Accessibility

When looking at accessibility, there are two key issues at play; how disabled users gain access to digital information, and how content is developed and designed to comply with the specifications of the Americans with Disabilities (ADA) Act.

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 (webaim.org/resources/contrastchecker/)

Graphics

Be especially careful with light shades of gray, orange, and yellow when designing a graphic piece.
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:
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.
Facebook Accessibility
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: Girl with notebook and pencil standing in 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 descriptions. A full transcript (of captions and audio description) is also 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 shorter than 10 minutes in length. To increase accuracy in these auto-captions, it’s best if the video’s dialogue is clearly spoken and you have very little background noise. Since YouTube’s automatic captioning function is still in Beta and can be very inaccurate, we recommend preparing your accurate transcript to upload with your videos 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 easily understood language in your descriptions.

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, either view it in your channel’s ‘Video Manager’ or follow the link to view the video.

3. In either Video Manager or on your video, select Edit Video.

4. Select ‘Subtitles/CC’ from the navigation bar.


6. To the right of the video under, the auto-generated captions should be listed as ‘English (Automatic)’. (If the captions aren’t listed yet, allow your video to process longer).

7. Click the auto-generated captions. you’ll load into the captions editor where you’ll be able to edit each caption in the timecode.

8. Click Edit in the upper-righthand corner.

9. Click on the line you wish to edit and adjust the captions to correct it.
**YouTube Accessibility**

**Creating & Editing Time Captions**

1. Upload your video by clicking on the Upload icon located in the upper right corner of YouTube.

2. Once the video is done processing, either view it in your channel’s Video Manager or follow the link to view the video.

3. In either Video Manager or on your video, select ‘Edit Video’.

4. Select ‘Subtitles/CC’ from navigation bar.

5. On the righthand side, select the ‘Add new subtitles or CC’ and select the video’s language.

6. If you have a transcript file, select ‘Upload a file’. We suggest you upload a SRT file. If you don’t have a transcript file, select ‘Create New Subtitles or CC’.

7. Type any spoken dialogue, music cues, and sound effects (the latter two being denoted in brackets: [Music Fades In] or [Door Slams]) and ensure it aligns with the proper timing in your video using the timeline along the bottom of the editor.

8. Once you are satisfied with your captions click ‘Publish’ in the upper-righthand corner of the screen.

**Creating & Editing Auto-Captions (cont.)**

10. Make sure you denote any music cues or sound effects/natural sounds as they will not be picked up in auto-captions.

11. When you have finished editing the captions, click ‘Publish Edits’ in the upper-righthand corner to save the new version of the captions.
Instagram Accessibility

Adding Alt text to Instagram is simple and necessary for visually impaired users to connect with your content. There are two ways you can add alt text to your photos. The best way is to add alt text to your photo when you post, however Instagram also gives you the option to add the alt text after the photo is already posted.

Begin with drafting a new post like you would typically do. To find access to alt text, click the “Advanced Settings” tab at the bottom of the screen.

Once the advanced settings tab is open, scroll to the bottom and you will see “Write Alt Text.”

Open the alt text tab and describe your image. A good alt text is usually no longer than 100 characters.

Published Instagram photos

If your photo has already been posted click on the three dots at the upper righthand corner of your Instagram post to open the edit menu.

Click “edit” which will give you an option to edit alt text to your image.

Open “Edit Alt Text” and add a description to your image in fewer than 100 characters.

Example:
Female and male students laying in the grass on the Diag reading books.