Social Media Accessibility

Best Practices for Making Social Media More Accessible

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Introduction

- Experience in Social Media Accessibility

Benefits of Social Media

- Marketing
- Outreach
- Social interaction
- Communication
- Sharing content
- Announcements or news

Barriers in Social Media

- Visual images – blind or low vision
- Multimedia – cognitive, visual and auditory disabilities
- Audio output – hearing loss, deafness, hard of hearing
- Contents – limited mobility

Access to Social Media

- Screen readers
  - Mobiles
    - VoiceOver; TalkBack
  - Computers
    - JAWS; NVDA; VoiceOver
- Captions on videos

Accessible Tweets

Images	Videos	Share captioned videos	Acronyms	Plain language	Hashtags	Links
Add alt texts to images via mobile app or PC settings & go to A11y > turn on alt text feature & restart the app ------------------ *Scheduled tweets	Link to CC video or to transcript on your site*. Open caption video as the last resort. *Website Google Drive Box	N/A	Minimize use; must explain if use in a follow up tweet	Keep simple, concise and clear	Use camel case for hashtags: #IlliniNews instead of #illininews	Use brackets and uppercase to indicate photo, video or audio as a link, e.g. [PIC], [VIDEO], [AUDIO]

Accessible Facebook Posts

Images	Videos	Share captioned videos	Acronyms	Plain language	Hashtags	Links
*Edit generated alt text on the desktop only. Keep it to 100 characters. Follow the instructions on FB site.	Make videos captioned (directly uploaded). See CC instructions Link to transcripts* if captioning not available *Website Google Drive Box	Test for appropriate captions. Don't share videos that are auto-captioned or not captioned. If share others' video, then provide transcription with a link or as text inside the post.	Minimize use; must explain if use	Keep simple, concise and clear	Use camel case for hashtags: #IlliniNews instead of #illininews	N/A

Accessible Instagram Posts

Images	Videos	Share captioned videos	Acronyms	Plain language	Hashtags	Links
*Edit generated alt texts. Follow the instructions on Instagram site.	Link to CC video or to transcript on your site*. Open caption video as the last resort. *Website Google Drive Box	N/A	Minimize use; must explain if use	Keep simple, concise and clear	Use camel case for hashtags: #IlliniNews instead of #illininews	N/A

Accessible YouTube Videos

Images	Videos	Share captioned videos	Acronyms	Plain language	Hashtags	Links
N/A	Provide detailed descriptions Do not use automatic captions. Edit captions after uploading video by going to Video Manager setting & editing CC	N/A	N/A	N/A	N/A	N/A

Additional Information

- Hosting Twitter Chats
  - Scheduled time
  - Specific topic using hashtag (use camel case)
  - Format questions and answers, e.g., "Q1", "A1", etc.
- Easy Chirp (alternative accessible twitter application)
  - Sign up & give authorization to Easy Chirp to use your Twitter account

Keeping Social Media Accessible: Tips

- Contact information
  - Provide your contact information on all platforms
  - Provide contact information or links to all social media support helpdesks
- Multiple channels
  - Distribute content through multiple channels (more than one)
- Content upkeep
  - Maintain, test, and remediate content
  - Keep messages simple and clear
  - Adhere to best practices and learn Section 508 and WCAG
- Resources for more information

Resources

Alternative Texts

Alternative Text

Alternative text blunders

15 Things to Know About Twitter's Alt Text for Images

How do I edit the alternative text for a photo on Instagram?

How to Add Alternative Text to Facebook Photos

Captions

Benefits of Captioning

Video Captioning

How to Add Closed Captions to Facebook Videos

Closed Captioning with Instagram

Resources

Standards
WebAim's WCAG 2 Checklist
Section 508 Standards (U.S. Access Board)
Web Content Accessibility Guidelines 2.1 (W3C)
Twitter
Part 3: Alternative Text for Images (Scheduled tweets)
How to Improve your Social Media Image Accessibility (Scheduled tweets)
The Ultimate Guide to Hosting a Tweet Chat
TweetChat
Easy Chirp (Alternative accessible twitter application)
Other
Federal Social Media Accessibility Toolkit

Contact Us

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