

A service of the U.S. Department of Labor's
Office of Disability Employment Policy

Social Networking Sites and Accessibility: Implications for Employers

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Presentation Overview

- 1. Using JAN**
- 2. Web Design**
- 3. Wikipedia**
- 4. Blog**
- 5. MySpace**

- 6. Facebook**
- 7. Second Life**
- 8. YouTube**
- 9. Overall**
- 10. Questions**



Social Networking Sites



JAN Overview

- What We Do
- How We Do It
- Customers We Serve



Social Networking Sites



JAN Overview: Start with JAN

- Accommodation and ADA Consultation
- Technical Assistance Documents
- Process and Guidance
- Benefit/Cost Research
- Policy Development



Social Networking Sites



Motor Team

Cognitive /
Neurological
Team

Sensory Team

Entrepreneurship
Team



Social Networking Sites



- 32-38,000 contacts per year
 - 6-7,000 electronic contacts (emails and JoDs)
- 3.5 million Webpage requests per year



Social Networking Sites



JAN Overview

- Employers
- Individuals
- Rehabilitation and educational professionals
- Others



Social Networking Sites



- **Over 200 Publications**
- **Comprehensive Website**
 - SOAR
 - ADA Library
 - A to Z
 - JAN on Demand
 - JAN en Español
 - JAN Updates
 - Social Networks



Social Networking Sites



BLOG

Linked in



You Tube



Web Design



- Provide text alternatives for all non-text content
- Spell out abbreviations
- Keep a standard design (header, footer)
- Provide mechanisms to freeze objects and control volume
- Use accessible media (open, closed, audio captions)
- Lower reliance on color and music
- Allow keyboard navigation
- Create accessible PPT, forms
- Use relative text size
- Display EEO / RA statement

Job Accommodation Network (JAN)



JAN: Social Networking Venues - Windows Internet Explorer

http://www.jan.wvu.edu/topics/socialnets.htm

JAN
Job Accommodation Network

Welcome to JAN.

ODEP
Office of Disability Employment Policy

Search JAN.

For Employers | For Individuals | For Others | Accommodation Search | A - Z of Disabilities | Hot Topics | Publications and Resources | What's New? | Tour the Website

Home >> A - Z of Disabilities >> Accommodation Information by Topic: A to Z

Social Networking Venues

- Have you had success using the Job Accommodation Network? Do you want to share this important resource with others? JAN's new five minute, fully accessible YouTube video provides colleagues, friends, and other the opportunity to "Step inside the JAN office, meet staff, and learn more about job accommodations."
- Blog Post to JAN's Blog and enjoy a community space to discuss employer success, JAN experiences, and current legislative and accommodation issues surrounding the employment of people with disabilities. Start blogging!
- Facebook: Visit JAN's Facebook.
- Twitter: Catch up on JAN's tweets with JAN's Twitter page.
- MySpace: Visit JAN's MySpace page.
- GovLoop: Connect with over 11,500 Federal, state, local, academics, and good contractors via the premier social network for Government 2.0, including JAN.
- Digg: Digg JAN's materials on Digg.
- Delicious: Check JAN's bookmarks on Delicious.
- LinkedIn: Become part of JAN's Group on LinkedIn.
- Second Life: Visit the JAN Avatar, JAN Xomotron, in Second Life, and pick up a JAN t-shirt and business card!
- Wikipedia: Visit JAN's Wikipedia page.

Done

Job Accommodation Network - Wikipedia, the free encyclopedia - Windows Internet Explorer

http://en.wikipedia.org/wiki/Job_Accommodation_Network

article | discussion | edit this page | history

Job Accommodation Network

From Wikipedia, the free encyclopedia

The **Job Accommodation Network (JAN)** is a service provided by the US Department of Labor's Office of Disability Employment Policy (ODEP)^[1]. JAN is one of several ODEP projects. JAN's mission is to facilitate the employment and retention of workers with disabilities by providing employers, employment providers, people with disabilities, their family members, and other interested parties with information on job accommodations, entrepreneurship, and related subjects. JAN's efforts are in support of the employment, including self-employment and small business ownership, of people with disabilities.

Job Accommodation Network (JAN)

Background Information	
Founded	1983
Purpose	Technical assistance related to accommodating people with disabilities in the workplace, including information about entrepreneurship
Audience	Employers, rehabilitation/medical professionals, people with disabilities, and their friends/families/coworkers
Contact Information	
Website	http://www.jan.wvu.edu
Phone	(800)526-7234
TTY	(877)781-9403
Email	JAN@Demand
YouTube	http://www.youtube.com/user/JANinformation

Contents [hide]

- History
- Services Provided
- Partnerships and Collaborations
- References
- External links

History [edit]

Located on the campus of West Virginia University since its inception in 1983, the Network began with two consultants providing accommodation information over two telephone lines with no computers. At that time, JAN served only employers seeking accommodation information. Because of additional demand for its confidential, direct, and no-cost service, JAN quickly expanded beyond providing information to employers to include rehabilitation and educational professionals, individuals with disabilities, and anyone else interested in workplace accommodations.

Initially, JAN consulted primarily on sensory disabilities, those involving hearing, vision, touch, or speech impairments. Until the early 1990s, about 30 percent of JAN's requests addressed these disability areas. As computers, office machines, cell phones, wireless communication, and similar technology became common in workplaces, employees with all types of impairments needed to be able to use the technology. As caller questions became more technical, JAN consultants changed to a team approach, dividing into motor / mobility, sensory, and cognitive / neurological teams. A team approach allowed consultants to handle increasing case loads, yet stay current and knowledgeable about rapidly changing technology and products. With the implementation of the Americans with Disabilities Act of 1990 (ADA) in 1992, more individuals began calling JAN and more cases focused on accommodating individuals with motor / mobility impairments. Prior to 1992, JAN averaged 630 accommodation inquiries per month. In 1992, cases soared to over 1,000 per month and continued to steadily rise throughout the 1990s, ending with an average of almost

Wikipedia



- Has initial learning curve
- Used for summary of JAN service, research, partnerships, and history (including funding agency)
- Remains neutral but unsubstantiated venue
- No attempts to edit or contribute material
- Will update as JAN project develops
- Categories: Accessibility
- November stats: 535 page views

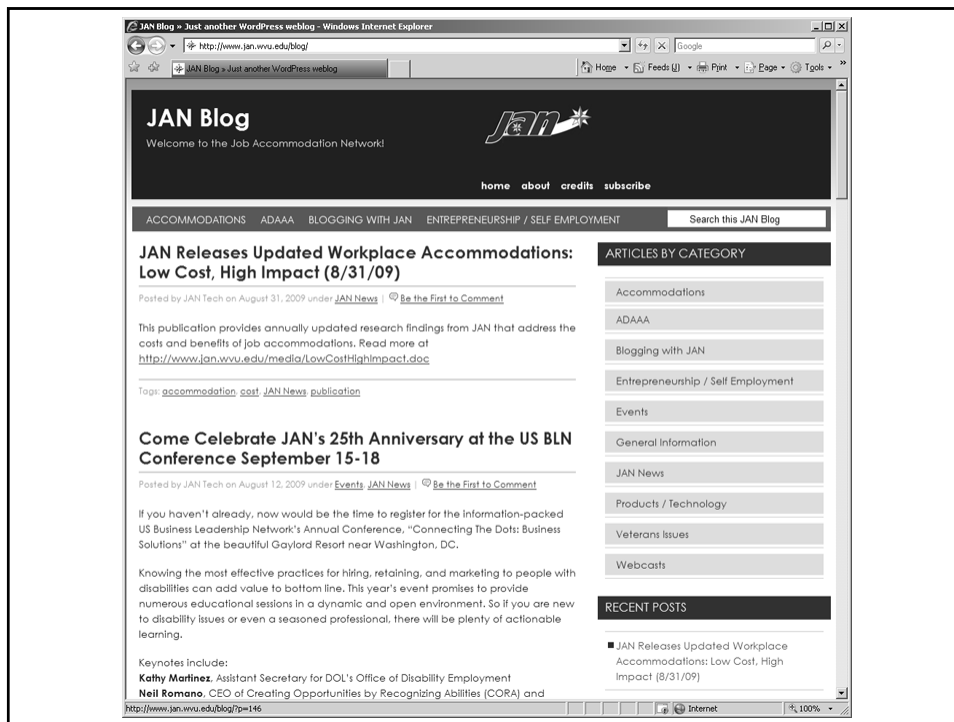


Wikipedia




- Minimize a large number of links
- Work within Wikipedia structure
- Follow Web design principles







Blog



- Has time consuming installation
 - php disagreements to ftp solution
 - accessibility modifications to theme
- Runs on JAN server
 - allows control of accessibility features
 - allows tracking of page requests
 - allows blending of JAN theme, plugins
- Attracts spam, comments, and questions - need approval
- Used for notification of new documents, current events, follow-up from Webcasts, and requests for media
- January - November stats: 173,536 page views, Rank 14





Blog



- *I am at a public university and we have a student with asthma requesting accommodations but she refuses to tell us what the triggers are for her asthma. Can we require her to get this information from her health care providers?*
- *This article is very informative. In fact, you have let me know what will be the solution for ailing problems. It was very useful for me, as I also suffer from lower back pain and cannot stand for long hours and in fact I am a teacher.*



The screenshot shows a Myspace profile for the Job Accommodation Network (JAN). The browser window title is "Job Accommodation Network | Myspace - Windows Internet Explorer". The address bar shows "http://www.myspace.com/jobaccommodationnetwork". The Myspace navigation bar includes "Home", "Mail", "Profile", "Friends", "Music", "Video", "Games", "More", "Lite", "My Account", and "Sign Out". The profile header features the JAN logo and the text "Job Accommodation Network" with a link to "www.myspace.com/jobaccommodationnetwork". Below the header, there is a bio section with the text: "The Job Accommodation Network (JAN) is a service provided by the US Department of Labor's Office of Disability Employment Policy (ODEP). JAN is one of several ODEP projects. JAN's mission is to facilitate the employment and retention of workers with disabilities by providing employers, employment providers, people with disabilities, their family members, and other interested parties with information on job accommodations, entrepreneurship, and related subjects. JAN's efforts are in support of the employment, including self-employment and small business ownership, of people with disabilities." Below the bio, there is a list of contact information: "JAN can be contacted in a number of ways: Website: http://www.jan-vo.vvvo.edu, Email: JANOnDemand, Phone: 800-526-7234 (V), TTY: 877-781-9403". To the right of the bio, there is a "Twitter" section with several tweets from JAN, including: "JAN Federal Employer Winter Webcast Series available for registration - Register at http://twurl.nl/uxp65p Tue Sep 01 20:54:57 GMT from Tweetburner", "JAN Releases Updated Workplace Accommodations: Low Cost, High Impact on the costs and benefits of job accommodations http://twurl.nl/en0y9o Mon Aug 31 15:54:58 GMT from Tweetburner", "Come Celebrate JAN's 25th Anniversary at the US BLN Conference September 15-18 http://twurl.nl/20kv3s Wed Aug 12 13:21:43 GMT from Tweetburner", "Melanie and Beth working the booth at the 24th Annual FDR Conference in Phoenix http://twurl.nl/5ctf6d Mon Aug 10 13:20:51 GMT from Tweetburner", and "Teresa will be presenting on how JAN can help you and your org at the Midnight Sun AT Conference Room 6 3-4:30 AKST http://twurl.nl/vygsa6 Wed Aug 03 16:06:11 GMT from Tweetburner". Below the Twitter section, there is an "RSS Reader" section. The browser status bar at the bottom shows "IM with your Friends! Select an Online Friend to start chatting." and "Online Friends (2)".

MySpace



- Flexible terms of service
- Cluttered code
- Too easy use of audio
- Less popular
- More stable among browsers when incorporating skins for links to other social networks (Twitter, YouTube)
- Inaccessible CAPTCHA
- Less accessibility information
- November stats: 15 friends



The screenshot shows the Facebook page for Job Accommodation Network. The page includes a navigation bar with 'Home', 'Feeds', 'Print', 'Page', and 'Tools'. Below the navigation bar is a login section with 'Remember Me' and 'Forgot your password?' options. The main content area features a 'Sign Up' button and a 'Job Accommodation Network is on Facebook' announcement. The page is divided into sections: 'Information' (Location: PO Box 6080, Morgantown, WV, 26505; Phone: 800-526-7234 (T) 877-781-9403 (TTY); Non-TTY: 9:00 am - 6:00 pm), 'Fans' (6 of 172 fans), and 'Favorite Pages' (1 Page). The main feed contains several posts from the Job Accommodation Network, including: 'JAN Releases Updated Workplace Accommodations: Low Cost, High Impact (8/31/09)', 'JAN Releases Fact Sheet: Self-Employment for Artists with Disabilities', and 'Come Celebrate JAN's 25th Anniversary at the US BLN Conference September 15-18'. Each post includes a date and time, and some have user reactions like 'Sheryl likes this'.

Facebook



- Less flexible terms of service
- Remains popular
- Has organization and personal pages
- Cannot track page requests: 267 fans
- *MC: Thank you so much for the recent training regarding recent events in job accommodations. I had no idea JAN was on Facebook. I now plan to tell each of my clients.*
- *Cricket: I like this opportunity to share resources. I'm a Selective Placement Program Manager (extremely new) and need resources.*

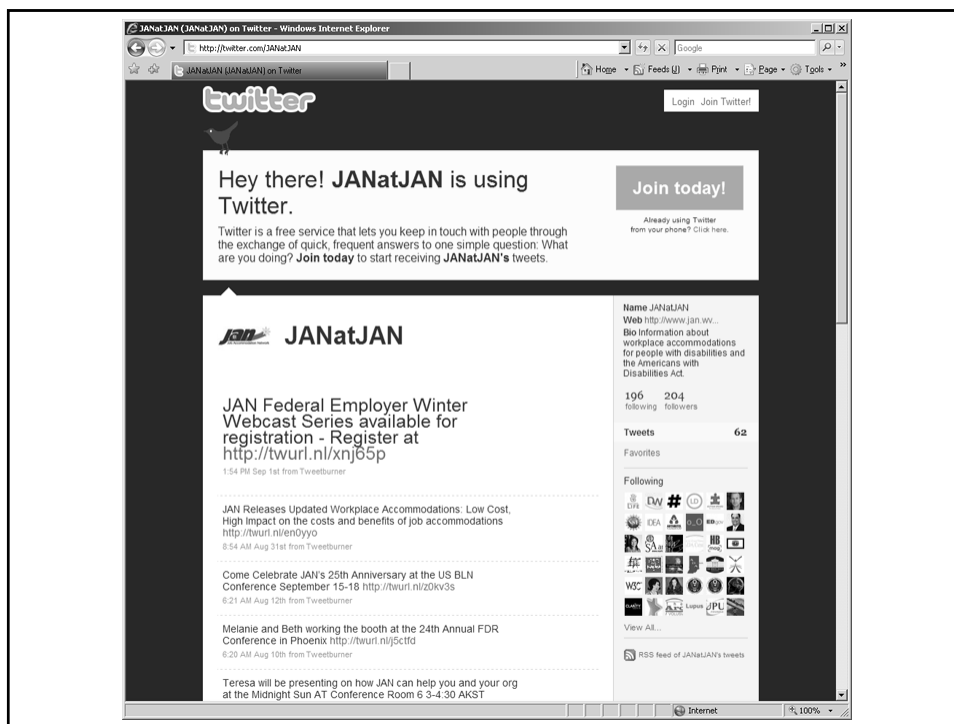


Facebook




- Redesigns often
- Need more access to code
- Remains very cluttered
- Allows link to RSS and blog
- Has partnership with American Foundation for the Blind
- Adjustable text size
- Offers audio version of CAPTCHA
- Allows JAWS use with chat
- Has keyboard shortcuts available
- Can attach captions







Twitter



- Microblogging: 140 characters or less
- Accessible Twitter (www.accessibletwitter.com)
 - alternative to Twitter.com website (mostly defaults RT and re:)
 - free but alpha version
- Greasemonkey (juicystudio.com/article/twitter-focus.php)
 - Puts the favorite, reply, and delete links into keyboard shortcuts
- Jawter (randylaptop.com/2009/02/08/jawter-2/)
 - screen reader becomes Twitter client
 - free but beta version
- Cannot track page requests: 286 followers
- Use Tweetburner to create twurl







Second Life



- Acts as an interactive 3D Virtual World, developed by Linden Lab (San Francisco)
- Provides platform where business, educators, nonprofits, and entrepreneurs can develop a virtual presence
- Functions with Linden Dollars and SL Time (pacific)
- Collaborate with:
 - Virtual Ability – accessibility
 - TechSoup – office space
 - Virtual Helping Hands – best practices



Second Life



Second Life



Second Life



Second Life

Second Life
File Edit View World Tools Help Advanced Virtual Ability 109, 147, 22 (PG) - Virtual Ability 12:39 PM PDT L3: Search

Description: **Job Accommodation Network Info**

The Job Accommodation Network is a service provided by the U.S. Department of Labor's Office of Disability Employment Policy (ODEP). JAN's mission is to facilitate the employment and retention of workers with disabilities by providing employers, employment providers, people with disabilities, their family members and other interested parties with information on job accommodations, entrepreneurship, and related subjects.

You can contact JAN and request consultation or information services by using the following methods. JAN's office hours are 9 am to 6 pm Eastern, Monday through Friday. Please see below for tips on what information JAN needs to help you in a timely manner.

By telephone

- > (800)526-7214 (V) in the United States
- > (800)ADA-WORK [(800)232-9675] (V) in the United States
- > (877)781-9403 (TTY) in the United States
- > (304)293-7186 (V) locally and outside the United States

By E-Mail

- > JAN on Demand for JAN questions that are related to accommodation, ADA, and workplace issues.
- > Training Request Tool for training requests.
- > subscribe@jan.wvu.edu for JAN updates and newsletters.
- > training@jan.wvu.edu for Webcast inquiries.
- > webmaster@jan.wvu.edu for Web comments and link requests.
- > jan@jan.wvu.edu for all other requests.

By Postal Mail

Save

Second Life



Second Life



- Establish office in Nonprofit Commons
- Track visitors and media distributed
- Develop partnerships
- Provide presentations on JAN and accommodation and ADA issues
- Share information on making virtual space accessible



Second Life

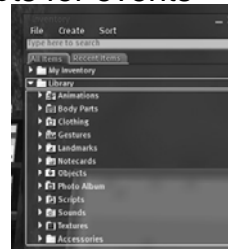


www.jan.wvu.edu/SL/office/

Second Life



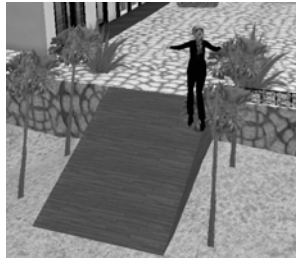
- Use TextSL (www.textsl.org)
 - JAWS becomes Second Life client
 - Dependent on Second Life designers
- Use Max – Virtual Guidedog (www.virtualguidedog.com)
 - Part of Virtual Helping Hands
 - Client that provides text in local chat to voice
- Create accessible signs, PPTs, transcripts for events
- Provide audio and text transcripts
- Rename objects to identifiable names



Second Life



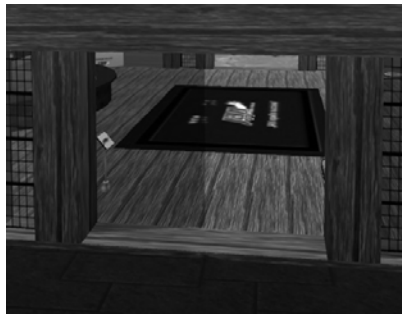
- Reflect physical world access (policies, ramps, teleports)



Second Life



- Reflect physical world access (doors, seating, turnarounds)





JAN on YouTube

YouTube



- AT Focus
- ~ 5 min
- Raw footage (HD) complete, converted to wmv
- Limited sounds chosen, combined visuals
- Adobe CS4, conversion software to include Adobe Flash designs that were convert to Video AVI
- Captions (captioning best practices collected)
 - open captions (outside vendor .xml file)
 - descriptive script
- YouTube testing of video in sandbox



Social Networking Sites



- Cluttered, jumbled code behind the scenes
 - unlabeled links and forms
 - overlaying forms
 - commercial ads
- Difficult to create user accounts
- Depends on AT knowledge curve, who controls server, AND designer of social network pages
- Can find ways to provide labels for links, alternate text for objects, captions for media, and effective ways to communicate for what organization controls



Social Networking Sites



- Growing at rapid rates
- Popular with some disability groups
- Has some resistance as too new, just playing
- Control is good and bad
- Need to increase public awareness

➤ Internal morale booster



Social Networking Sites



Questions



Social Networking Sites



Contact JAN



(800) 526-7234 (V)
(877) 781-9403 (TTY)
<http://www.jan.wvu.edu>
jan@jan.wvu.edu

Please call,
e-mail, or
visit us on the Web!

