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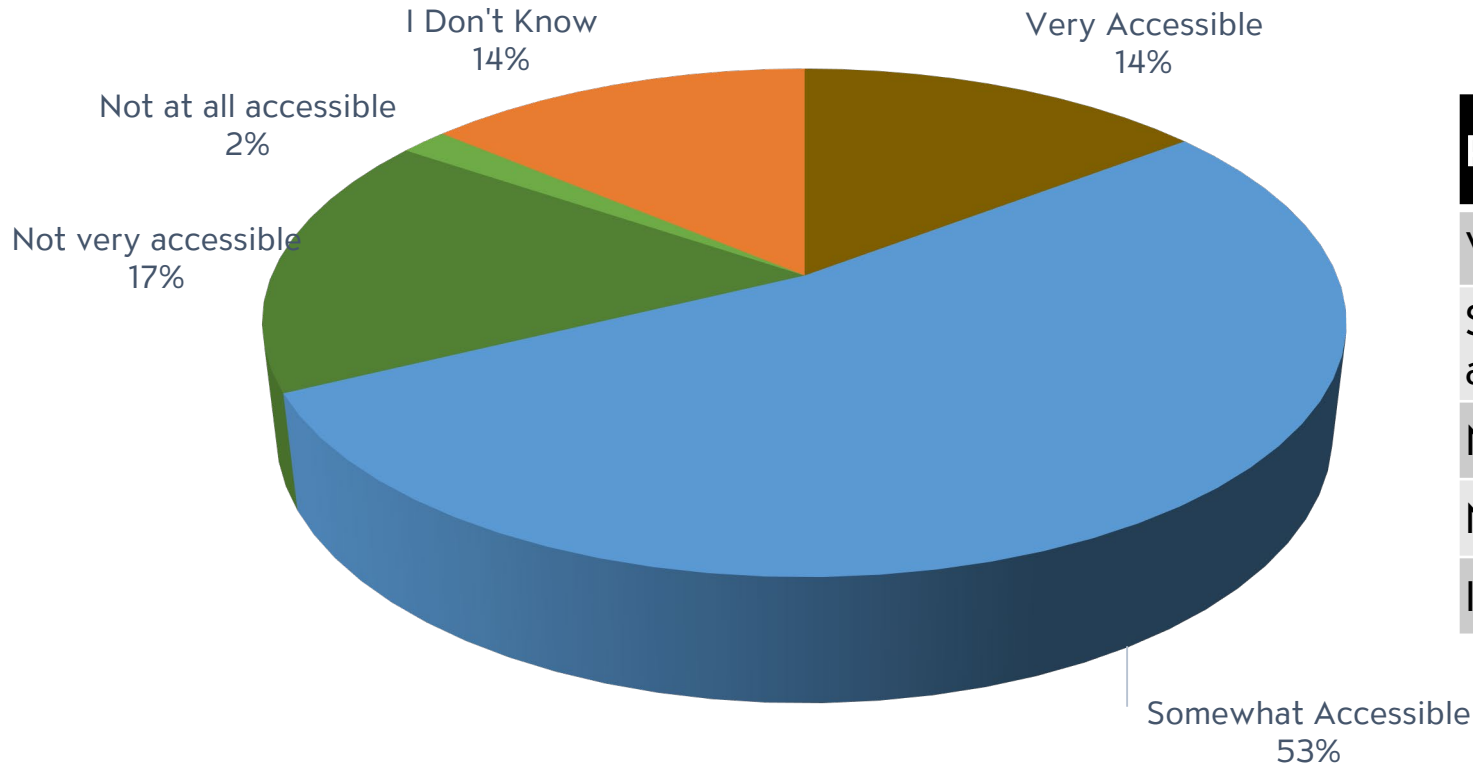
What's Your Social Media Flavor?

Social Media Accessibility

| Response	# of respondents	% of respondents
Very accessible	218	14.6%
Somewhat accessible	793	53.2%
Not very accessible	251	16.8%
Not at all accessible	25	1.7%
I don't know	206	13.8%

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

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

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

What is Assistive Technology?

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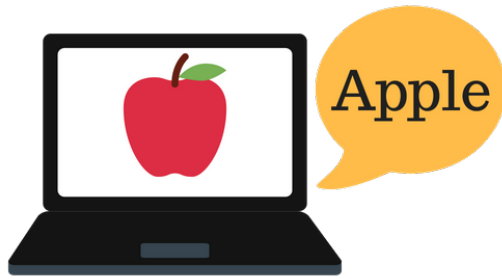
Screen Readers

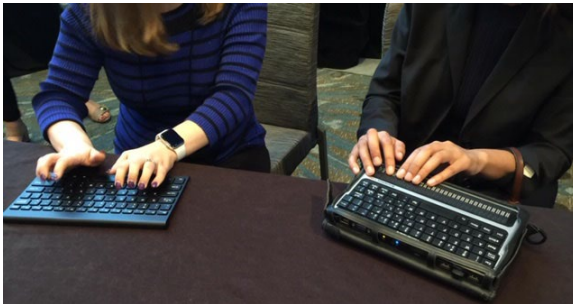Magnification Software

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.
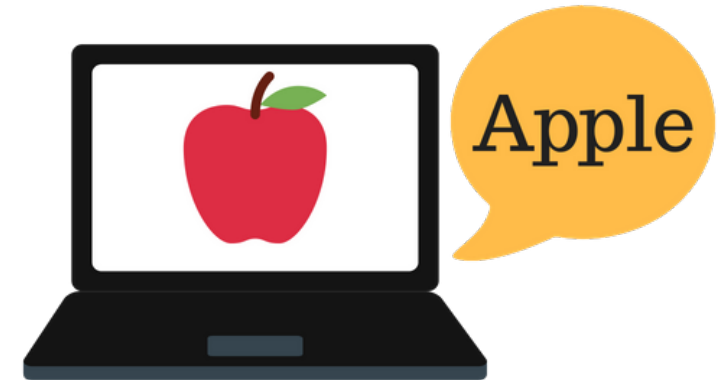
Types of screen readers

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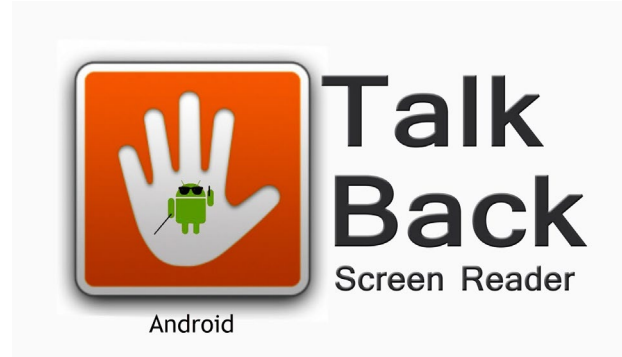
Adds spoken, audible, and vibration feedback to your device.

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.

- Final exams May 14 **-** 20, 2022, screen reader reads May 1420, 2022. Recommend May 14 **to** 20, 2022.

- 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 plus.
  - ❖ 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

Universal **D**esign **C**enter

csun.edu/udc

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
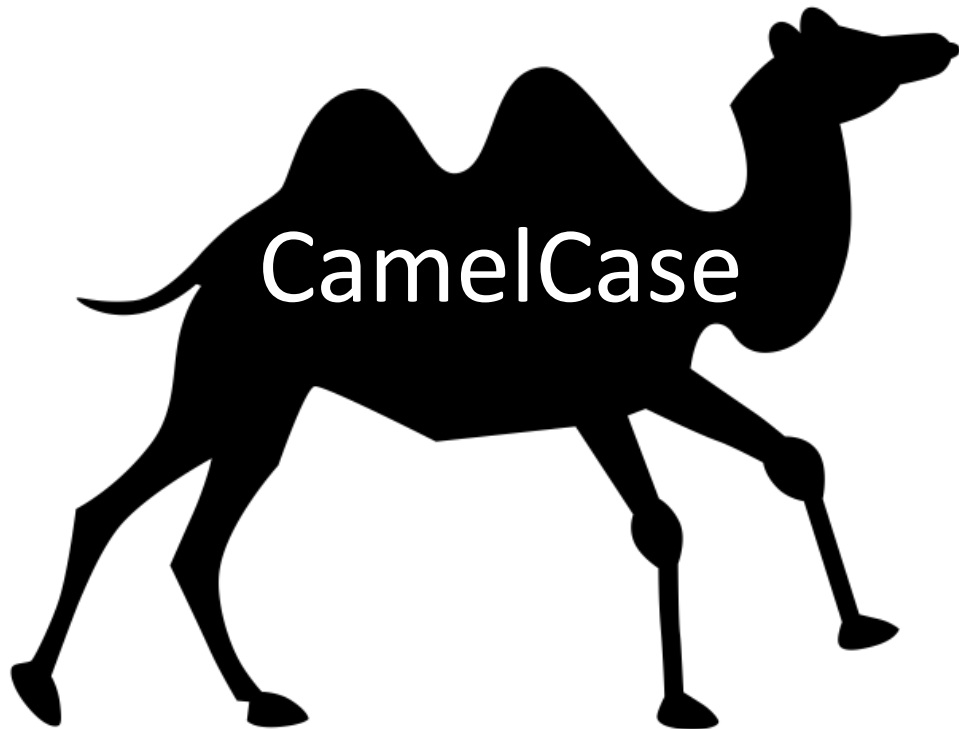
CamelCase Hashtags

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?

CamelCase

#notcamelcase	#CamelCase
#themoreyouknow	#TheMoreYouKnow
#followfriday	#FollowFriday
#udlchat	#UDLchat
#notsoeasytoread	#SuperEasyToRead
#a11y	#a11y or #A11y
#csun4all	#CSUN4all or #CSUN4All
#exploreaccess	#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:

¯_(ツ)_/¯

"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

Screen readers and other AT announce that it's an "image" or "graphic", then read the alt text: "Three plants going through transformation with text quote Accessibility user-friendly document for CSUN student success."

- 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.
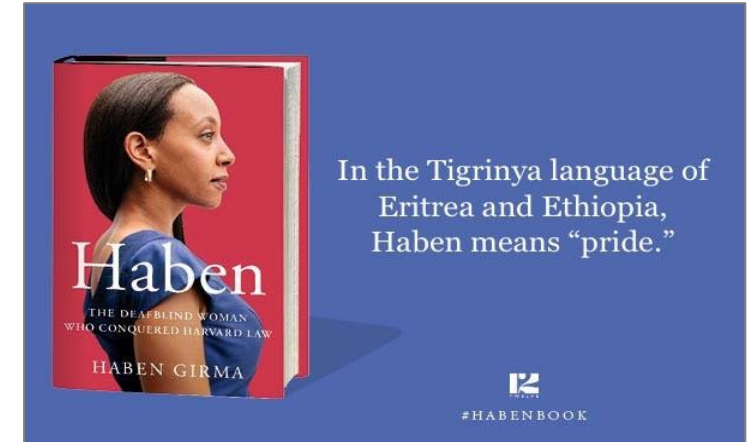
How to Describe Images?

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

Image Descriptions: Twitter

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
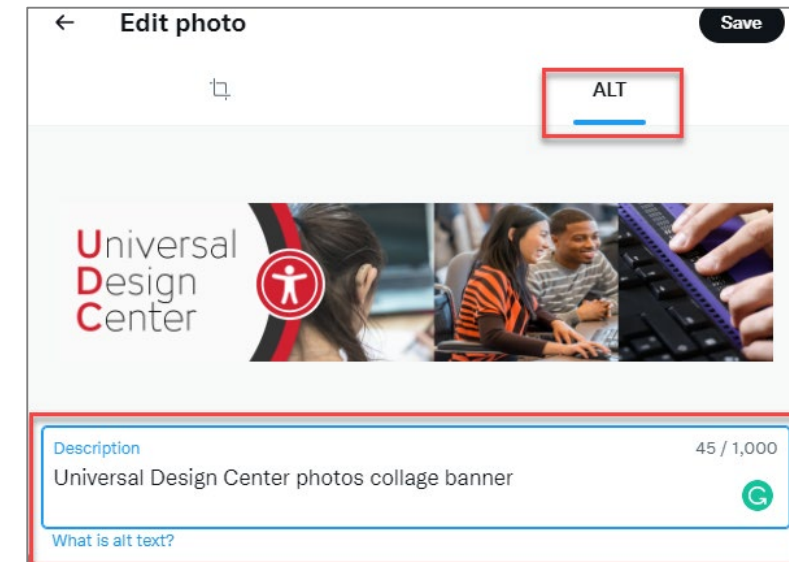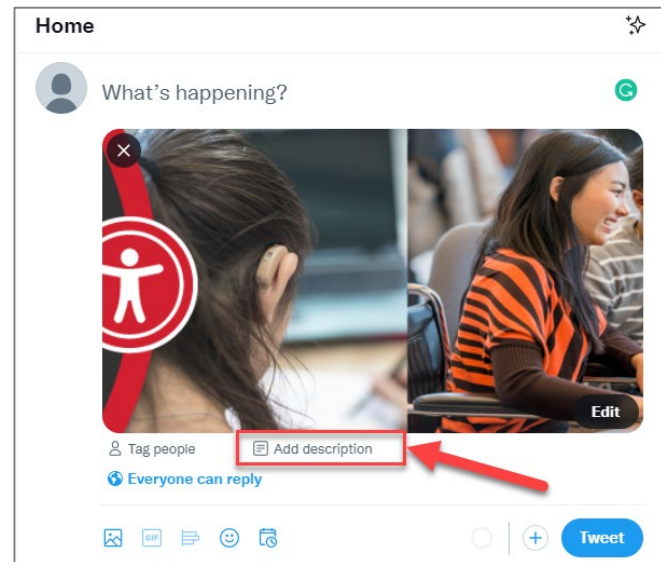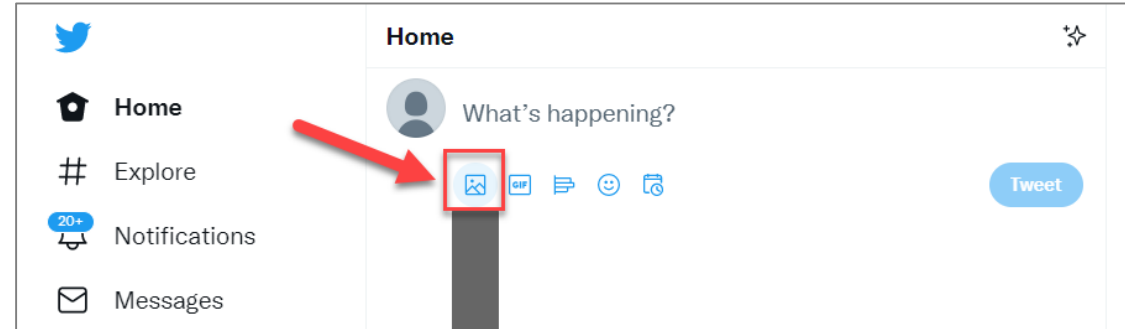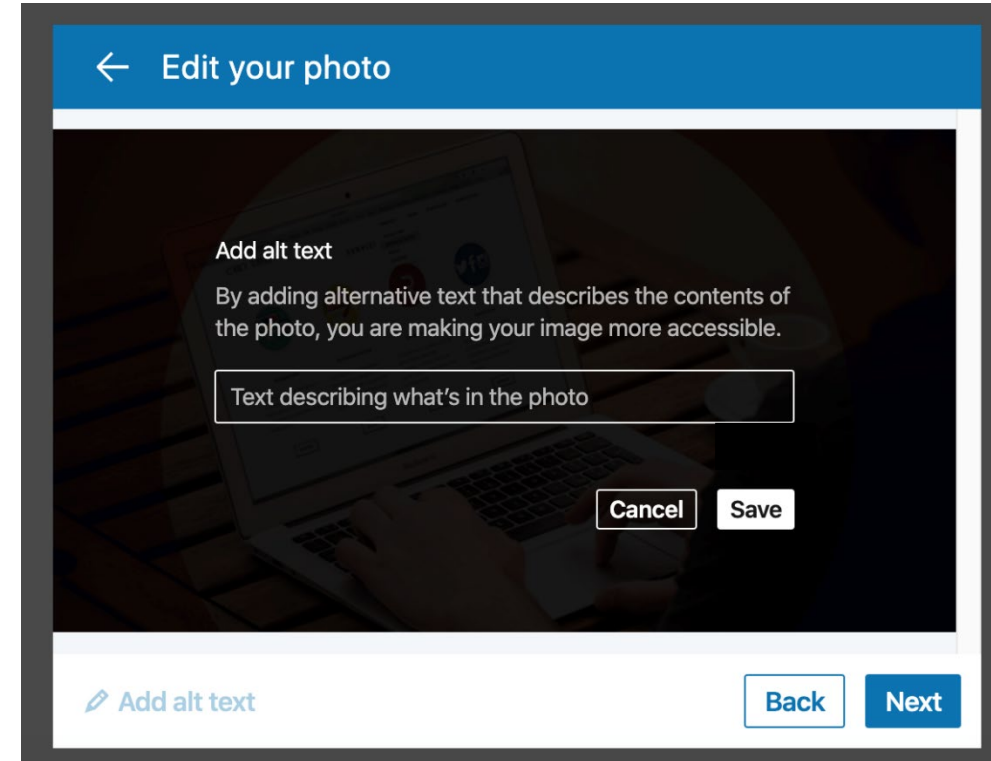
Image description is limited to 1,000 characters
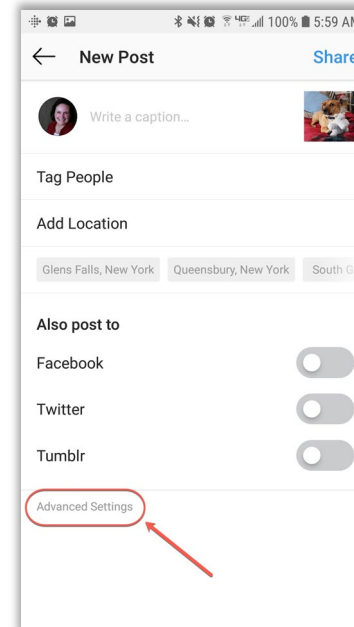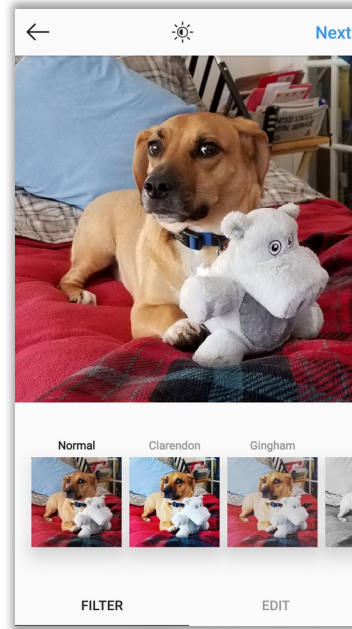
Image Descriptions: **LinkedIn**
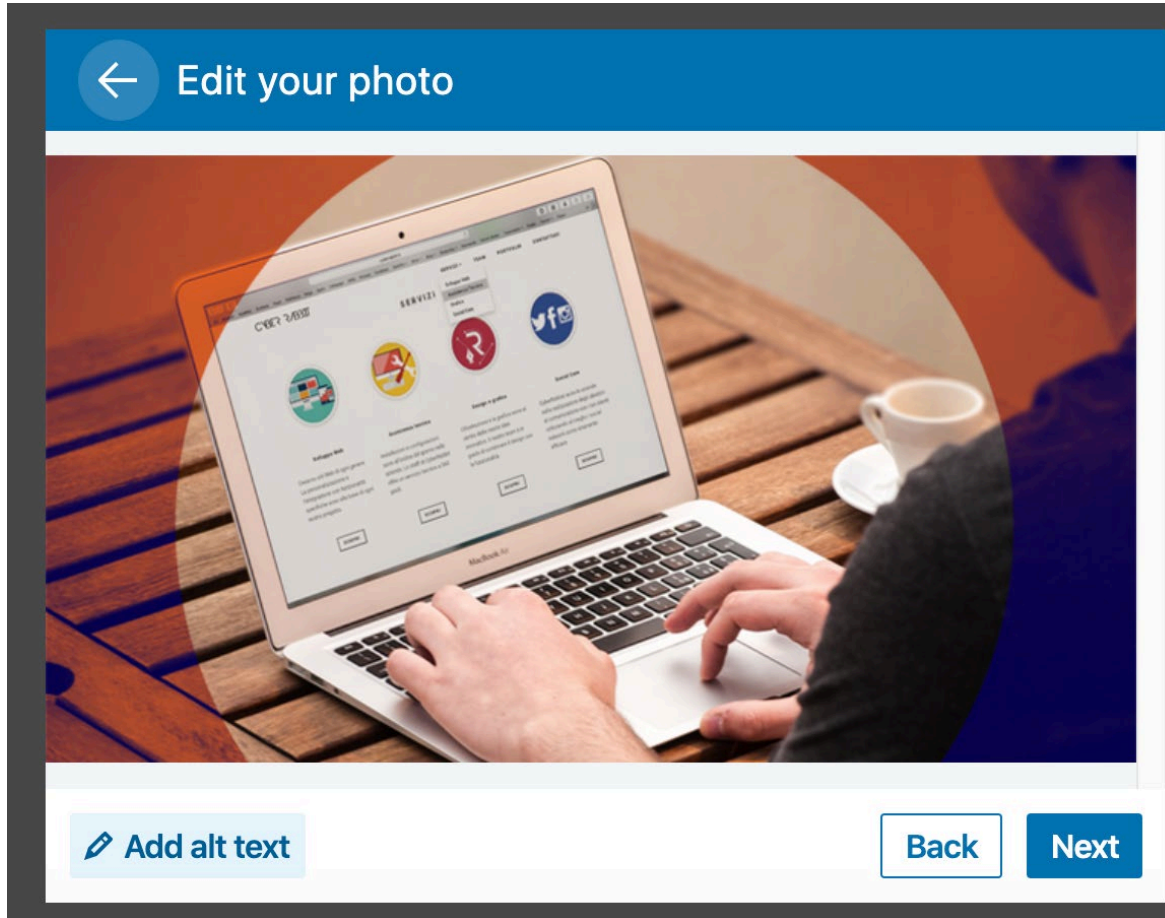
Alt Text is limited to 300 characters

Image Descriptions: Instagram

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.**
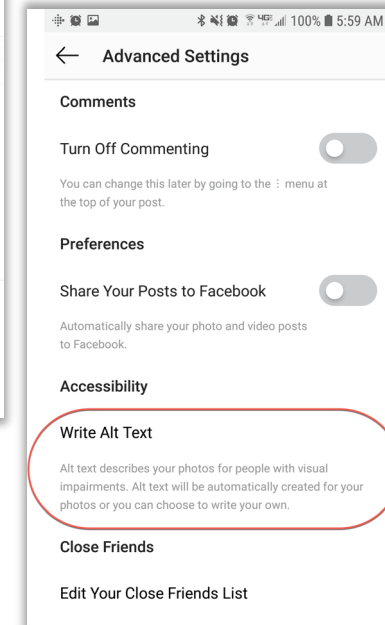
To change the alt text of a previously posted photo:

1. Go to the photo and the three horizontal or vertical dots
2. Tap **Edit**.
3. Tap **Edit Alt Text** in the bottom right.
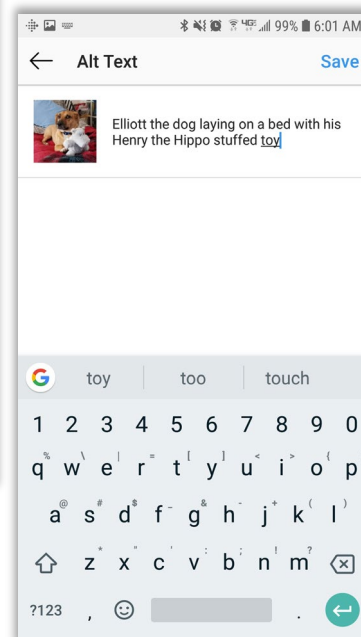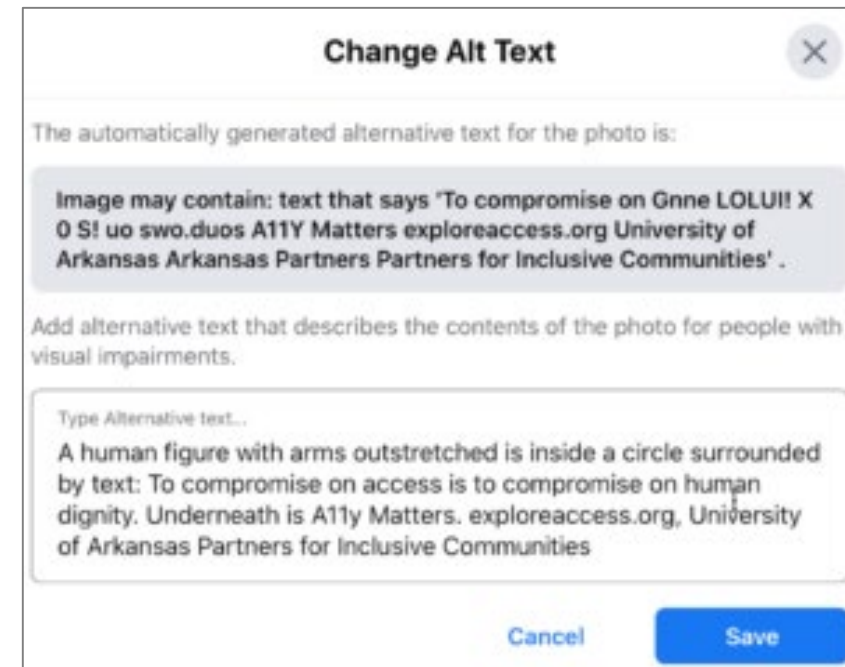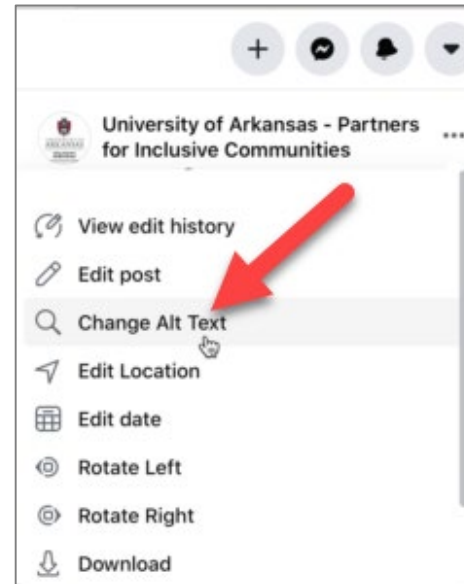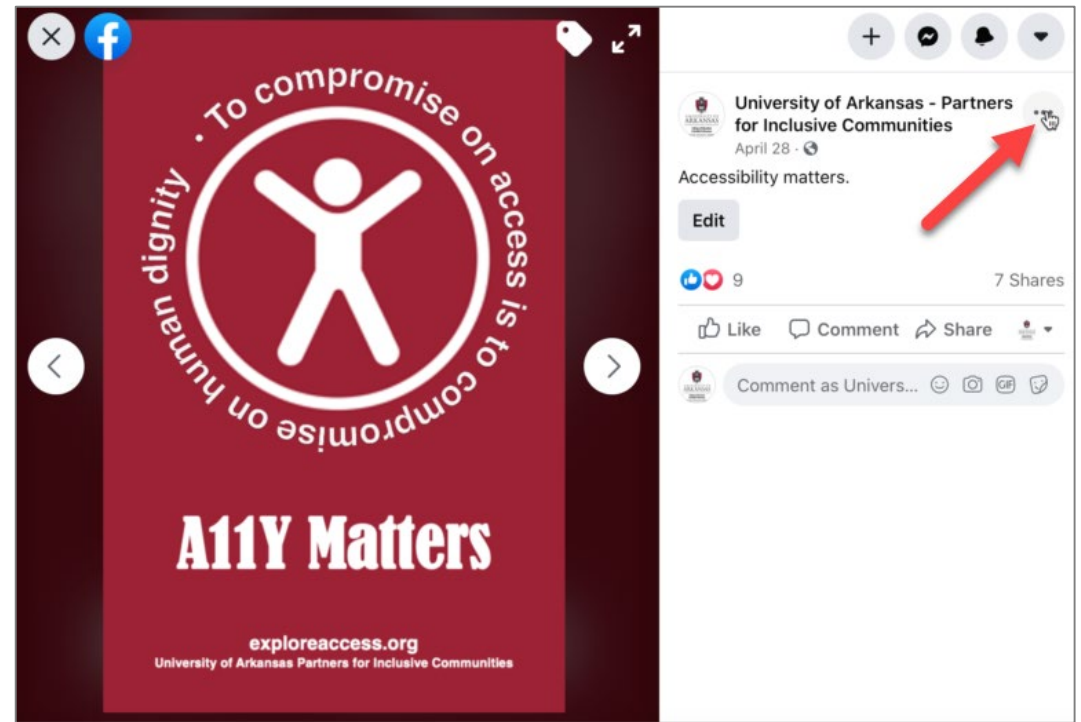4. Write the alt text in the box and tap **Done**.

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!!!

Photo description: On the left is the cover of Haben The Deafblind Woman Who Conquered Harvard Law. On the right is the text, "Featured in: New York Times, Wall Street Journal, Oprah Magazine, London Times. An Amazon Best Seller."


Image Captions

- Captions are universal and accessible for everyone.

- Captions are read and visible to all users whether they use assistive technologies (AT) or not.

- Captions and alt text have different purposes.
    - **Captions** convey what's visible in the image.
    - **Alt text** describes the visual aspect of the image and should be brief.

- **Don't repeat** the image's caption as the alt text. People don't need to hear the same information twice.

Some social media users use one of the list items to describe an image for screen readers instead of Alt Text

- Photo: text description

- Photo description: text description

- [Photo description: text description]

- Image: text description

- Image description: text description

In-line Image Descriptions: Facebook & Instagram, 2 of 2

Universal Design Center

csun.edu/udc

Flyers on Social Media

The flyer (left):
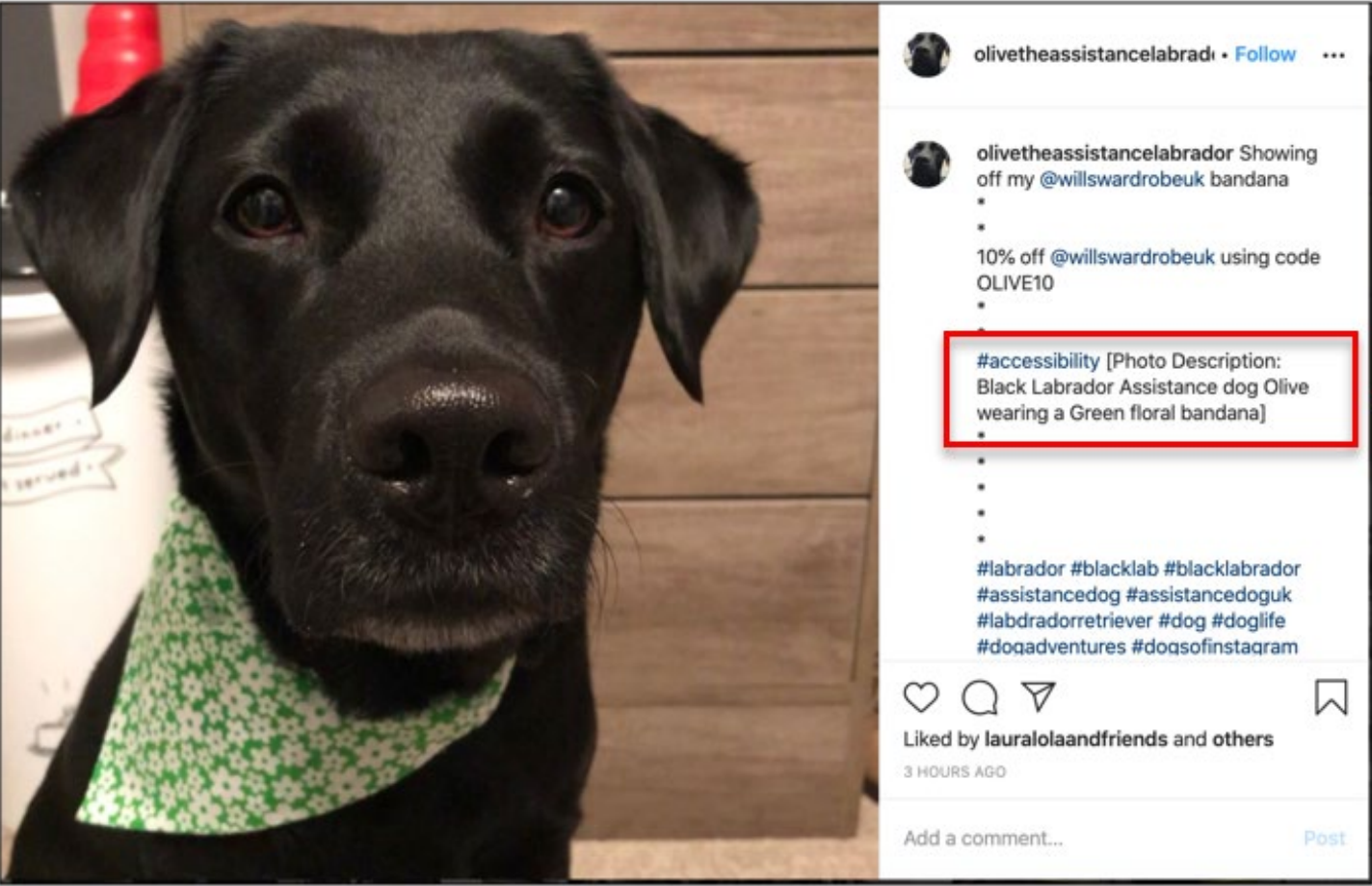
THE ELITE.
THE WORTHY.

THE UNITED STATES
SECRET SERVICE

The U.S. Secret Service is seeking qualified individuals with diverse skills and background who are interested in a challenging career with our federal law enforcement agency.

Secret Service Information Session

We are currently recruiting for the following positions:

Date: Monday, October 21, 2019

Time: 3:30PM – 4:30PM

Location: Deaf CSUNians Student Lounge

WHO: ALL ARE WELCOME TO ATTEND

Bring your Federal Resume

Find out more at
www.secretservice.gov
or call us at 888-813-USSS
202-406-5370 (Deaf and Hard of Hearing) | EOE

Follow us 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

3. Provide brief image alt text "*The Elite. The Worthy. The United States Secret Service event flyer.*"

   - "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.

Accessibility icon

Alt Text Missing.
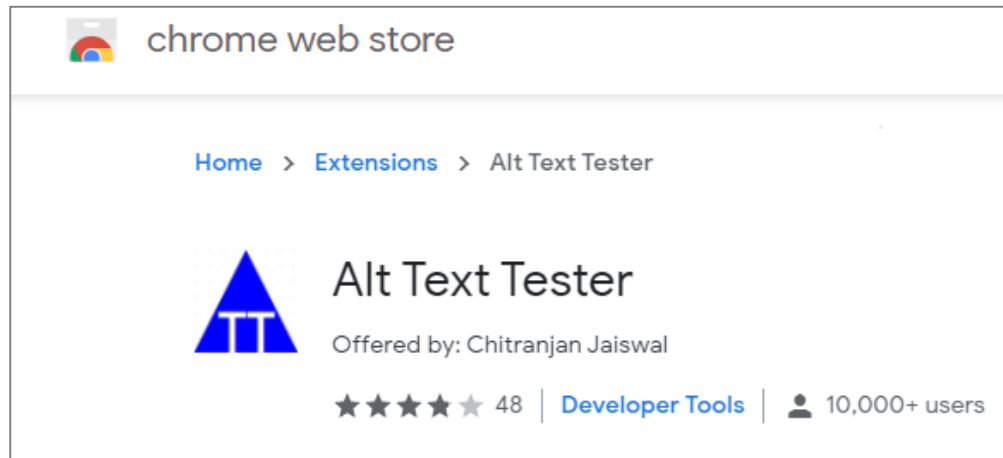
GIFs or flickering media

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.
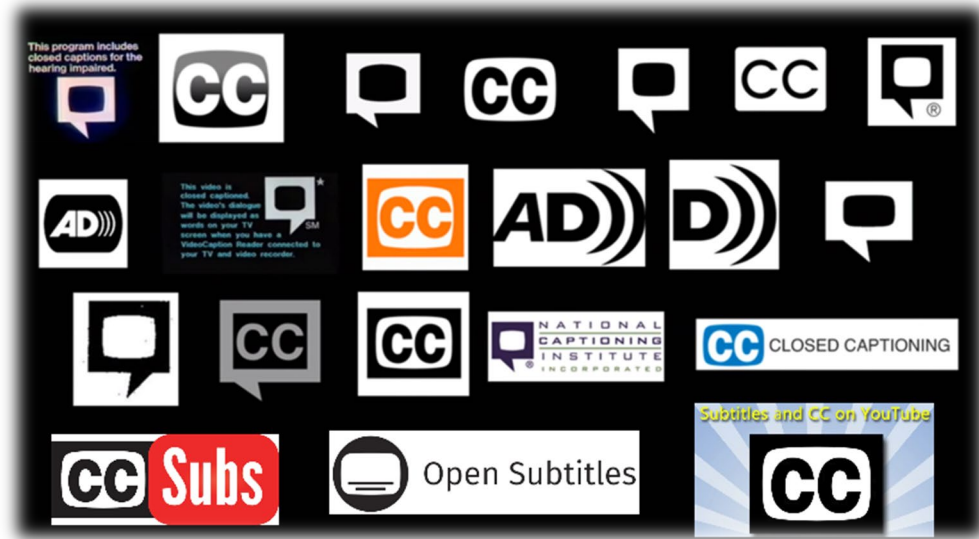
Captioning & Audio

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**
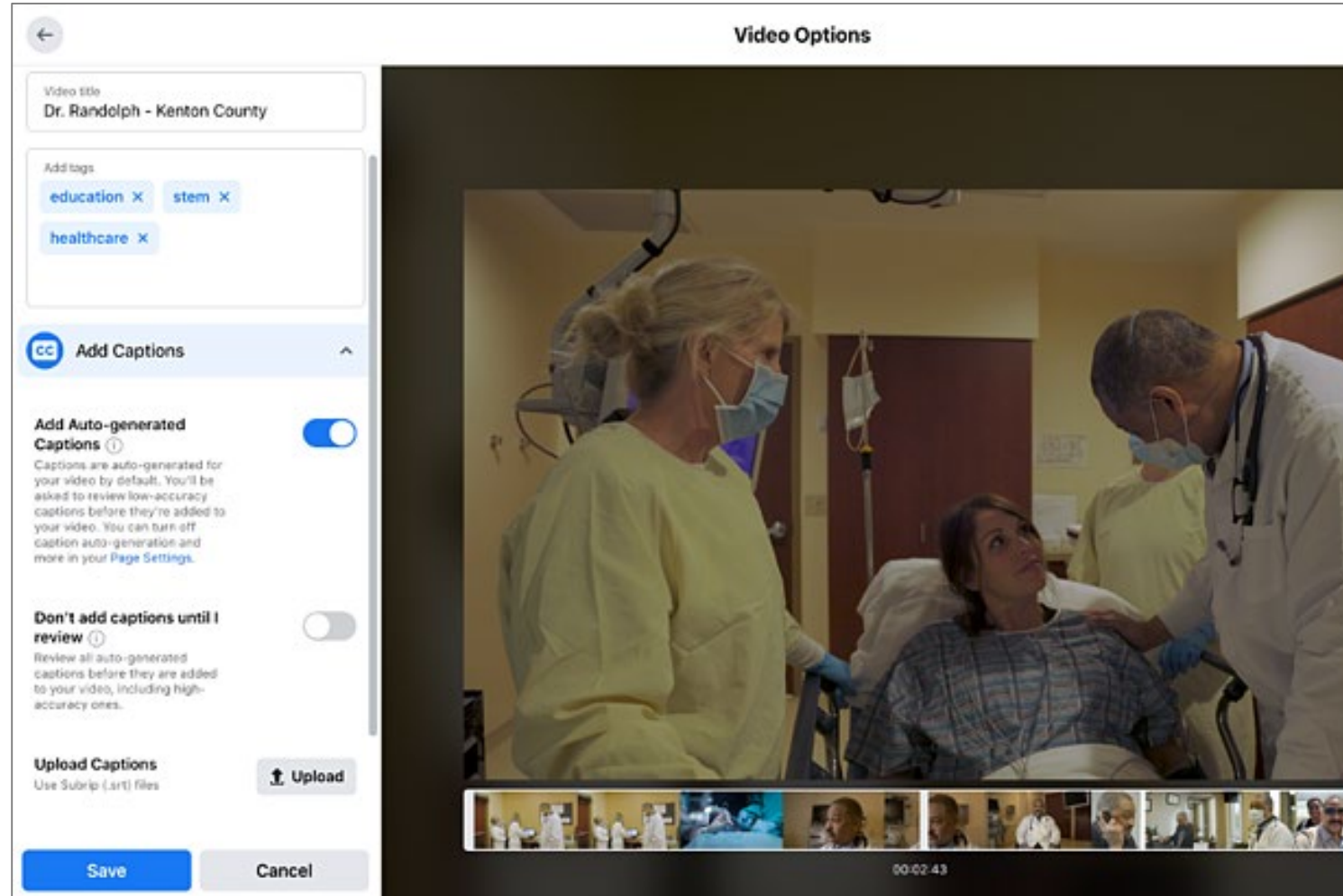
Captioned Video: **Instagram**

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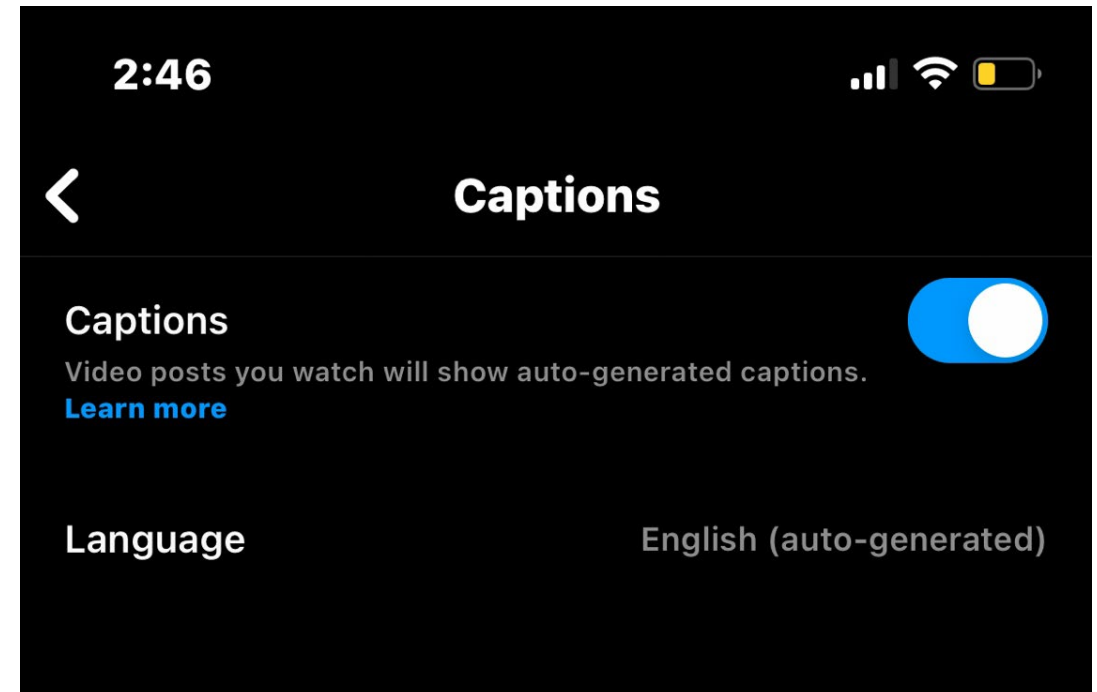
Note: Consider burning your captions onto the video to ensure accuracy.
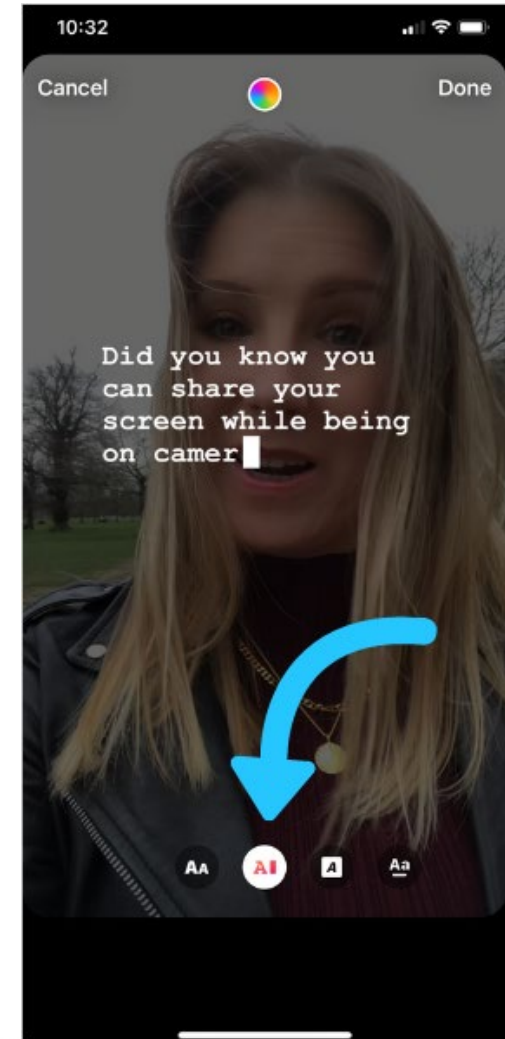
Captioned Video: Instagram Stories

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
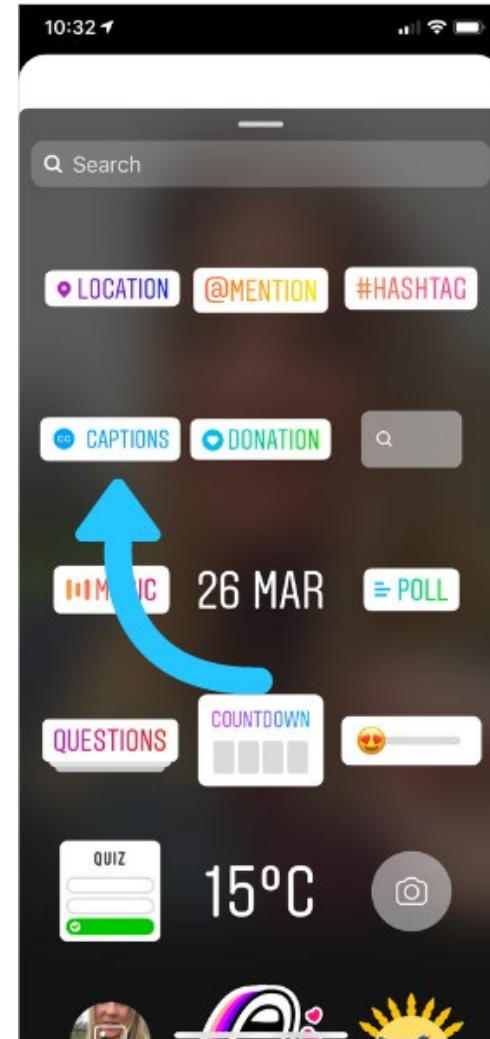
Captioned Video: **Twitter**

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.

Creating Clickable Canva Pins - ...   **Change thumbnail**   **Tweet**

File name: Creating Clickable Canva Pins - Part 1.mp4
Uploaded: Today

Settings   Subtitles   Sharing

Add a new subtitle file (.srt)

Select a language to upload   ⌄   **Upload**
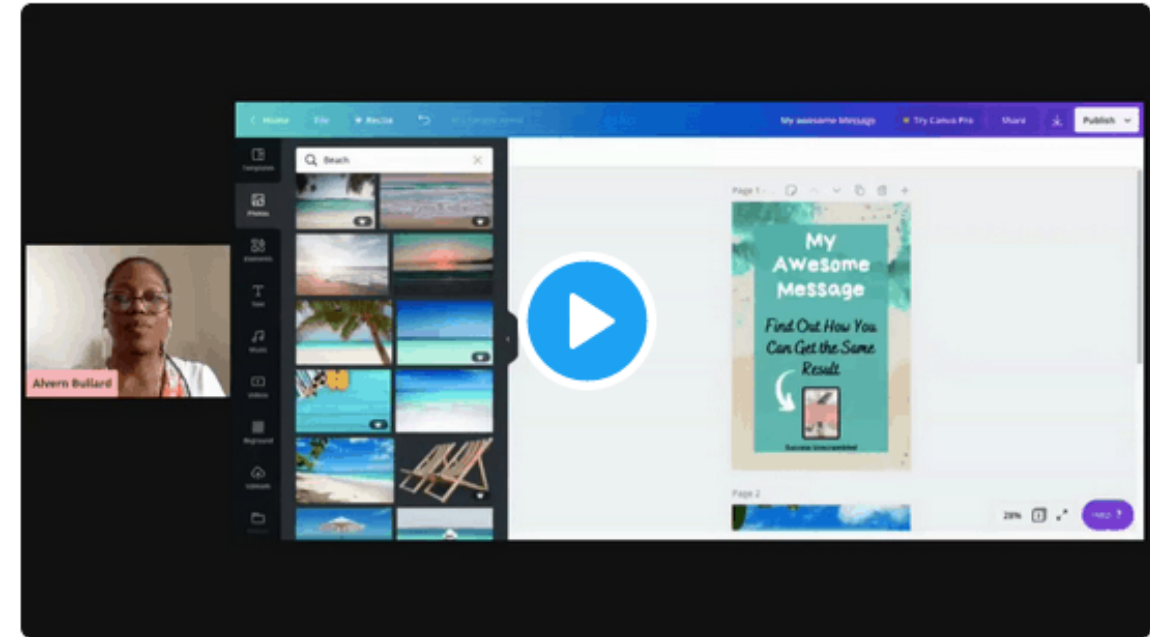
Audio Description

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.

CSUN Cal State Northridge
@csunorthridge

The CSU prides accessibility and inclusion on its campuses. Learn how CSUN is "pushing the boundaries of accessibility." ow.ly/BlMK50BQzVQ

Marvel Stuff @marvelstuff · 11m
Mark Ruffalo has signed on to reprise his role as the Hulk in the @disneyplus SHE-HULK series! bit.ly/2lBk9t1

Putting It All Together

Social Media Accessibility

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

Mindy Johnson | @min_d_j

Accessibility features, best practices, and resources

Universal **D**esign **C**enter

csun.edu/udc

How can we help you make a **difference**?

Make **one** design that fits everyone

Documents

Website

Media with captioning

UNIVERSAL

DESIGN *means design for everyone*

Universal Design Center Offers

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

Universal **D**esign **C**enter

csun.edu/udc