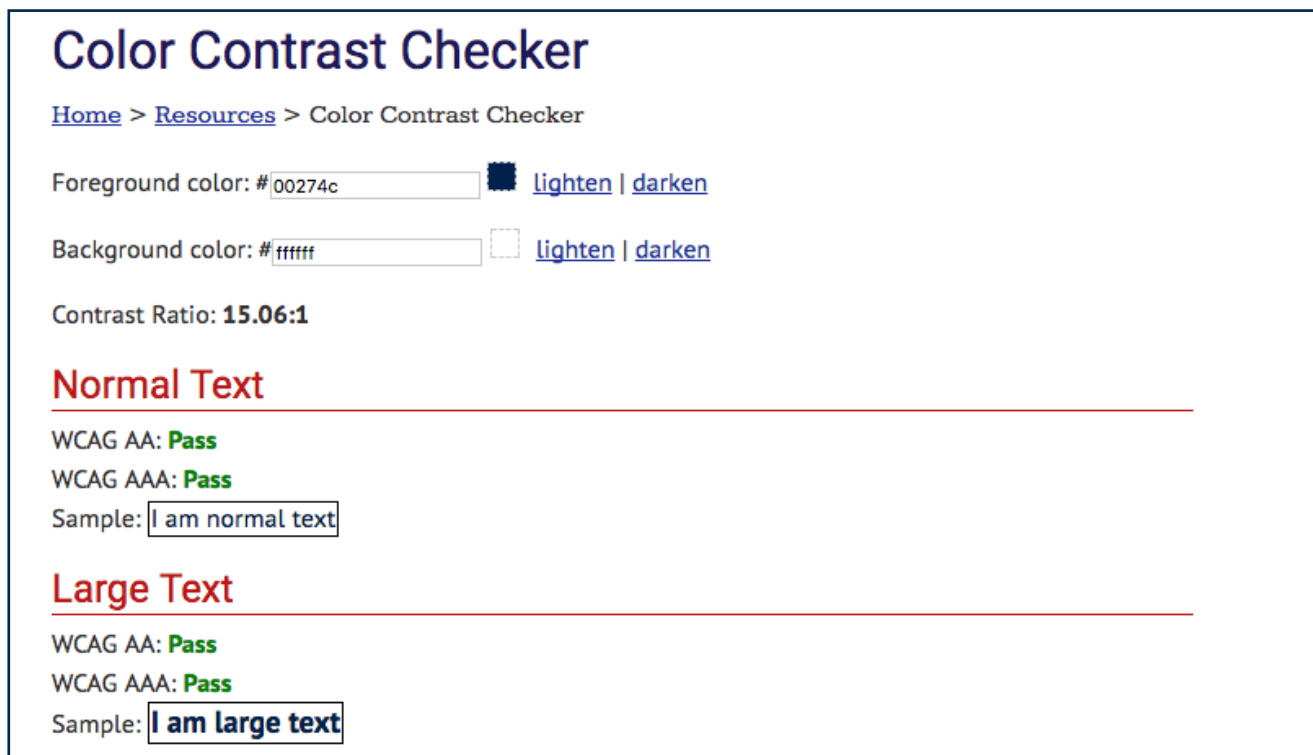


CREATING WEB-BASED GRAPHICS

Text

Font size can vary based on the font chosen, but 10 point is usually a minimum.

Be sure to check your text against background colors for ease of readability. WebAIM is a recommended site to check the contrast of your text (<http://webaim.org/resources/contrastchecker/>).



Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground color: #00274c [lighten](#) | [darken](#)

Background color: #ffffff [lighten](#) | [darken](#)

Contrast Ratio: **15.06:1**

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample:

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample:

Graphics

Be especially careful with light shades of gray, orange, and yellow when designing a graphic piece.

FACEBOOK ACCESSIBILITY

Facebook Images

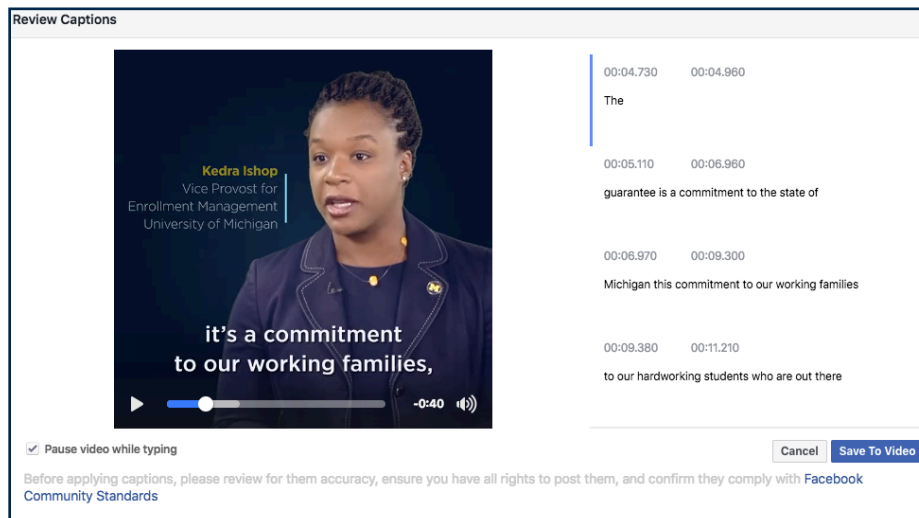
Add image descriptions to every image/gif and when uploading an album. Doing this ensures that blind or low-vision individuals will understand what is going on in the picture. The descriptions don't need to be very long, they just need to describe what the scene is, and how elements of the image appear and provide context for the image.

Example: (Pictured: Dog in the Diag next to the Block M.)

Auto Captions: Facebook has started auto-labeling images using computer vision. Please note that this does not replace visual description.



Facebook Video Accessibility



When uploading a video, make sure to attach a SRT file. This can be done by hovering over the uploaded video and select options, edit this video then clicking on upload SRT file.

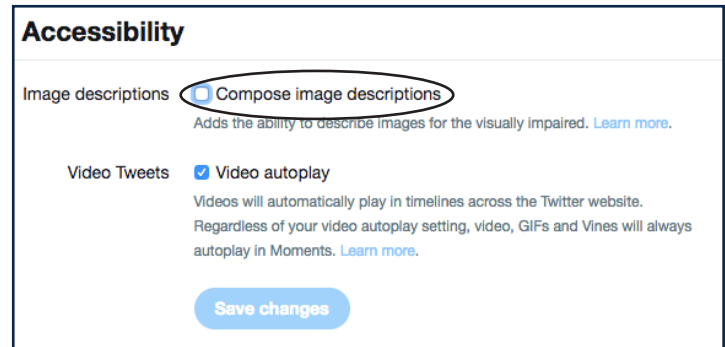
On Facebook pages, Facebook will now automatically generate transcript captions for uploaded

videos, which you should then review and edit.

TWITTER ACCESSIBILITY

Enabling Image Accessibility for Twitter

1. Select Settings and Privacy (Located by clicking on your Twitter icon at the top right).
2. Select Accessibility.
3. Enable “Compose image descriptions” by activating either the check box or the slider beside the option.



Adding Image Descriptions on Twitter

1. Click the tweet icon to compose tweet, then attach photo.
2. App: On the image, tap Add Description to insert descriptive text.
3. Web: Click the thumbnail to open the thumbnail preview dialogue.
4. Type the image description and select Apply. You can tap the description again to edit it prior to posting the tweet.



Things to Note

The limit for a description is 420 characters.

Descriptive text cannot be added to GIFs or videos so it's a good practice to add a description in your tweet if you're posting a GIF or video.

Consider providing an indication that a link in a tweet is a photo, video, or an audio file (e.g. [PIC], [VIDEO], [AUDIO], [GIF]). This allows people using screen readers to know what to expect before opening any link. Use uppercase letters only for further clarity to sighted users.

YOUTUBE ACCESSIBILITY

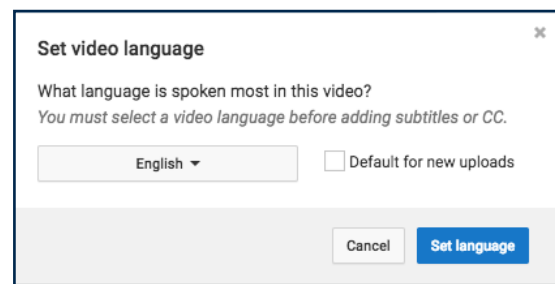
Ensure all videos have closed captions and audio description (or a link to a version that has audio descriptions). In addition, a full transcript (of captions and audio description) is useful for people who have both hearing and visual impairments including those who are deaf-blind. YouTube has a feature that will automatically caption videos less than 10 minutes in length. To increase its accuracy of the YouTube's translation, have very clear-spoken words and little background noise. However, since YouTube automatic captioning is still in Beta and can be very inaccurate, prepare your own accurate transcript and upload it whenever possible.

Descriptive language needs to be used in video captioning to denote audio and visual elements to users who may have visual or hearing disabilities. Make sure to use easy-to-understand language in your descriptions.

Be careful only to include high-quality audio. People who are hard of hearing may have difficulty with the soundtrack of videos that contain music or other effects, or which have not been produced to high audio quality.

Creating & Editing Auto-Captions

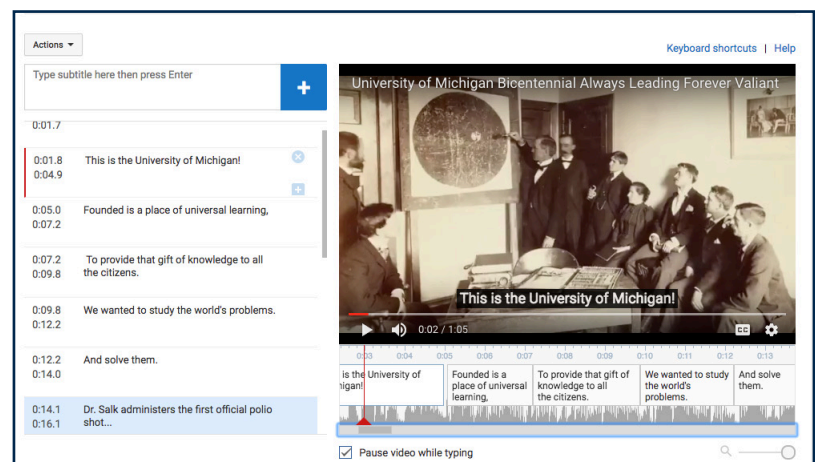
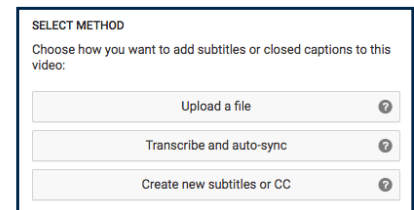
1. Upload your video by clicking on the Upload icon located in the upper right corner.
2. Once the video is done processing, click on 'Video Manager' towards the bottom next to 'Add more videos'.
3. In Video Manager, select the down arrow next to the 'Edit' button of the video you would like to caption.
4. Select 'Subtitles/CC' from this down arrow menu.
5. A 'Set video language' pop-up will automatically appear. Select the default 'English' or you can select a language by searching for that language in the search box then click 'Set language' button.
6. To the right of the video under 'Published', the auto-generated captions should be listed as 'English (Automatic)', click it and you'll be able to edit each caption in the timecode by clicking the top right 'Edit' button.
7. Click on the line you wish to edit and adjust the captions to correct it.
8. When you have finished editing the captions, click 'Done' or 'Save change' in the bottom right corner to save the new version of the captions.



YOUTUBE ACCESSIBILITY

Creating & Editing Time Captions

1. Upload your video by clicking on the Upload icon located in the upper right corner.
2. Once the video is done processing, click on 'Video Manager' towards the bottom next to 'Add more videos'.
3. In Video Manager, select the down arrow next to the 'Edit' button of the video you would like to caption.
4. Select 'Subtitles/CC' from this down arrow menu.
5. On the right-hand side of your YouTube video, select the 'Add new subtitles or CC' button. Select 'English' or you can select a language by searching for that language in the search box.
6. You can then select from three options on how you want to upload your captions.
7. If you have a transcript file, select 'Upload a file' and select the file type and upload it. If you don't, you can transcribe the video by selecting 'Transcribe and auto-sync'. We suggest you upload a .srt file.
8. You'll be able to edit your captions in the Subtitles/CC tab. There might be two versions, Automatic and the one you create. Click on the one you created.
9. You'll be able to edit each caption in the timecode by clicking the top right 'Edit' button.
10. When you create new captions, they will appear on the screen as the video plays, while they will also appear in smaller boxes beneath the video player. When you click on one of these boxes, blue 'handles' will appear on either side of it. To time your captions so that they are synchronized with the dialogue, click on the handles and drag them to the left or right to adjust when each caption starts and finishes. You can do this as you create each caption, but it is probably easier to write the text for all the captions first, then play the video again and adjust the timing for all of them.
11. Once you have completed your captions and are happy with them, click on the 'Publish' or 'Save changes' button.



GENERAL SOCIAL MEDIA ACCESSIBILITY TIPS

Use Plain Language to Spell Out Acronyms

It is good practice to spell out the words that comprise the acronym and then add the acronym in parentheses after (e.g., Literature Science and the Arts (LSA)). This is especially helpful for those who use screen readers, because after the name is heard and the acronym is spelled out, the user will be better able to associate the sound of the acronym with the full name.

Use Camel-Case in Hashtags.

Capitalizing the first letters of compound words makes it easier for screen readers and users alike to pronounce the individual words. (e.g., use #SocialMedia instead of #socialmedia)

ACCESSIBLE BLOGGING TIPS

Add Alternative Text and Captions to Blog Post Images

As its name implies, alternative text provides a textual option to non-text content in blogs and posts. For more information on how to add alternative text to your pictures and/or videos, please check out: <http://webaim.org/articles/gonewild/#alttext> and <http://webaim.org/techniques/alttext/>.

Hyperlink Descriptive Text

Instructions such as “click here” or “read more” can make it difficult for people with screen readers to understand where a link will take them. Instead of these short phrases, hyperlink fully descriptive text so that users will know where they are going when they follow a link. For example, the title of an article or website to which the link will direct readers. Additionally, allow links to be opened in the same window so users can navigate with the “back” button as needed. Make sure that links are indicated by more than just a change in color. Whether using underlining or another method, the hyperlink should be obvious, so that visitors to your blog are clear that they have encountered hyperlinked text.