captioning videos on stories

- Use a third-party app such as Apple Clips to record a video.
- Enable live titles (open captions) by clicking the text bubble next to the record button.
Accessibility tips for Facebook

- Image alt text
- Adding captions to video
Alt text for Facebook

The automatically generated alternative text for this photo is:

**Zachary Mega, indoor**

Add alternative text that describes the contents of the photo for people with visual impairments.

A man sitting and a woman standing at the WKNC broadcast booth live at Wristband City for the Hopscotch Music Festival.

Alt text is usually less than 100 characters.
Video captions for Facebook
Accessibility tips for YouTube

- Adding captions
Captioning for YouTube

- How to enable as viewer (https://youtu.be/MBhvEmOIZKE)
- Automatic captions
Captioning for YouTube

- Editing automatic captions and uploading your own

(https://support.google.com/youtube/answer/2734796?hl=en)
Helpful accessibility tools

- [Text color contrast](https://color.a11y.com/?wc3)
- [Text/image color contrast](https://www.brandwood.com/a11y)
Enabling Android screen readers

- Go to “Settings” (1)
- Tap “Accessibility” (2)
- Tap “Select to Speak” (3)
- Tap slider to the right of “Use Service” (4)
- Tap “Allow” (5)
- While using app, tap the accessibility icon located at the bottom right.
Enabling iPhone screen readers

- Go to “Settings” (1)
- Tap “Accessibility” (2)
- Tap “VoiceOver” (3)
- Tap Slider to the right of “VoiceOver” (4)
- Once enabled, VoiceOver will change default gestures so be sure to know them (5)
Resources


Resources


