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.

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.

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 not visible via the Mobile App and have limited accessibility for screen reader/voiceover users.
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.

Submitting Questions

» You may type and submit questions via the chat area. For those using a mobile device, the chat area can be accessed via the drop-down menu located above and to the left of the whiteboard. You will need to allow comments for you to submit questions.
» If you are connected via a mobile device, your question may not appear on the chat area.
» For those using a computer you will be instructed by the Operator on how to ask a question.
» Questions may also be emailed to webinars@ada-audio.org.

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.”
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.

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 open 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@adaaudio.org or
  3. Call 877-232-1990 (V/TTY)

Social media and Accessibility

www.accessibilityoz.com
@AccessibilityOz
It's not just about vision impairments.
Why is social media so important for people with disabilities?
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

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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?

www.accessibilityoz.com

Testing

#TestAllTheThings
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.

Keyboard focus indicator

Can you spot the difference?

Keyboard focus indicator

keyboard focus indicator is not highly visible.
Order of columns is incorrect

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

@AccessibilityOz

Zooming breaks the site

@AccessibilityOz

Zooming breaks the site

@AccessibilityOz
Zooming breaks the site

Problems with VoiceOver

No ability to add ALT attributes to images
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
Not fully keyboard accessible

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

The only way to access the video controls (so as to pause the video) is to backwards TAB over ten times.
Upload button
You can only upload videos by activating this button – which has no alternative

Zooming breaks the site
Upload and Notifications visible at 100%
Upload and Notifications disappear at 200%

Zooming breaks the site
Page is moved to the right
Different languages etc are to the left and down
VoiceOver

‘BEST OF YOUTUBE’ read as ‘best of YaToob’

@AccessibilityOz

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.

@AccessibilityOz

YouTube captioning

What the YouTube automatic captioning system has interpreted

What is actually being said (accurate captions)

@AccessibilityOz
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

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

Step Two: Repeat content

- Make your social media content available through your website
- 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 misspellings
- 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 accessibility

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

Facebook accessibility

Recommend alternative methods to the desktop interface:
- Facely HD
- m.facebook.com
Specific tips to make YouTube accessible

YouTube accessibility

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

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

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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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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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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Accessibility Health Check
$3,000
(normally $6,000)

Accessibility Audit
$6,000
(normally $10,000)

Questions?
gian@accessibilityoz.com
www.accessibilityoz.com

Special available until 30th November.
Payment upfront via invoice or credit card.
More information email: enquiries@accessibilityoz.com
and quote "ADA Audio Conference Special"
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