

**Social Media Accessibility**  
Best Practices for Making Social Media More Accessible



Presenter: Lori Lane, DRES, IT Accessibility Specialist in Universal Design  
Contributor: Christy Blew, DRES, IT Accessibility Specialist in Training & Outreach

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**Introduction**

- Experience in Social Media Accessibility



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**Benefits of Social Media**

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



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## 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




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## Access to Social Media

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




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## 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 *Website *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]

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## 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 <a href="#">CC instructions</a> . Link to transcripts* if captioning not available *Website Google Drive Box	Text 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

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## 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

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## 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

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## 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

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## 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**

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## 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](#)

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## 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](#)

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## Contact Us

Lori Lane – [lorilane@illinois.edu](mailto:lorilane@illinois.edu)

DRES, IT Accessibility Specialist in Universal Design

Christy Blew – [cblew@illinois.edu](mailto:cblew@illinois.edu)

DRES, IT Accessibility Specialist in Training and Outreach

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## References

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• Ruh, D. (January 8<sup>th</sup>, 2013). *Accessibility in Social Media*. Retrieved from <http://www.ssbartgroup.com/blog/accessible-social-media/>

• DigitalGov. *Federal Social Media Accessibility Toolkit*. Retrieved from <https://www.digitalgov.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>

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