Webinar: 13. BLH Presentation: Social Media Accessibility

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>> Johan Rempel: Welcome, everyone. The topic today is social media accessibility. And I have the honor of co-presenting with Rayianna Daniels. We were talking earlier that this impacts everybody's ability to communicate in an accessible manner. Whether you're posting personally or professionally.

We provide live captions for this presentation. And there are two options here. You can access the StreamText link in the chat that I saw Heather has posted. Thank you, Heather.

You can also access the closed captioning option on the bottom right as well or the CC button on the toolbar.

And spotlighting and pinning are additional options for accessibility. Specifically as the relates to someone you want to spotlight who is using ASL for your target audience. So, there's instructions here on how to spotlight and pin. Feel free to reference these slides. They'll be recorded, archived and sent out to everybody.

And most of you have probably become aware of what CIDI is, center for inclusive design and innovation. We focus on a whole spectrum of services and it's all related to disability services and accessibility.

And then the goals for today's presentation upon completion of this webinar participants will be able to understand the implications of non-accessible social media platforms ‑‑ I'm hearing an open mic. You may want to check your mic whether it's muted or not.

We also ‑‑ another goal is to identify at least two obstacles to accessibility people face when using social media and three work arounds for social media platforms.

I have the privilege of working with Rayianna Daniels specifically around accessibility initiatives. She has a BS in science in computer science... [Reading].

Most of you probably are aware of my role. I oversee a lot of our digital accessibility initiatives and oversee the ICT and UX department.

So today's topic: With a continued proliferation of smart phones and tablets being used to access content... [Reading].

Whether individuals have disabilities or not this is crucial. Especially in emergency situations. You will be able to find out how to make an equitable experience for everyone. Specific how-to instructions will be provided for Facebook, Twitter, Snapchat, Instagram, TikTok.

Like I said, this is being recorded and it will be distributed ‑‑ shared with Allie McDougall to distribute to the rest of the team.

And please feel free to post throughout this webinar on any questions or comments that you have in the chat. We would greatly appreciate that.

Just to make sure we're speaking clearly on this topic and addressing your questions and concerns.

So why is access important?

Number 1, keeping informed during an emergency. So, individuals with disabilities are especially vulnerable in multiple ways during emergencies. For instance, technology is often used with assistive technology solutions, daily activities that rely on electricity for instance. So keeping informed for individuals with disabilities is absolutely essential.

Realtime updates during emergencies are crucial. Marked as safe is a common way social media is leveraged during crisis or emergency situations.

And then updates in real-time. And an example of the value of social media is testing site closures or openings. Let's hope this pandemic is winding down, but certainly testing sites ‑‑ if a person with a disability who may not be able to drive is investing a lot of time and energy, they want to make sure the site is open. Unlike individuals who can jump in their car and be inconvenienced by it. This may be a matter of having access or not.

Transit route changes. Individuals with disabilities rely more heavily on public transportation for instance. Understanding which routes may be changed in real-time is really helpful. Social media can often be the primary point of access to information and may be more readily available than other outlets.

I have listed a number of barriers that we'll talk about that. Some of these you may not think of as accessible barriers. For instance, language complexity. Language complexity impacts everyone. Especially if someone is wanting to access content in a straight forward and quick manner. Georgia Tech is very guilty of this. We have a lot of academics who like to talk about their work and what they do and the level of detail, which is great, but sometimes for the general public that's not necessarily palatable for quick and easy access.

So just keeping that in mind. I'll get in to more detail later.

Captioning, we've talked about the importance of captioning in the past. Certainly for individuals who are deaf or hard of hearing. But for anyone. Sometimes captioning can be really valuable. If it's a really noisy environment. Or they don't have access to the speech output that they're trying to use for instance.

Color contrast we have discussed this. Certainly with social media this is crucial.

If you think of the complexities of lighting and situational circumstances where a person may not have their reading glasses in an emergency situation for instance. Color contrast can be very beneficial.

ASL, American Sign Language, and other sign languages, certainly that can pose an as barrier for those who rely on that as their primary mode of communication. Don't assume that everyone who is deaf or hard of hearing is fluent in reading English. In fact, a lot of individuals who rely heavily on ASL, rely much less on the written language.

Alternative text. Rayianna will talk more about that in detail with the various platforms she will cover.

Audio description. For individuals who are blind, if there's a lot of video content that's being used to relay information, if that content isn't described effectively, that's a significant barrier for individuals who may be low vision or blind.

Flashing images. A lot of people aren't aware of this, but for individuals who may be prone to epileptic seizures, flashing images can trigger that.

Something to be aware of. If you're posting information or sharing information from another source or creating content yourself, be aware of that.

WCAG, web content accessibility guideline, talking about that and provides additional guidance.

And then simply, poor design. Whether somebody has a disability or not, user friendly platforms and interfaces benefit everyone across the board.

So how to remove barriers. Universal and inclusive design are terms tossed around a lot. This really draws on the initial build out of design. Whether it's a video, whether it's a document, including a broader initial audience is beneficial for everyone.

As much as possible I would include individuals with disabilities within that process. Assistive technology, this is more from the end user's perspective. For instance y use a number of different assistive technology on my smart phone. I use VoiceOver pretty much every day. I use Zoom built in magnifier. On the desktop I use windows magnifier multiple times a day. So very often it's on the end users control. Keep in mind, we're talking about a lot of the content as well. So trying to make the content as well is important.

Self‑advocacy and systems advocacy.

You can think back to the squeaky wheel gets the grease scenario when there's self‑advocacy. That's beneficial when someone advocates for them self.

When in a larger structure they may not have controls. So that's where you play an important role in systems advocacy. Individuals may speak up for themselves but this may lend itself to the procurement process. What sort of technologies are being procured. Is there an accessibility evaluation or assessment to determine whether the products or services are going to be accessible for everybody.

So just keeping in mind it's a ‑‑ it's a two-system approach. The individual would need to let others know what their needs are, but from a systems wide approach not having no systemic barriers in place so someone has to always self-advocate for themselves.

And then choosing the right platform. On the mobile, it's really straight forward. It's usually iOS or Android. On the desktop and laptop we're primarily looking at windows base and the Mac platforms. There's pros and cons to each of those. For your own information, it seems that for individuals with disabilities the iOS platform specifically for the smart phones and tablets are extremely popular and well used. However, considering that individuals with disabilities are very often under employed, they may not be necessarily feasible. Android is certainly another choice because of the diversification of Android products. You're looking at well over ‑‑ I think it's around 17,000 Android devices now. Because it's open source it's more challenging to push out accessibility on that platform because it's so open to modification by a certain carrier or company.

We'll get into that more with mobile accessibility training as well.

So if you attended other trainings some of this would be familiar to you but I rather cover it than assume everyone has heard it. A lot of people reference the ADA. The ADA actually says very little about digital accessibility. Sign under to law in 1990. Even before the internet gave birth. So we're looking at the spirit of the ADA when you hear of lawsuits in the media and things being ADA compliant. The ADA is a sieve rights law that prohibits discrimination against individuals with disabilities in all areas of public life including jobs, schools, transportation, and public and private places. We have a picture of George Bush signed into law the ADA legislation. So, President Bush ended up near the end of his life using a wheelchair himself. He had some cognitive disabilities that he faced.

So, it's ironic that the law ‑‑ the legislation that he sign under to law probably benefited him on a personal level. So very powerful legislation. And very often it is up to the court systems from a pretty subjective interpretation of what false under the ADA and what doesn't.

Certainly social media has fallen under the ADA with specific lawsuits. That certainly is a form of communication.

So we're really looking at it impacting jobs, school transportation, public and private places that are open to the public.

And it is about the spirit of the law and not the letter of the law.

If you've attended other trainings, you're probably aware of the Section 508 refresh, also known as ICT Refresh. Often people call this 508. It was published in January 18, 2017. This particular update is harmonized with WCAG 2.0 level AA. I'll get more into that in a few slides.

It applies to the U.S. government agencies. However, many states and local governments have adopted the ICT Refresh and the WCAG standards as statutes, regulations or policies.

So just because it apply today the federal government doesn't mean that state agencies, contractors for the federal government and industry aren't impacted.

So, once again this might be repetitive for some of you who have attended previous trainings but it's worth mentioning for those who haven't. The World Wide Web Consortium, also known as W3C‑WAI has developed standards called the web content accessibility guideline, WCAG. The latest version is 2.1 and provides additional success criteria on the topics of mobile accessibility, low vision, cognitive and learning disabilities.

There's often misconceptions about WCAG 2.0 and 2.1. If you think of a software update, they're iterative updates. IOS 11 to iOS 11.1 verses an iOS 12 update. So it's an iterative process. Achieving 2.1 certainly doesn't rule out all the great work that's done in conforming to 2.0.

And I've provided a link below for additional information on that.

This is worth noting, last year the White House put out a statement. This is on their website still. According to the White House accessibility statement: Our ongoing accessible effort works towards confirming to the web content accessibility guidelines 2.1 level AA.

You may remember I mentioned the federal government requires 2.0 which is harmonized with Section 508. Here the White House is saying they're striving toward 2.1.

These guidelines not only help web content accessible to users with sensory, cognitive and mobility disabilities but all users regardless of ability.

So if you think of social media and which guideline to follow and which iteration, everything is moving toward 2.1.

You may be familiar with this structure level A, AA and AAA.

Level A is really the ‑‑ I wouldn't even call it the basement. It's the essential requirements to meet. Otherwise it will be impossible for one or more groups to access the web content. It really isn't acceptable to go with level A.

From a compliance standpoint everything is at least AA. This is necessary requirements to meet otherwise some groups will find it different to access.

Level AAA is best practice. This applies to social media as well when posting content. In order to make it easier for some groups to access the content. There are some aspects to AAA that are challenging to incorporate, especially after a platform or content has been developed. However, there are some aspects that you may want to consider. For example, higher contrast. Level AAA there are some agencies that incorporate that higher contrast that are outlined in level AAA which often are not that hard to incorporate actually. Especially for social media. Again, when you're looking at people accessing content in varying environments and on smaller screens that might be worth considering. I'll go into more detail in a bit.

Once again, if you're familiar with these resources, fantastic.

If you have colleagues or other agencies that may benefit from this, these are the Perspective videos. It really is a very effective way of getting a high-level perspective on various individuals with disabilities and how they access content.

So please share this bottom link generously for anyone who wants to know more about accessibility.

And wants to get it in small bite size chunks. I can't recommend this enough.

So color contrast. We've talked a lot about this. Whether it's document accessibility, website accessibility, and certainly with social media. This is, again, looking at the smaller real estate of the screen very often when social media is accessed on smart phones and tablets. I can't emphasize the importance of this enough. So with AA we're looking at a contrast ratio of 4.5:1. For all text and images of text. Contrast ratio of 3:1 for large text. That's 18 font and larger. This excludes UI components and decorative images and logos.

For AAA is 7:bun ratio for all text and images of text. And for large text minimum of 4.5:1.

On the right here we have a couple of examples of color contrast. Just eye balling it. It's sometimes hard to tell whether it's sufficient contrast or not. The top colors are effective contrast for level AA. The ones below would actually fail color contrast.

We've shared a color contrast analyser tool in the past and we'll include that in the resources below as well.

And I'm going to check, Rayianna, do we have any questions or comments in the chat?

>> Rayianna Daniels: No, we don't.

>> Johan Rempel: Okay. Feel free to stop me with any questions along the way.

So, the use of plain language. W3C‑WAI guidelines encourage the creation of additional content to help users understand less commonly used words, abbreviations, avoid advance reading levels and difficult pronunciation. A similar tactic is to implement content writing standards to avoid them unless they are essential to the content. If something needs to be digested in a quick and efficient way, the plain language guidelines apply here. WCAG which is thousands of pages in total ‑‑ we're trying to simplify it.

Here are resources for plain language. 3.1.3 usual words, 3.1.4 abbreviations, 3.1.5 reading level and 3.1.6 pronunciation.

This isn't just for individuals with cognitive disabilities. This is valuable across the board. Think of someone that English is their second language.

This is where a lot of people make some assumptions and get confused with font types and sizes.

WCAG really doesn't say a lot about font types and sizes. I can understand why they didn't delve into these waters. There are thousands of different types of fonts and font size can be relative depending on the screen size.

So generally San serif fonts are recommended.

Times New Roman, this isn't technically a San serif font but it is clearer to use. Verdana, Arial, Tahoma, Helvetica and Calibri. These are good to use from an accessibility standpoint.

Very often these transfer over. If someone is low vision or has dyslexia, these fonts will be more readable than the serif fonts that are fancy in style.

Reduce the number of font types used as much as possible.

So, especially for the cognitive load trying to figure out the different font types can be confusing for individuals who are trying to adjust to different font types.

Avoid using font attributes to convey meaning. For instance, bold, underlined, italicized, change in color. Keep in mind for a screen reader user, they're not going to by default be understanding that a person text is bolded or underlined or italicized. If that's used to emphasize something, that's not available to a screen reader user. Yes, a screen reader user can determine if font is bold or underlined for example, but that's a manual task that they have to slow down and actually carry out a key stroke for. A screen reader doesn't automatically indicate that. And avoid using font sizes considerably smaller or larger than the surrounding context in which it is presented. Sometimes it can be a bit of an over stretch. I know individuals who make font really large for me. And when I'm accessing that digitally it's a disadvantage because I'm so used to the standard font size. So when it's large I have to readjust my screen accordingly. So it's okay to use smaller font. Just be mindful of not going too far outside of the base level font you're using. Essentially on mobile there's all kinds of different ways a person can change the font size. Making it too large or too small is certainly a challenge.

And then the WCAG quick reference guide. You're probably seeing a similarity here with general web content and social media. It really is almost a complete transfer over with the content itself when it comes to accessibility.

Very few people are completely familiar with WCAG and the many different criteria that it lays out. This is an extremely valuable tool. If you want to see the requirements of captions, audio description, sign language, it's all here. You can quickly access this.

>> Rayianna Daniels: Hey, Johan, we have a question in the chat. It says for the previous slide, is all caps okay for emphasize as long as it's clear that we're not yelling?

>> Johan Rempel: Good question. Typically a screen reader will identify all caption ‑‑ that's a great question. It will raise the tone when it's all caption. As long as it's not screaming that's appropriate if you're transferring valuable information with those all caption, absolutely.

To make it even more accessible, you may want to use the word "please note" or "important" for instance but the answer is yes. That's a great question.

Let's move on to the W3C‑WAI accessible design and develop over view. Our goal here is to make you all as independent as possible and as knowledgeable as possible with accessibility.

It doesn't happen overnight, but certainly there's a lot of resources and information out there to get you started. The W3C‑WAI has some fantastic resources. They provide tips for getting started, media resources for audio and video, web accessibility tutorials and additional design and development resources Y. Left the link for you to access. This is going to be saved as an accessible PDF and you'll have access to that link.

And with that I will pass it on to Rayianna Daniels.

>> Rayianna Daniels: Thank you, Johan.

Hi, everyone. As mentioned earlier, I'm Rayianna Daniels and I'll be walking you through essential popular social media platforms and how to make the ways within these platforms accessible. I will try to follow a standard structure when discussing each platform that consists of me providing a general over view of the platform and diving into specific ways to make specific areas accessible.

In 2009 Facebook was open to the general public. Prior to that it was a social networking tool for college students. Today Facebook has a larger audience and with an increase in reach. The content has changed as well. It went from just images and text to now have videos and stories.

Images and text and videos are self-explanatory. For those unaware I will provide a small explanation of stories. Stories are kind of new. They are similar to snaps in Snapchat. They are a string of videos and/or images that disappear after 24 hours. That was just a brief over view of Facebook. Now we will move into making the content accessible.

All right so starting with the simplest content. Text post are the most accessible. This is because text is often readily available to screen readers. And if coded properly it can be magnified by individuals who use screen magnification tools.

However, if there's a chance to make something more accessible, you should take that chance. On Facebook the text is scalable. This doesn't necessarily apply to content creators but the users themselves. If you direct someone to a Facebook post and you're aware they may have low vision, it may be best to inform them that they can increase the font size if necessary.

On images it's not hard to determine the accessibility pain point of images on social media. Alternative text is not often used. People are not aware of alternative text and Facebook's alternative text features.

If you forget to add your own alternative text to an image, Facebook has auto generated alternative text. However, there's room for error. Artificial intelligence doesn't always get it right. It can be very misleading or confusing.

The good news is alternative text can be modified by you giving you the ability to provide accurate descriptions. On the first image on the far left I'm in the options feature of the image. Circled it is the edit alt text button. Once you click that you will be given a change alt text screen where it will let you know the autogenerated alt text. The image I was going to edit was fireworks at a braves game. The auto generated said maybe an image of fireworks. So once you tap override, you'll be given a text box where you can accurately describe your image. For this image I would say purple fireworks at a braves game. Just enough description for anybody that may need it.

Videos, so videos should be captioned. I'm sorry. Is there a question? Okay. Videos should be captioned to ensure they are accessible to users who are deaf or hard of hearing. On Facebook there isn't an option for auto generated captions. You can up load your own captions. You can upload an SRT file. When you add captions, they must be added using the desktop version of Facebook and after the video has been processed and posted to Facebook. You can't add it in the up-loading process. You click the edit button ‑‑ edit video and then edit button and then you can add a captioning file.

Finally on to stories. With stories your accessibility options are limited to adding captions. These captions are known as a sticker. These are kind of like auto generated captions but they only apply to stories. You can't add these to the regular posts. So you add these ‑‑ in a nutshell they are a way of adding features to your stories like music or polls or interactive questions. So, the captioning sticker will use artificial intelligence to determine what is being said in the video and caption tin real-time. For pictures there's no way to add alt text. Of course you can try to add text to your stories. Like to overlay the pictures. However, if you do this to try and describe the pictures, you have to know that text can't be picked up using assistive technology. So someone who may be blind won't have access to that text. So images are the most inaccessible part of stories on Facebook.

So, Instagram. I like to believe most of you are familiar with Instagram. It was created in 2010. It was a photo sharing application. The early users were photographers interested in sharing their work.

Today Instagram is used by every person you can think of. From photographers to teachers, comedians and everybody in between. To accommodate this wide range of users, Instagram has expanded their image types. You can post images, videos and reels and stories.

Making images on Instagram is easy. Just like with Facebook, alt text can be added during the posting or after.

To add alt text you need to go to the advance settings option which is located under where you add a post caption. Not like a video caption. I know that's confusing.

From there you will find a page of settings. At the bottom there's an accessibility section where you are given the option to write alt text. If you forget to add alt text, Instagram uses auto generated alt text. Only some of the pictures are actually being described even though I have never added my own alt text. I know some have auto generated while others don't. It's hard to determine why that is the case and why it picks and choices. So it's best to add alt text to every image that you up load.

Videos. Captions can be added to pictures. On this slide I have two examples. It's pretty much similar to adding alt text. Go to advance settings section and turn on the show captions. Unlike Facebook, there isn't an option within Instagram to up load your own captions. To do that you would have to use a third-party service to add your captions to the video before it's up loaded to Instagram.

On to stories and reels. Videos posted in your stories can be captioned using a captioning sticky. The auto generated text can be edited. I think I mentioned that before. On stories, when you add captioning to your videos it will auto generated the text but there will be an option to click edit and make changes. I tested this out. I was recording myself and talking but I was mumbling and it missed a few words. So I was able to correct some of those words.

The same goes for reels. Within reels you have the options to add and edit captions using the caption sticker feature as well.

Finally and this last point is just something to be mindful of, when posting captions or descriptions of your post, refrain from using URLs because they don't hyperlink. It's best to add the link to your profile page and direct users there that way they're able to click on the link and it will take them to wherever they need to go.

So, just a little overview of Twitter. It's social networking and microblogging site created in 2006. Users use it to rant, communicate, make jokes and everything in between. Users can post text only tweets which are the most common tweet. They can post videos and images and also polls which are really fun.

Polls allow users to ask their follows questions and have them answer by voting for the best choice.

So, just as with Facebook, text only post or tweets are the most accessible content for all of the same reasons. They're able to be used using assistive technology software. If you can get away with using text only it's best to do so. If you have to post videos, captions can be added to your videos. And the process is a little more involved than what you would prefer because the captioning file has to be added using one of 3 sources: Twitters media studio or ask.twitter.com or you can use Twitter's API.

Twitters media studio is the simplest option. To add files that way you open the media studio library where your video is located, you select the video you want to caption, select subtitles and select the language and then up load the file. It's as simple as that. What makes it involve is you have to go to a different website. For images, Twitter makes the process for adding alt text easy.

As soon as you add an image to a tweet, you'll be given the option to add a description to the image. By clicking or tapping the add description on a desktop or on a mobile device you will see alt. You can use 1,000 characters or less. That pretty much sums up making content accessible on Twitter. I didn't mention polls because I could not find a way to make them accessible although they are one of the areas of content that you can add.

One thing about them that I have seen ‑‑ there's nee way to make them accessible. They aren't really accessible at all. I have tested it with a screen reader and some of the answers once you ‑‑ they're not able to be selected. And some of the answers are not read using the screen reader. So I would stay away from posting those if possible.

Son to Snapchat. So Snapchat is a social networking and instant messaging application that was created in 2011. On it users are able to create content to share with their friends collectively or individually. There are two types of content: Snaps and stories. Snaps consist of videos and/or images that can be sent out as a story or to specific people via the option instant message feature. Stories are a combination of snaps viewed by all of your friends and even users you may not have added to your snap. I think that's still the case. One of the most popular features of Snapchat is the period of availability of the content that you share. Series are sent out on a 24-hour life span. Snaps sent via instant message are saved until they are opened and then they disappear. I think there's a feature you can purchase more replays but I would have to look into that more.

There really isn't much to talk about regarding making content accessible on Snapchat. From what I have experienced, there isn't a way to add alt text or captions. However, after playing with Snapchat using VoiceOver, I found the description auto generated. And Snapchat attempts to describe content. As you can guess, the descriptions are not always accurate. One of the stories that I opened was a woman wearing a basketball t shirt. Even though it was a woman, it was described as a child wearing clothing. That can be misleading.

I also found that text added to stories can be read using VoiceOver unlike Instagram or Facebook. So it might be best to add text describing the content that way. If you want to provide an accurate description to users.

So TikTok. One word that comes to mind is addictive. I can spend hours scrolling through videos and it feels like 10 minutes. For those who are not familiar. TikTok is a video sharing application that was created in 2016. It was previously known as musicly. On it is one main content type. Videos. They can range from 15 seconds to 3 minutes.

So, on TikTok there are two different ways in which captions can be added. First, there's an option to use auto generated captions which can be turned on at the time of posting. The auto generated captions can be edited to ensure they are correct. Unfortunately, some TikTokers take advantage of this and they like to edit the captions so they are the opposite of what is being said in the video. Although it's funny but the joke may not land for user whose are deaf or hard of hearing. So please refrain from doing that if you're providing important information. Second, captions can be added to a prerecorded video using a third-party software and then up loaded to TikTok.

On to a feature that I think is cool. TikTok has the ability to detect videos with contrasting light and dark patterns that can depict if it may trigger a person with photosensitivity.

When turned on, the warning like pictures on this slide will appear that this video may trigger seizures, would you like to skip this video or watch it. It gives users an option. Another cool accessibility feature is TikTok’ s text‑to‑speech functionality. If used properly it can make videos more accessible by adding a description of what's occurring in the videos.

So, YouTube. Probably one of the most popular in the world. YouTube was created in 2005. Within the past few years it has implemented community posts. Videos are self-explanatory. Community posts might require a little explanation. These post can consist of images, polls, gifs, shortened videos that might appear in the user's news feed. They're another way for content creators to interact with their subscribers. Unfortunately they're not the most accessible. Probably because they are a new feature.

So, on YouTube there are two types of videos that can be posted. Longform and shorts. Long‑form is anything over 60 seconds. Shorts are anything less than 60 seconds. Shorts are still in beta. At least they were when I was doing research. So some of the features for long‑form may not be available. Because YouTube main source of content is video it's not surprising that there are several ways to provide captions. Captions can be auto generated. Auto generated content is not always accurate. I have witnessed this inaccuracy first hand. The difference between what is spoken and displayed was actually quite alarming misinterpretation of the auto generated captions was caused by the back ground noise in one specific video I was watching. This is why it's important to provide manually created captions whenever possible. YouTube supports SRT and web VTT. The captioning files if you decide to do the manual route can be added when up loading or after the video has been posted. If you desire to do so, there's the option to manually type captioning within YouTube studio. For live content captions can be provided by using a service like StreamText.

YouTube gives users to add transcripts and audio description further adding to the accessibility of the site. While transcripts can be typed manually or up loaded from a while, audio description cannot be created within YouTube. They must be created using a third-party service and then up loaded. Finally you can utilize the translation. The translation can be translated to the user's native language.

So, on to community posts.

As I mentioned, community posts are fairly inaccessible. I came to this conclusion after navigating YouTube on mobile with VoiceOver. Images posted in the community connection are often missing alt text and there doesn't appear to be a way to add alt text to images. And then if we talk about the polls that can be posted in the community post, the answer section of those polls are not accessible using assistive technology. I was using JAWS or NVDA to test it out and it would skip over the post completely.

Only the question on some of the polls actually ‑‑ some of the questions on the polls could be accessed but the answers were just completely ignored by assistive technology. So, if you have the ability to ‑‑ I believe community posts are only available for YouTubers with a certain subscriber count. So I would refrain from that and make other social media posts on platforms thereat more accessible.

So WordPress. WordPress is a content management system that was created in 2003 and it allows users to host and build websites. Although just about any type of website can be built on WordPress, most use it for blogging. The range of content types seems limitless. However, the most common content types are text only posts, images and videos.

Those are what we're going to concern ourselves with for the sake of this presentation.

Again, as I said before, text only posts are the most accessible type of content because they're able to be accessed using assistive technology. As far as images, adding alt text in WordPress is easy because the content management system has a built-in alt text feature. Once an image is up loaded, you're given the option to include metadata which includes alt text. WordPress recommends embedded videos be added. Instead of up-loading actual video files. Up loading large files could make your site larger than it should be. One thing to remember is to ensure the videos are properly captions and audio description. Your site could be fairly accessible but once you add one piece of inaccessible content, that accessibility will go away. So be mindful of that. That takes me into design consideration. So, whether it's a post or creating a platform design is important. You want to ensure you're using colors with contrast ratio. You can use color contrast analyser to determine its accessibility.

This is essential important when deciding what color font you decide to use. Speaking of fonts, it's best to stick with San serif fonts. Johan mentioned accessible fonts earlier. It's best to stick with San serif fonts because it doesn't have a lot of curves and loops. That can be distracting for individuals who have dyslexia. You want to avoid custom fonts. Custom fonts like the one on this slide. I don't know ‑‑ I'm pretty sure some of you might be familiar with Cam Newton. This is a custom font that he's been using for years now and nobody knows why. Other than branding. The font has a lot going on with it. There's random lines and dots and loops. It's very distracting. It makes all of his posts really hard to read. For someone ‑‑ for any of his fans that may be dyslexic or have trouble reading to work through his posts has to be taxing of them because there's so much going on.

With graphics, especially complex ones, you should ensure they're accurately described. Images of text should include alt text that reiterates the text in the image. Videos should be properly captioned and described. You should avoid using auto generated if possible. As far as ASL interpretation, make sure the placement of the interpretation is not distracting but still able to be seen. And when creating content of individuals with disabilities, make sure it's not an actor portraying someone with a disability but actually an individual with a disability.

Ensure that your content is easily digestible or easy to understand by most users, if not all users. John talked about plain language before. Try using plain language to explain concepts in the simplest ways.

Here are some resources to help you make your content more accessible. We have an article from digital information world. The second link is a Twitter help portal that talks about making your images more accessible. Digital.gov has a guide to making Snapchat stories as accessible as possible. And then CL24 has an article talking about TikTok accessibility which is a good read that you should check out. And finally within WordPress there's a make WordPress accessible blog that talks about all the accessibility features within WordPress and how you can utilize it and use them to your advantage.

And I think it's over to you, Johan.

>> Johan Rempel: Great. Thank you, Rayianna. What a wealth of information. She makes it sound pretty straight forward but that's many, many hours of exposure to social media and accessibility that she's covered there. Here's a few more resources. The color contrast analyser tool again. Specifically if you're wondering about the color contrast from a mobile, you can dot the particular colors and e‑mail that and run this on the desk top. It won't work on the mobile device for instance. Federal plain language guidelines is worth checking out. The Hemmingway editor ‑‑ if you're wondering how health and medical information can get pretty complex. If you're wondering the reading level of information that you're sharing, what you can do is copy and paste that into the Hemmingway Editor and it will give you a ball park of whether it's third grade level, seventh grade level or higher. Rayianna brought up a point about using appropriate images when representing individuals with disabilities. Here's a couple of resources. Getty images. This is a paid site but they have fantastic images if you're going to be portraying people with disabilities. Make sure it's tactful, respectful and individuals with disabilities themselves.

And then disabled and here photos is a free resource that anybody can access some additional photos from.

Questions? We've covered a lot of material. Any comments or questions? I'm sure for some it's a bit of drinking from the fire hose here. It's just a lot of content. The good news is this is all recorded and archived. Even if ‑‑ Rayianna did a great job building out these PDF slides. So if you need to refer to the slides that Rayianna had built out, hopefully this is information that is helpful for you and can make the health-related materials that y'all work on more accessible to a wider audience.

So I will give people a moment here to post any questions or comments they may have. And I will ask was this helpful and do you have any additional feedback on maybe how we could have improved this.

Okay. Thanks, Molly. Molly says this was extremely helpful.

Sam was saying this was helpful as well. Amanda said what Molly said.

I'm glad it was helpful. I would encourage you to try this. You all have mobile devices. So y'all have access to VoiceOver on the iOS or talk back on Android. I would actually encourage you to go ahead and try it. Play around with the assistive technology built in and start experimenting. You heard Rayianna talk about some of this. It moves so quickly that you have to go in and test it yourselves because they make so many modifications.

Scy Fuller says I have a question about accessibility for pre‑designed sites. Pre‑designed as in the mock up stage? Some of the resources that I shared earlier I would refer to that. Also keep in mind at the mock up stage of sites color contrast is going to be important. So that color contrast analyser. Even if you're working from a PDF, you can run the color contrast analyser. Before it goes into actual coding for the developer, those W3C‑WAI resources cover a lot of aspects. You want to make sure things are coded in tab order, there's visual focus that any sort of elements or controls that we can access that from an accessible manner. Okay "we're also posting as an organization in LinkedIn. Are some of these same features there?" That's an area we could expand upon with linked in as well. Obviously, the concepts apply. The mechanics for posting is something we could expand upon with future trainings.

Any additional thoughts on that, Rayianna?

>> Rayianna Daniels: As far as the accessibility features, I'm not sure at the moment. But we should expand on that in the future. I wasn't aware ‑‑ I wasn't aware that it was popular in terms of posting. I was trying to get the most common social media sites.

>> Johan Rempel: You can only cover so much.

>> Rayianna Daniels: We could definitely expand on that in the future. We should add that as another focal point.

>> Johan Rempel: Yeah. Thank you, Amanda, for that question. I posted my e‑mail in the chat. Please reach out to me directly. What we can do is provide you with some resources. Maybe we need to scale back on some other parts of this training and include LinkedIn in the future. There's just so much to cover. LinkedIn is recent. Thank you for sharing that.

Send me an e‑mail and I will reach out to you. Our team will pull together some resources and provide that to you.

And I'll also share that with Allie as an additional resource when I send out the archives as well. And then thank you for the disabled and here collection as a source. I'm on the site now and it's fantastic. Great. It's a site that we reference site a bit at CIDI and draw from.

Rayianna, fantastic job again. So much content here. So much information packed into a short period of time.

>> Rayianna Daniels: Thank you. I hope everybody was able to understand what I was saying. I feel like I was moving too fast.

>> Johan Rempel: You covered a lot of material. And they can always refer back to the PowerPoint slides and recording if needed. It's hard to pack so much information into a short period of time. With that we will wrap it up. Amanda shoot me an e‑mail. We'll be in touch. Thank you for taking the time out of your busy schedules to attend. Thank you. All right. Enjoy the rest of your day. Hopefully we'll see you at another training soon.

>> Rayianna Daniels: See you guys.