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

<table>
<thead>
<tr>
<th>Images</th>
<th>Videos</th>
<th>Share captioned videos</th>
<th>Acronym</th>
<th>Plain language</th>
<th>Hashtags</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add alt texts to images in mobile app or go to settings &amp; enable alt text feature &amp; select the app</td>
<td>Link to video or transcript on your site. Share captioned video in the last resort. *Replace Google Drive Box</td>
<td>N/A</td>
<td>Mention us, mark as a follow-up tweet</td>
<td>Keep simple, concise and clear</td>
<td>Use camel case for hashtags: #IlliniNews instead of #illininews</td>
<td>Use brackets and uppercase to indicate photo, video or audio as a link, e.g. [PIC], [VIDEO], [AUDIO]</td>
</tr>
</tbody>
</table>

*Website Google Drive Box, *Scheduled tweets

Disability Resources and Educational Services, University of Illinois
December 6, 2018
## Accessible Facebook Posts

<table>
<thead>
<tr>
<th>Images</th>
<th>Videos</th>
<th>Share captioned videos</th>
<th>Acronyms</th>
<th>Plain language</th>
<th>Hashtags</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Edit generated alt text only on the desktop only. Keep it to 100 characters. Follow the instructions on the site.</em></td>
<td>Make videos captioned directly on Facebook</td>
<td>Edit for appropriate captions. Don't use captions that are automatically captioned or not captioned. If none other captioning is available link to transcription or video description.</td>
<td>Keep simple, concise and clear.</td>
<td>Use camel case for hashtags: #IlliniNews instead of #illininews.</td>
<td>N/A</td>
<td>N/A</td>
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</table>

## Accessible Instagram Posts

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td><em>Edit generated alt text only on the Instagram site.</em></td>
<td>Link to video or transcription on your site.</td>
<td>Open caption video on the first screen.</td>
<td>Keep simple, concise and clear.</td>
<td>Use camel case for hashtags: #IlliniNews instead of #illininews.</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

## Accessible YouTube Videos

<table>
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<th>Plain language</th>
<th>Hashtags</th>
<th>Links</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A</td>
<td>Provide detailed descriptions. Do not use automatic captions. Edit captions after uploading video by going to Video Manager, clicking Settings.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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 Chat (Alternative accessible twitter application)
Other
Federal Social Media Accessibility Toolkit

Contact Us
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References
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