

# Improving Accessibility for Social Media



# Presenters



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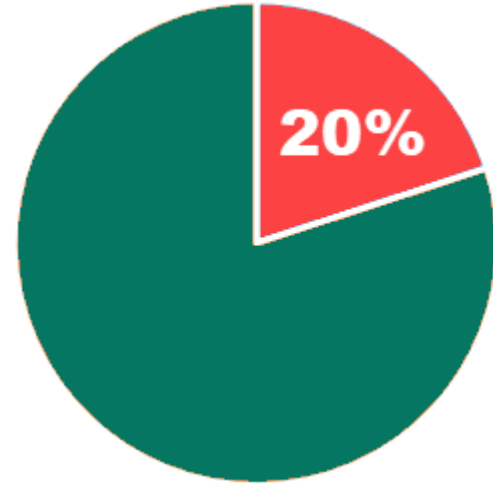
# Accessibility 101



- 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



Home



Explore



15

Notifications



Messages



Bookmarks



Lists



Profile



More

Tweet

## Settings

@WKNC881

Account >

Privacy and safety >

Notifications >

Content preferences >

## General

Display >

Data usage >

Accessibility >

About Twitter >

## 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](#)

What is alt text?

150/420



# Alt text in HootSuite and Buffer

Media Open Media Library




Image-1.png  
Via Upload  
1mb  
Alt-text added

Alt-text(for Twitter only) ?

Meme with man from Mary Poppins that reads let's go ride a bike.

Cancel Apply

 WKNC 88.1 FM HD-1/HD-2 @WKNC881 · Just now  
Radio Ride is one week away! Hope ya'll are GEARING up.



LET'S GO RIDE A BIKE . . .

WKNC'S RADIO RIDE

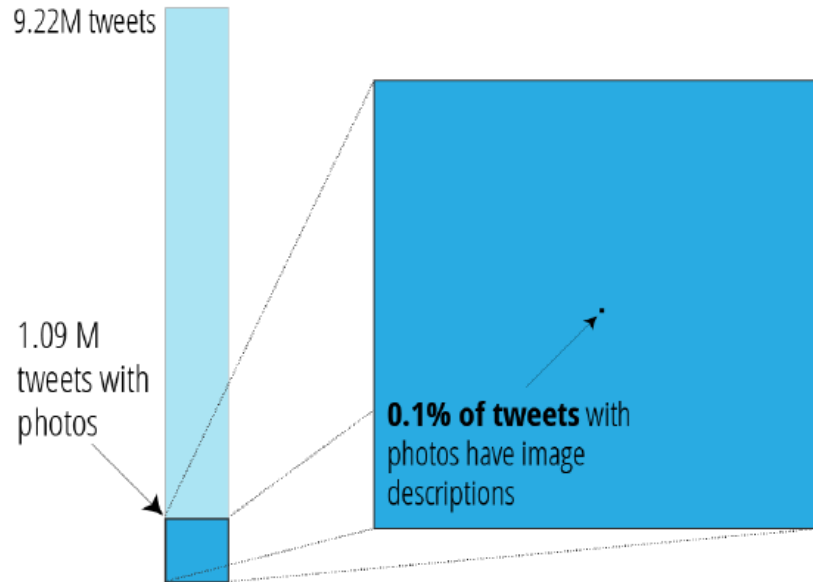
SATURDAY, OCT 26  
KC STATE MARSH FIELDS  
7:00 AM - 8:00 AM

🗨️ 🔄 ❤️ ✉️

# 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





# 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

# Alt text for Instagram



Alt Text

Save

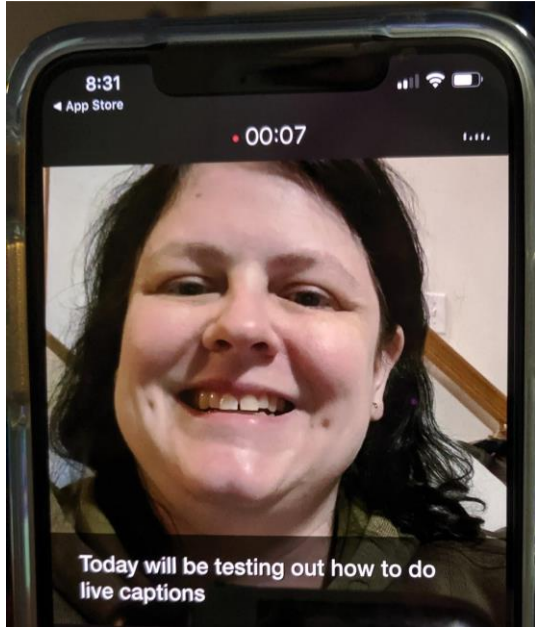


Woman wearing a yellow WKNC logo T-shirt.

# Text color contrast on stories



# 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

**Edit Photo** ✕

**Filters**

**Tag**

**Crop**

**Aa**  
Text

**Alt text**

**Stickers**

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.

**Clear**

**!** Alt text is usually less than 100 characters.



The photo shows a man and a woman at a radio broadcast booth. The man is sitting at a desk with a microphone, and the woman is standing behind him. The desk has a black cloth with the '88.1 WKNC' logo. There are various items on the desk, including a laptop, a microphone, and some papers. A sign on the desk reads 'WKNC 88.1 EAR PLUGS - FREEBIE SWAGERS \$1. MATCHBOOKS & STICKERS - FREE'. In the background, there is a sign that says 'Up to 3rd Floor Ballroom Meeting Rooms 301-400 High Lobby Cabaret Jukebox' and an escalator.

# Video captions for Facebook

## SPUD CANNON - WKNC's The Lounge




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**Video Language**  
Choose the main language spoken in the video.

Aa English ▾

---

**Add New Captions**  
Adding captions increases video engagement. We can try to auto-generate them for you, or you can write them yourself or upload a SubRip (.srt) file.

 Auto-Generate  Write  Upload


---


**Default Language**  
If the user's preferred caption language isn't available, captions in this language will be used instead.

Choose language ↕


### Edit Video

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 **Thumbnail**




---

 **Distribution**


Choose where your video will appear and who can watch or crosspost it.

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 **Subtitles & Captions (CC)**

Add subtitles in multiple languages to your video.

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 **Polls**

Ask questions during your video to find out what your viewers think.



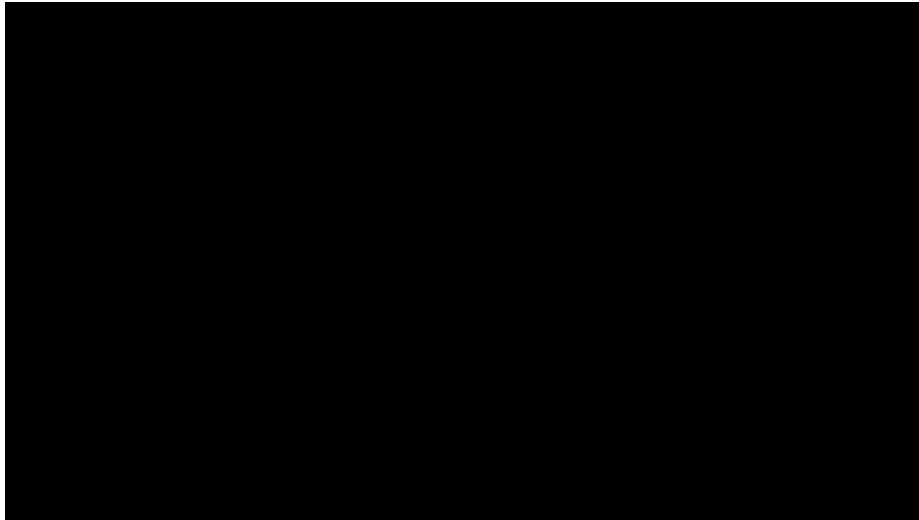


# Accessibility tips for YouTube



- Adding captions

# Captioning for YouTube



- [How to enable as viewer](https://youtu.be/MBhvEmOIZKE)  
(<https://youtu.be/MBhvEmOIZKE>)
- Automatic captions

# Captioning for YouTube

Info & Settings Enhancements Audio End screen Cards Subtitles/CC

Transcribe and set timings: English Delete draft Save changes

Actions Keyboard shortcuts Help

Type subtitle here then press Enter +

0:00.0 0:03.7	welcome to the desert technology instructional video series have you ever
0:03.7 0:07.3	started a conference call when you realize that WebEx is out of date and
0:07.3 0:11.6	the dreaded admin password window pops up all you need is an administrator
0:11.6 0:15.9	password but your unity credentials just won't work well today we'll be talking
0:15.9 0:20.8	about how to use the new temporary admin access tool admin me to get you up and
0:20.8 0:24.9	going in no time before we dive in too far you'll need a

Pause video while typing

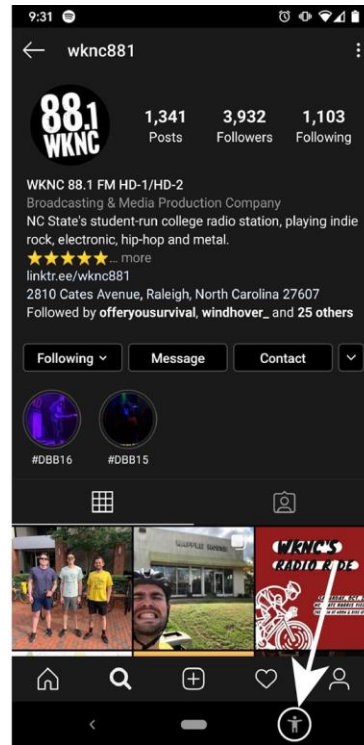
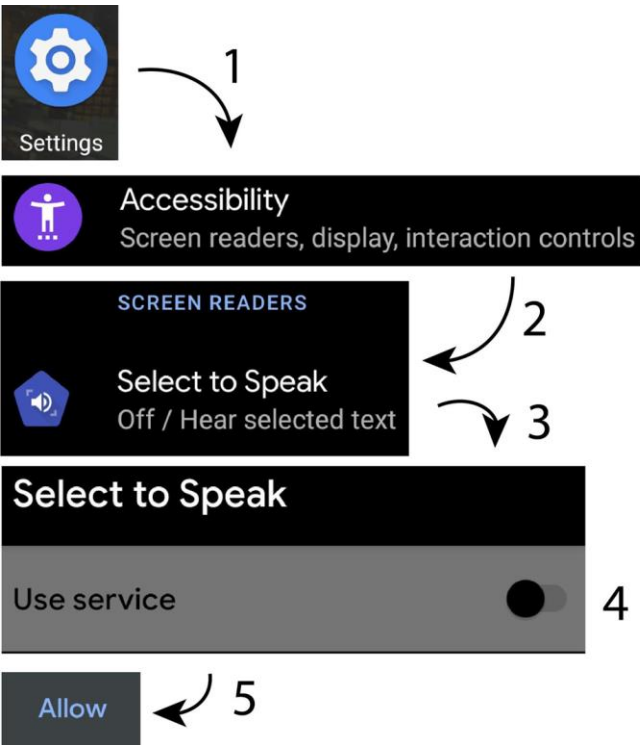
- [Editing automatic captions and uploading your own](https://support.google.com/youtube/answer/2734796?hl=en)  
(<https://support.google.com/youtube/answer/2734796?hl=en>)

# Helpful accessibility tools



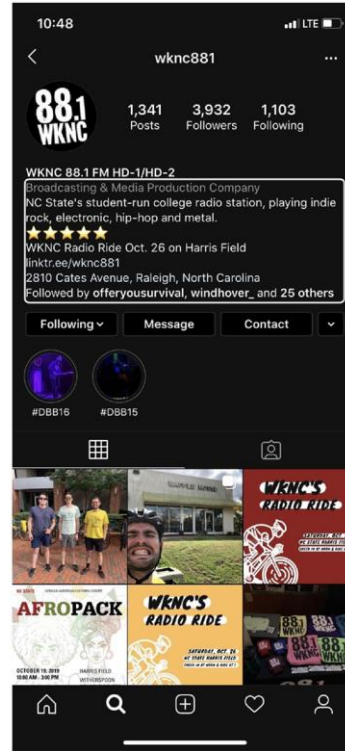
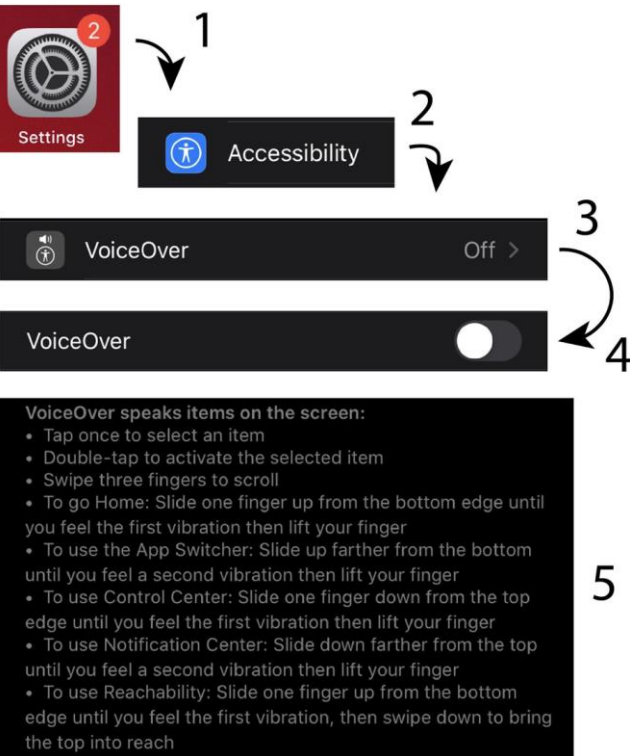
- [Text color contrast](https://color.a11y.com/?wc3)  
(<https://color.a11y.com/?wc3>)
- [Text/image color contrast](https://www.brandwood.com/a11y)  
(<https://www.brandwood.com/a11y>)

# 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

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- Gleason, G., Carrington, P., Cassidy, C., Ringel Morris, M., Kitani, K. M., and Bigham. 2019, J. P. ["It's almost like they're trying to hide it": How User-Provided Image Descriptions Have Failed to Make Twitter Accessible](https://doi.org/10.1145/3308558.3313605). In Proceedings of the 2019 World Wide Web Conference, May 13–17, 2019, San Francisco, CA, USA. <https://doi.org/10.1145/3308558.3313605>
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# Resources

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