



ADA Audio Conference Series October 20, 2015

This session is scheduled to begin at
2:00 pm Eastern Time

Real-Time Captioning and the PowerPoint Presentation are available through the Webinar Platform. Audio Connection is available through the webinar platform/telephone/Mobile App.

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Listening to the Session



- ▶ The audio for today's webinar is being broadcast through your computer or via telephone for those that registered for that option. If using your computer, please make sure your speakers are turned on or your headphones are plugged in.
 - You can control the audio broadcast via the Audio & Video panel. You can adjust the sound by "sliding" the sound bar left or right.
 - If you are having sound quality problems check your audio controls by going through the Audio Wizard which is accessed by selecting the microphone icon on the Audio & Video panel



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Listening to the Webinar, *continued*



MOBILE Users (iPhone, iPad, or Android device (including Kindle Fire HD))

Individuals may listen** to the session using the Blackboard Collaborate Mobile App (Available Free from the Apple Store, Google Play or Amazon)



**Closed Captioning is not visible via the Mobile App and there is limited accessibility for screen reader/Voiceover users

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Captioning



- ▶ Real-time captioning is provided during this session via the webinar platform.
- ▶ The caption screen can be accessed by choosing the  icon in the Audio & Video panel.



- ▶ Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

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Submitting Questions



- ▶ You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area. You will not be able to see the question after you submit it but it will be viewable by the presenters.
- ▶ If you are connected via a mobile device you may submit questions in the chat area within the App
- ▶ If you are listening by phone you will be instructed by the Operator on how to ask a question.
- ▶ Questions may also be emailed to webinars@ada-audio.org



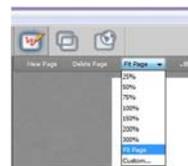
Please note: This webinar is being recorded and can be accessed on the ADA Audio Conference Series website at www.ada-audio.org within 24 hours after the conclusion of the session. The edited written transcript will be posted at this same site within 7 business days following the conclusion of the session.

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Customize Your View



- ▶ Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is "fit page"



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Customize Your View *continued*



- ▶ Resize/Reposition the Chat, Participant and Audio & Video panels by “detaching” and using your mouse to reposition or “stretch/shrink”. Each panel may be detached using the ☰ icon in the upper right corner of each panel.

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Technical Assistance



- ▶ If you experience any technical difficulties during today’s session:
 1. **In webinar platform:** Send a private chat message to the host by double clicking “Great Lakes ADA” in the participant list. A tab titled “Great Lakes ADA” will appear in the chat panel. Type your comment in the text box and “enter” (Keyboard - F6, Arrow up or down to locate “Great Lakes ADA” and select to send a message); or
 2. **By Email** webinars@ada-audio.org ; or
 3. **Call** 877-232-1990 (V/TTY)

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Social media and Accessibility

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Speech-to-text program
Onscreen magnifier
Keyboard only
Screen reader

Epilepsy /M igraines
Fibromyalgia
Dyslexia

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It's not just
about vision
in patients

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Our Services

- Audits
- Mobile testing
- Building web sites
- CMS testing
- Accessible design
- Video accessibility
- User testing
- OS / browser testing
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Our Products

- OzPlayer
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Why is social media so important for people with disabilities?



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The reasons behind social media use

Personal: examples include creating online commentary of personal thoughts, sharing photos and discussing social events.

Work: examples include creating a résumé, creating professional connections and discussing job opportunities.

Entertainment: examples include sharing videos, following discussion from celebrities, discussing strategies in online games.

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The reasons behind social media use

Provision of goods and services: examples include sharing information about a product, responding to user feedback about a product, accessing government services.

Education: examples include participation in online classes and sharing learning resources

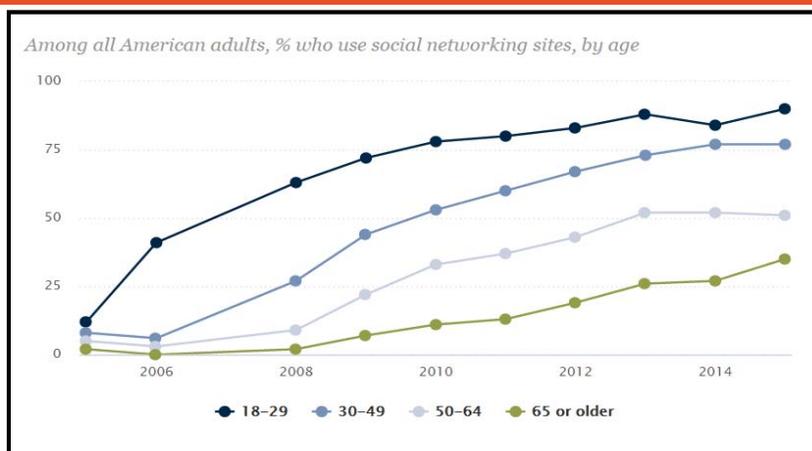
From Social media? Get serious!

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Social networking by age group



From Pew
Research Centre
Social Media
Usage: 2005 - 2015

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The importance of social media

Unemployment for people with disabilities is: **10.2%**

The percentage of recruiters who use LinkedIn: **95%**

The percentage of HR managers that have reconsidered hiring a candidate after looking at social media: **55%**

Why isn't social media accessible?





Testing

#TestAllTheThings

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Detailed description: This slide features a smartphone on the left displaying a Facebook post from 'crikey.com.au'. The post text reads: "Don't do it. Why sacrifice yourself?" Tom Heath talks to some of Australia's most influential whistleblowers, and asks if they'd do it again under George Brandis' new laws: [Image of hands in handcuffs]. Below the image is a truncated title: "Why sacrifice yourself? Whistleblowers...". The post shows 28 likes and 4 comments. At the bottom of the phone screen, another post snippet for 'Ligia Wild at Food Trucks' is visible. To the right of the phone is a solid orange horizontal bar with the word 'Testing' in white. Below this bar, the hashtag '#TestAllTheThings' is written in a black, monospaced font. In the bottom right corner, the 'AccessibilityOz' logo is displayed in orange. The number '21' is centered at the bottom of the slide.

Facebook



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Detailed description: This slide features the word 'Facebook' in a large, orange, sans-serif font at the top center. Below the text is a photograph of numerous sharpened colored pencils of various colors (red, blue, green, yellow, purple, brown) standing upright. The pencils are arranged in a way that creates a sense of depth, with some in sharp focus in the foreground and others blurred in the background. The number '22' is centered at the bottom of the slide.

Facebook

Facebook changes frequently
There have been some improvements:

- No CAPTCHA on signup
- Headings in the news feed



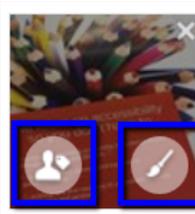
Major Facebook accessibility issues

- Not fully keyboard-accessible
- Very low contrast keyboard focus indicator
- Order of columns is incorrect
- Zooming breaks the site
- Not fully Voice-Over-accessible
- No ability to add ALT attributes to images

Keyboard accessibility



The keyboard can only access the close button



When hovering over the image with the mouse more options are available

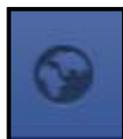
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Keyboard focus indicator

Can you spot the difference?

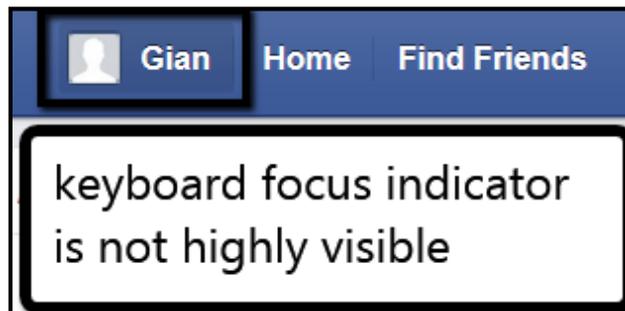


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Keyboard focus indicator



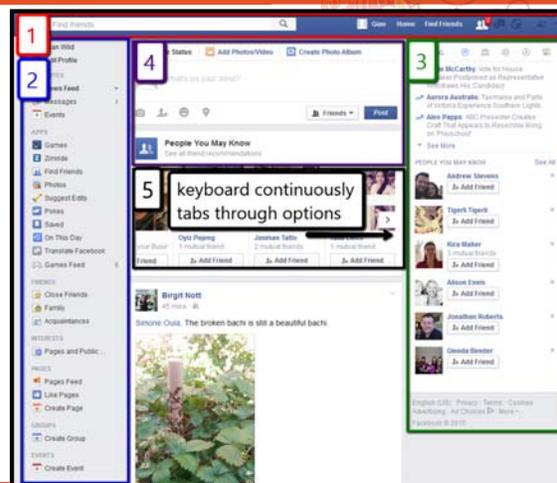
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Order of columns is incorrect

The visual order of the page does not match the order that items receive keyboard focus.

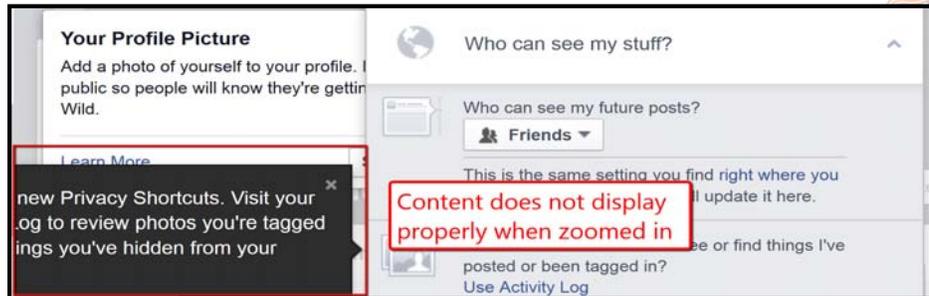


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Zooming breaks the site

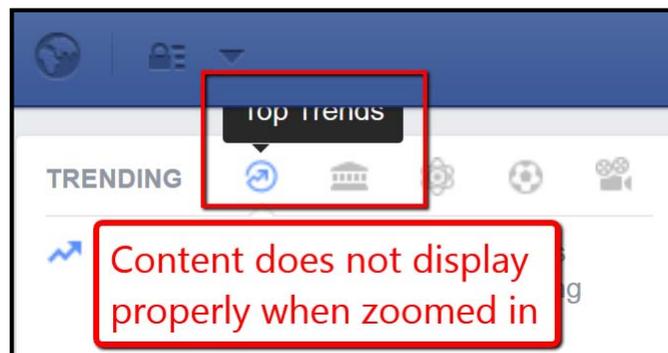


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Zooming breaks the site



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Zooming breaks the site

Normal:



Zoom:

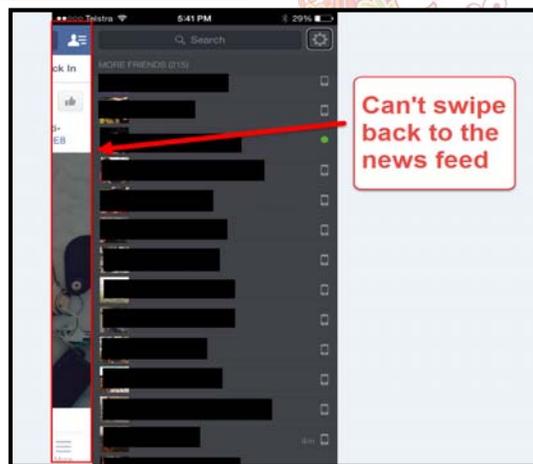
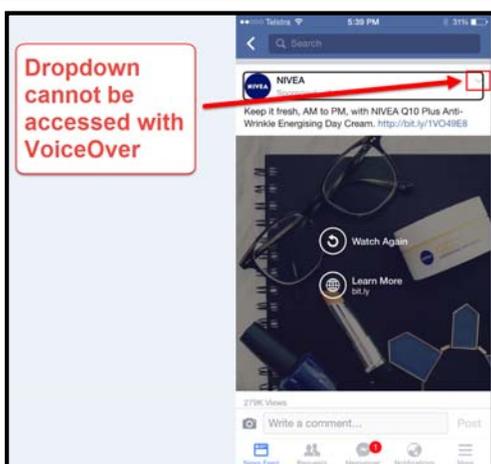


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Problems with VoiceOver

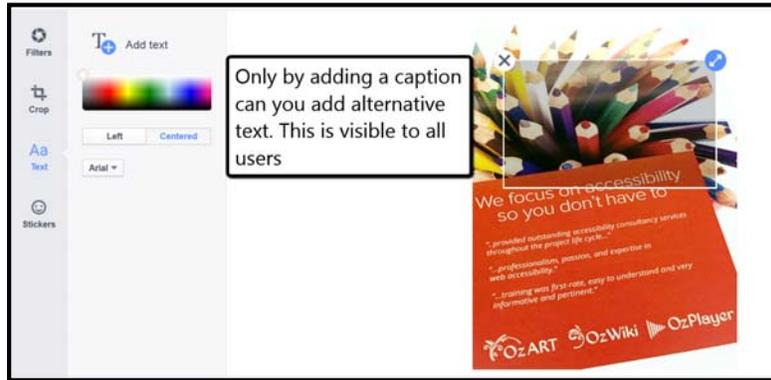


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No ability to add ALT attributes to images



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YouTube



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YouTube

All videos auto-play

There have been some accessibility improvements:

- Embedded YouTube player & YouTube site is now almost fully keyboard accessible



Major YouTube accessibility issues

- Keyboard trap & not fully keyboard-accessible
- Order of items is incorrect
- Uploading is not accessible
- Zooming breaks the site
- Not fully Voice-Over-accessible
- Auto-captioning is problematic

YouTube AU 1 3 Upload

2

Keyboard focus starts here

4 - Keyboard trap

THE NEW COLORADO Z71 TOUGH, SCRUBBED UP. WATCH THE AD HOLDEN LET'S GO THERE

Recommended

- Top 10 best cat commercials by olyshum 379,845 views • 1 year ago
- Misha and those other two by Supernatural Conventions 79,484 views • 6 months ago
- Last Week Tonight with John Oliver: Marketing to Doctors... by LastWeekTonight 5,315,353 views • 8 months ago
- JIB4 - Jensen & Misha's resume battle by IsabelCreo 527,632 views • 2 years ago

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Not fully keyboard accessible

Free Antivirus Download

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download videos by Google

keyboard focus is on the close button, but it cannot be activated

Honest Trail

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Keyboard focus begins here, and continues down the page

The only way to access the video controls (so as to pause the video) is to backwards TAB over ten times

Honest Trailers - Aladdin

Screen Junkies

Subscribe 4,826,391

52,474 1,237

Up next

Autoplay

Honest Anime Trailers - Dragon Ball Z

by Anime Addicts

22,787 views

Learn Web Design & Coding

AD by Treehouse

1,464,014 views

Movie Science: The Martian

by Screen Junkies

43,635 views

Honest Trailers - The LEGO Movie (feat. Epic Rap Battles of History - Nice Peter & ...)

by Screen Junkies

6,265,072 views

Honest Trailers - The Walking Dead

by Screen Junkies

12,483,102 views

Honest Trailers - Taken

by Screen Junkies

4,057,195 views

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Upload button

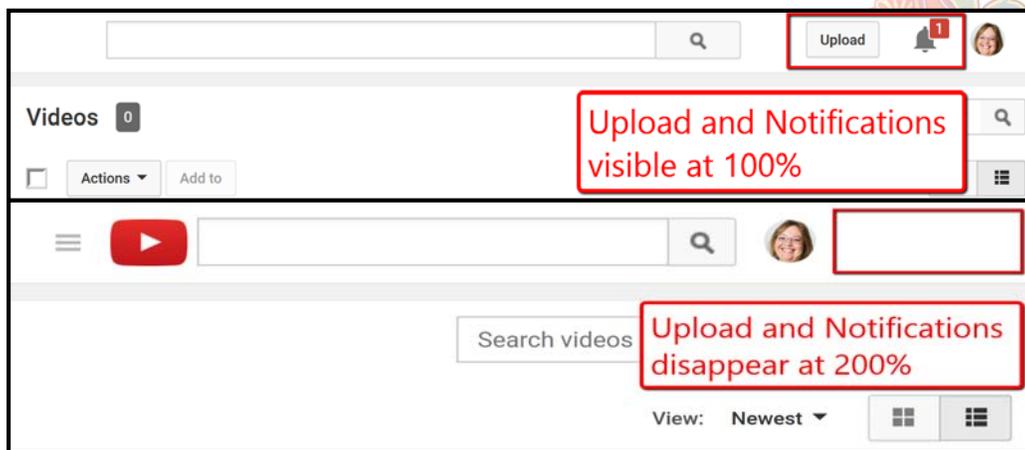
You can only upload videos by activating this button – which has no alternative



Select files to upload

This link needs to be activated to upload a video - it does not have an alternative

Zooming breaks the site

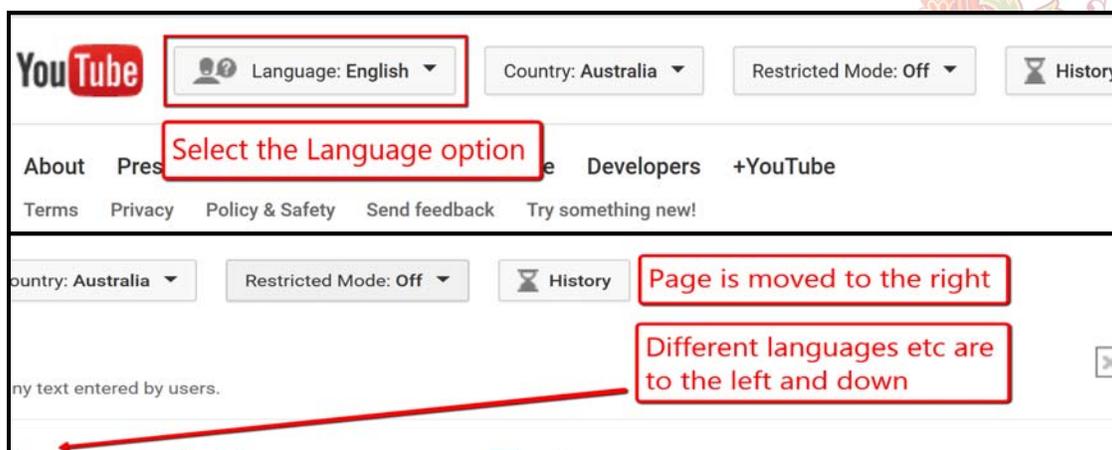


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Zooming breaks the site



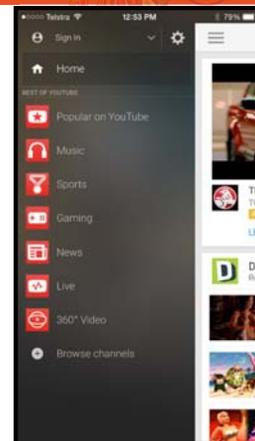
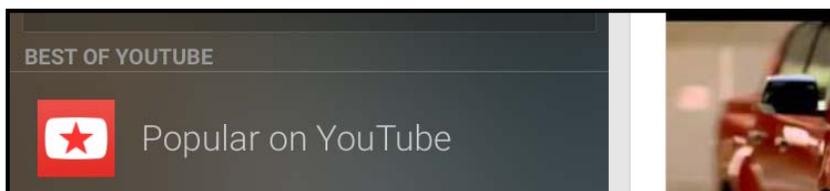
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VoiceOver

'BEST OF YOUTUBE' read as 'best of YaToob'



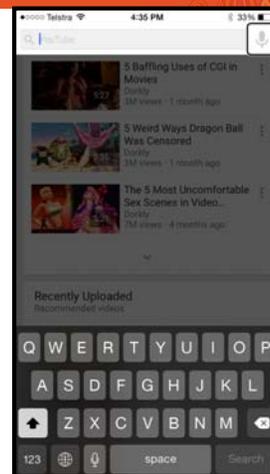
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Swipe trap in VoiceOver

Search feature can't be exited. User can force VoiceOver to read the content underneath but the search remains overlapping the content.

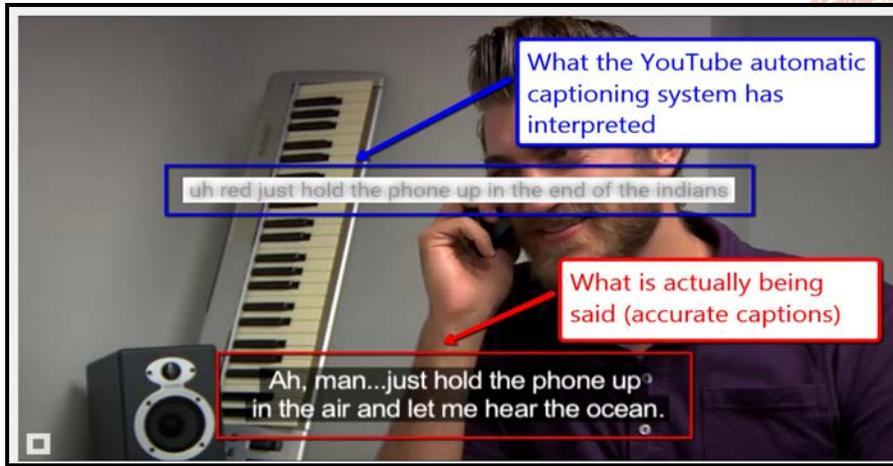


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YouTube captioning



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Twitter



Accessibility problems with Twitter

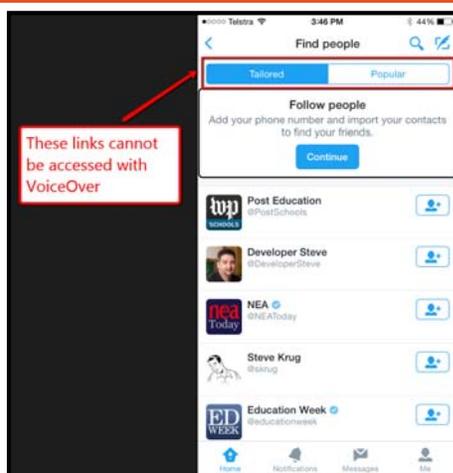
Mostly accessible

There have been some accessibility improvements:

- Full keyboard accessibility
- Removal of CAPTCHA



Not fully VoiceOver accessible



Five steps to making social media accessible



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Step One: Contact details

- Make your contact information available on your social media account page
- List a primary phone number and email address where a user can reach your agency with questions, or provide a link to your agency website that lists the appropriate contact information

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Step Two: Repeat content

- Make your social media content available through your web site
- Provide options for daily digests
- Provide easy points of entry for more information
- Post your social media to multiple outlets

Step Three: Provide alternative apps

- Provide contact details to social media support /accessibility teams within your organisation
- Provide links to the social media accessibility tips and support
- Provide links to alternative apps and web sites that create an accessible interface for social media

Step Four: Clear and simple language

- Use camel case
- Avoid abbreviations
- Limit hashtags and add them only to the end
- Avoid miss-spellings
- Where linking to others' content on YouTube, warn users of auto-play, lack of transcripts, captions or audio descriptions

Step Five: Test

- Consider testing your social media with users with disabilities
- Consider testing your social media against WCAG2

Adapted from digital.gov



Facebook

Specific tips to make
Facebook accessible

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Facebook accessibility

- Add captions to images
- Link to transcripts for videos
- Load videos to YouTube and add captions there



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Facebook accessibility

Recommend alternative methods to the desktop interface:

- Facely HD
- m.facebook.com



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YouTube

Specific tips to make
YouTube accessible

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YouTube accessibility

- Warn users of the auto-play
- Make sure there is a transcript, captions and audio descriptions for all videos



YouTube accessibility

Recommend alternative methods to the desktop interface:

- Accessible Interface to YouTube
- Accessible YouTube
- The ICANT



YouTube accessibility

Host the videos on your web site in an accessible player:

- OzPlayer
- PayPal Accessible HTML5 Video player



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Twitter

Specific tips to make
Twitter accessible

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Twitter accessibility

- Describe photos and video or provide a link to the description
- Consider preceding tweets with [PIC], [AUDIO], [VIDEO]



Twitter accessibility

Recommend alternative methods to the desktop interface:

- EasyChirp
- Twitterific (mobile app)





Thank you for your time

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ADA Audio Conference Special

Accessibility Health Check

- Identify the most serious WCAG2 issues in your site
- 10 – 15 page report; consisting of descriptions of accessibility compliance of your **template**, **general content** and **technical content**
- Impact statement – a paragraph on the impact that these accessibility errors will have on people with disabilities

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ADA Audio Conference Special

Accessibility Audit

- WCAG2 accessibility audit of your entire site
- 100 – 150 page report; consisting of accessibility errors, examples in your site and solutions
- Impact statement – a paragraph on the impact that these accessibility errors will have on people with disabilities

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ADA Audio Conference Special

Accessibility Health Check

\$3,000

(normally \$6,000)

Special available until 30th November.

Payment upfront via invoice or credit card.

Accessibility Audit

\$6,000

(normally \$10,000)

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Questions?

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Thank you for participating in today's
ADA-Audio Conference Session

The next scheduled session is:

November 17, 2015

**“NEW CUSTOMER SERVICE AND ACCESSIBLE MEETINGS
RESOURCES”**

Register at: www.ada-audio.org or call 877-232-1990 V/TTY

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