Social Media Accessibility (A11y)
What’s Your Social Media Flavor?
Social Media Accessibility

In general, how accessible are social media web sites to you?

*Perceptions of social media accessibility are generally unchanged over the last several years.*

WebAIM’s Screen Reader User Survey #9 (2021)

<table>
<thead>
<tr>
<th>Response</th>
<th># of respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very accessible</td>
<td>218</td>
<td>14.6%</td>
</tr>
<tr>
<td>Somewhat accessible</td>
<td>793</td>
<td>53.2%</td>
</tr>
<tr>
<td>Not very accessible</td>
<td>251</td>
<td>16.8%</td>
</tr>
<tr>
<td>Not at all accessible</td>
<td>25</td>
<td>1.7%</td>
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<tr>
<td>I don't know</td>
<td>206</td>
<td>13.8%</td>
</tr>
</tbody>
</table>
What is Assistive Technology?

Assistive Technology (AT) are “products, equipment, and systems that enhance learning, working, and daily living for persons with disabilities.”

- Screen Readers
- Magnification Software
- Speech Recognition
- Trackball Mouse
- Keyboard
- Zoom Text
- Braille Computer Keyboard
- Captions/Subtitles
- Captioned Telephone
- Video Relay Services
What are Screen Readers

Screen readers are a form of assistive technology (AT) software that enables access to a computer, and all the things a computer does, by attempting to identify and interpret what is being displayed on the computer screen using text-to-speech. Screen readers can only access and process live text (fully editable or selectable text).

- Provides access to someone who is visually impaired, has a mobility or a learning disability, to access text on the screen.
- Offers same level of independence and privacy as anyone else.
Types of screen readers

Screen reader program for Microsoft Windows that allows blind and visually impaired users to read the screen either with a text-to-speech output or by a refreshable Braille display. [NVDA screen reader](#) can be downloaded free of charge by anyone.

Provides auditory descriptions of each onscreen element using gestures, a keyboard, or a braille display.

Adds spoken, audible, and vibration feedback to your device.

Screen magnifier for Microsoft Windows that allows you to see and hear everything on the computer.
Mysterious Dash or Hyphen

Screen readers do not know what the – symbol represents (minus, hyphen, en dash or em dash) so screen readers will not read it. It is always a good practice to spell the word and any abbreviations or make a reference to your abbreviation when used for the first time.

For examples:

• May 8th, 2022 from 3:30 - 5:00pm. The screen reader reads three, thirty five. Recommend May 8th, 2022 from 3:30 to 5:00pm.


• Homework assignment pages 200 – 281 for tonight’s reading material. Recommend pages 200 to 281.

• The fiscal year 2015-2016. Recommend The fiscal year from 2015 to 2016.

• Grading scale 95 - 100%, screen reader reads 95100%. Recommend 95 to 100%.
  ❖ A –, screen reader reads A. Recommend A minus.
  ❖ Recommend to spell the word plus or minus for consistency purpose.

Minor changes can have a big effect on maintaining clarity for students using assistive technology.
Social Media Accessibility

- Plain Language
- CamelCase Hashtags
- Image Descriptions
- Captioning & Audio
- Link Shorteners
Plain Language

Avoid acronyms, abbreviations, and jargon.
Use Plain Language

• Plain language enables your users to:
  • Find what they need
  • Understand what they find
  • Use what they find to meet their needs

• People need plain language because:
  • We read with different degrees of literacy or fluency
  • We do not always read carefully (or at all)
  • We may have a cognitive, language, or learning disability
  • We may have a visual disability that affects reading
CamelCase Hashtags

CamelCase makes hashtags easier to read.

CamelCase is the practice of capitalizing the first letters of words in multiple-word hashtags.

This not only helps screen readers distinguish the separate words in a hashtag, but also increases legibility for sighted people, as well.
What is CamelCase?

#notcamelcase
#themoreyouknow
#followfriday
#udlchat
#notsoeasytoread
#a11y
#csun4all
#exploreaccess

#CamelCase
#TheMoreYouKnow
#FollowFriday
#UDLchat
#SuperEasyToRead
#a11y or #A11y
#CSUN4all or #CSUN4All
#ExploreAccess

Created by Tatiana Belkina from Noun Project
Emoticons vs Emojis

• When creating emoticons with text, consider the experience for screen reader users. In this example, this visual experience of “shruggie” will be read aloud by a screen reader as:

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¯\_(ツ)_/¯
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“Macron, backslash, underline, katakana, underline, slash, macron.”

• Emojis displayed on a screen will be described by a screen reader. The 👏 emoji, for example, will be read aloud as “clapping hands.” Please be considerate of screen reader users by using emojis judiciously and by placing spaces between them.
Image Descriptions

Images *without* descriptions are like an *unfinished* story.

To increase the *accessibility* of your social media, what’s the best way to *finish* your story?
Image Alternative or Alt Text

• The purpose of Alt Text is to allow low vision or blind users who use text-to-speech assistive technologies (AT), such as screen readers, to understand the purpose of graphic images. Sighted users usually don’t see alt text unless they use AT.

• Screen readers and other AT can’t convert images into texts. So, when writing alt text, consider the following for images:
  o Describe the content and the purpose of the image clearly and concisely, in a phrase or a sentence or two. Keep alt text short 200 characters or less.
  o Image with text (for example, the CSUN wordmark) should include the words on the image.
  o “Image of…”, “Photo of…” is not needed because screen readers and other AT announce that it’s an “image” or “graphic”.
  o When completing the alt text, use proper punctuation such as periods to indicate the end of the alt text. Without proper punctuation, some screen readers will run the alt text into the body text that follows and cause confusion to the user.
  o Don’t insert hyperlinks in alt text because they are not clickable and can’t create descriptive link text.
How to Describe Images?

A stair chase leading up to an entryway is painted yellow with bold black text that reads museums are now.

A hand reaches out of a computer screen giving the hand gesture for stop. The screen reads ‘access denied!’

On the left is the book cover for Haben The Deafblind Woman Who Conquered Harvard Law, and on the right is the quote: “In the Tigrinya language of Eritrea and Ethiopia, Haben means ‘pride.’”

Michelle Obama claps and Barack waves.

Student holds a diploma hardcover up in the air during CSUN commencement. Caption text "and together, as Matadors, we will move mountains."

More examples of How to Describe Images

- Document Learning Tools: Describing images
- How to Describe Images (Art, Chemistry, Diagrams, Flow Charts, Formatting & Layout, Graphs, Maps, Mathematics, Page Layout, Tables, Text-only images)
- Periodic Table of the Elements
- UDC Best Practices for Describing Images
To add image descriptions:

1. Hit the **Tweet compose button** or press the “n” key to use the keyboard shortcut.
2. **Attach** your photo(s)
3. To insert descriptive text, hit “Add description”
4. Type your description of the image and hit the **Done** button
5. To edit the description, re-open the Add description dialog prior to posting the Tweet

Image description is limited to 1,000 characters
Image Descriptions: LinkedIn

Alt Text is limited to 300 characters
To see and edit alt text for a photo before you post it:
1. Start by taking a photo or uploading an existing photo.
2. Choose a filter and edit the image, then tap Next.
3. Tap Advanced Settings at the bottom of the screen.
4. Tap Write Alt Text.
5. Write your alt text in the box and tap Done.

To change the alt text of a previously posted photo:
1. Go to the photo and the three horizontal or vertical dots
2. Tap Edit.
3. Tap Edit Alt Text in the bottom right.
4. Write the alt text in the box and tap Done.
Image Descriptions: Facebook

To see and edit alt text for a photo before you post it:

1. Select Photo/Video at the top of your News Feed.
2. Select the photo you want to add.
3. Hover over the photo and select Edit.
4. The automatically generated text will be shown on the left side of your photo. Select Override generated alt text to edit it.
5. Write your alt text in the box. To change back to the automatically generated text, select Clear.
6. To save your alt text, select Save in the bottom left.

Credit to Explore Access: Accessible Images and Posts
My book is now an Amazon Best Seller! #1 New Releases in Lawyer & Judge Biographies. Thank you, readers!!!

In-line Image Descriptions: Facebook & Instagram, 2 of 2
**Flyers on Social Media**

Example: PDF event flyer can’t post on a social media, how do we make it accessible?

1. Export PDF to image i.e. JPG, JPEG or PNG
2. Upload an image and type exact text description from the flyer on social media post
   - “Image of…”, “photo of…”, “graphic of…” is not needed
4. Provide link shortening i.e. bit.ly, tiny.cc, etc.

**Note:** Event flyer creates in

- Word: Use SnagIt screen capture to save as image file
- PowerPoint, Publisher, InDesign, Photoshop, Illustrator, or Online Canva: Export to or Save As image file
Alt Text Tester Google Extension

**Alt Text Tester** used to show Alternative Text of Image on Hover. We can also copy the Alternate Text by double click on image.
GIFs or flickering media

The Internet is full of fun content, and adding creative media elements to your course can boost student engagement. However, GIFs and other rapid-movement, flashing or flickering media - even overly complex still images - have the potential to trigger seizures or other harmful responses in susceptible individuals. Therefore, flashing or flickering content should be avoided.

W3C provides a more precise technical formula for calculating general flash and red flash thresholds. The Trace Center at the University of Maryland has developed a Photosensitive Epilepsy Analysis Tool (PEAT) for measuring whether web or computer applications are likely to cause seizures.

Inclusive Teaching: An Introduction to Content Warnings and Trigger Warnings.
Captioning & Audio

Transcribing and captioning videos is easier than ever.

Audio descriptions are the next frontier.

Who is the largest audience that benefits from captions?
Captions and Audio Files

All videos and audio files posted in social media must have captions.

CSUN Captioning: csun.edu/captioning
Video Accessibility: csun.edu/udc/video
Captioned Video: YouTube
Captioned Video: Facebook

Facebook has .srt support and can automatically generate captions.

To add captions to your video:

1. Hit Photo/Video at the top of your timeline/News Feed.
2. Choose a video from your computer, then hit Post.
3. Facebook will notify you when your video is ready to view.
4. Hit the three horizontal dots in the top right and select Edit video.
5. Hit Choose File below Upload SRT files and select your .srt file.
6. Hit Save.
Captioned Video: Instagram

Automatic captions may not be available for all users on all video posts.

For users:
1. Tap profile picture to go to profile
2. Go to Settings
3. Tap Account
4. Tap Captions
5. Toggle Captions on or off

Before sharing a post:
1. Tap Advanced Settings
2. Go to Accessibility
3. Toggle Show Captions on or off

Note: Consider burning your captions onto the video to ensure accuracy.
Captioned Video: Instagram Stories

Automatic captions may not be available for all users on all video posts.

For Stories:
1. Upload your video to Instagram Stories
2. Hit Stickers
3. Select Captions sticker
4. Choose caption style
5. Save
Since December 2021, Twitter will add auto-captions to all new videos.

To add your own captions:
1. Select a video within your Media Studio library.
2. Select the “Subtitles” tab in the pop-up window.
3. Select the text language of your subtitle file from the dropdown menu.
4. Hit the “Upload” button and select the sidecar .SRT file from your local computer.
5. The file is now associated with your video. To update the file, hit the Pencil icon.
Audio Description

Audio descriptions have a narrator that describe critical content that is not conveyed through audio such as settings, graphics, and on-screen activity. Audio descriptions are commonly used for pre-recorded material such as video tutorials, video resources, and instructional videos. They are mainly intended for users with visual impairments such as blind and low vision users.

For example, you do not need audio description for talking heads only, or for text on slides as long as the slide text is woven into what you say.

Frozen - Trailer with Audio Description
Link Shorteners

Save characters.
Save lives.
Link Shorteners: Example

• Bit.ly
• Tiny.cc
• Tinyurl.com
• Ow.ly

Link shortening services not only save you characters in your posts, but they help limit the raw characters a screen reader has to read aloud.
Putting It All Together

Social Media Accessibility

- Plain Language
- CamelCase Hashtags
- Image Descriptions
- Captioning & Audio
- Link Shorteners

Accessibility features, best practices, and resources
How can we help you make a difference?

Universal Design Center Offers

- Online, self-paced training
- In-person training each semester
- Consultations
- Tools and Services