

Welcome to the Section 508 Best Practices Webinar Series

A collaborative program between the
Accessibility Community of Practice of the CIO Council and The U.S. Access Board

The Session is Scheduled to begin at 1:00pm Eastern Time
We will be testing sound quality periodically

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

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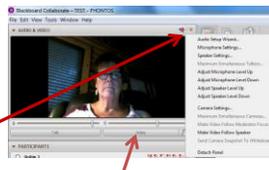
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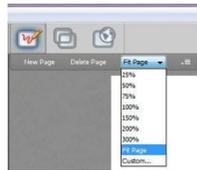
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Customize Your View *continued*



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Welcome

- ▶ Webinar series: "Best Practices in Federal Section 508 Implementation"
 - This webinar is part of a series. Other presentations can be viewed at:
 - <http://www.adaconferences.org/CIOC/Archives/> and
 - <https://efedlink.org/allqual/resource-shared-webinars.cfm>
- ▶ A best practice is a policy, process, procedure or technique proven effective over time and repeatable by multiple agencies.
- ▶ A best practice is generalized so that diverse agencies may use it in their own organizations but specific enough to provide useful guidance and instruction.
- ▶ The CIO Council's Accessibility Community of Practice has published a library of 508 Best Practices at www.Section508.gov

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Section 508 Best Practices Webinar upcoming DATES for 2017:

- ▶ Webinars dates will be bi-monthly during 2017. January, March, May, July, September, November
- ▶ Next Webinar: January 31, 2017 - Topic: TBD Time: 1:00 to 2:30 p.m. ET
- ▶ Future webinar dates and topics are forthcoming

Past webinars are ARCHIVED:

- <http://www.adaconferences.org/CIOC/Archives>
- <https://efedlink.org/allqual/collaborate-webex-archive.cfm>

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Introduction

Welcome government communicators!

- public affairs officers, technical writer/editors, internal/employee communicators, etc.

Accessibility roles

- website content authors, final approvers for digital projects, run contracts for compliance/remediation, etc.

508 can help you reach your audiences.

Christine Stevenson
Federal Communicators Network
fedcommnetwork.org
@FedCommNetwork

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Federal Communicators Network

▶ The Federal Communicators Network (FCN) is an independent, volunteer network of government communications professionals, established in 1995.

▶ FCN provides

- Training: Live workshops and telephone seminars
- Networking: Provision of live and online networking opportunities
- Best practices: Sharing emerging tools and technologies

▶ Community of Practice through the National Institutes of Health listserv system

▶ See: fedcommnetwork.org
• @FedCommNetwork



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Getting Social: Best Practices for Stakeholder Engagement and Social Media Accessibility

Presenters:
Hope Adler, ePolicyWorks, Communications Project Manager
Emily Ladau, ePolicyWorks, Communications Consultant

Moderator:
Timothy Creagan, Senior Accessibility Specialist, U.S. Access Board

November 29, 2016

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Agenda

- Introduction
- Learning Objectives for today's webinar
 - Learn about how the U.S. Department of Labor's Office of Disability Policy's ePolicyWorks initiative uses accessible crowdsourcing and other accessible social media tools
 - Learn helpful tips and tricks to ensure your agency's social media is accessible for people with disabilities
 - Receive an overview of the Federal Social Media Accessibility Toolkit – a key accessibility resource
- Q& A

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What is ePolicyWorks?

- The U.S. Department of Labor's Office of Disability Employment Policy's (ODEP) collaborative approach to federal policymaking that leverages Web-based technology, stakeholder involvement and real-time information sharing
- Empowers national experts and stakeholders to shape policy and address specific barriers to employment faced by people with disabilities
- Establishes a model for future national policy-building efforts
- Serves to modernize government, heighten transparency and maximize efficiency
- Gives policymakers use of accessible engagement, productivity and crowdsourcing tools, including online workspaces and dialogues

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Why is ePolicyWorks important?

- **Open, Transparent and Participatory**
 - Expanding Beyond Information Sharing to Policy Development
- **BORPSAT ⇒ BORPSAVT**
- **Why are we taking a seat at the Virtual table?**
 - Much bigger
 - Less reliant on logistics
 - More **accessible**
 - Much cheaper
 - Available all day
 - Better data

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Benefits of Using Social Media Tools

- **Overcome organizational challenges** - access to files and conversation streams anywhere, any time
- **Enhance communication** - tailored discussion forums, social networking features and collaboration tools
- **Increase productivity** - manage document sharing, tracking, storage and versioning
- **Save money** - online vs. in-person; re-usability of outreach processes
- **Increase inclusiveness of outreach** - national dialogues and online discussions for engagement with federal partners and stakeholders

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Examples of Engagement Tools

- **Blogs/Microblogs**
 - WordPress, Tumblr, Twitter, etc.
- **Team Collaboration Workspaces**
 - Microsoft SharePoint, Truonex, Igloo, Cloud HQ, Glasscubes, Weboffice, Teambox, etc.
- **Document Sharing/Collaborative Writing**
 - Microsoft SharePoint, Google Docs, Microsoft Docs, Hackpad, Wikipedia, etc.
- **Group Communications**
 - Google Hangouts, Yammer, Tibbr, Chatter, etc.
- **Instant Messaging/Chat**
 - Skype, AOL IM, Yahoo Messenger, Google Chat, Jabber, Windows Live Messenger, etc.
- **Social Networking Platforms**
 - Facebook, Googlegroups, Yahooogroups, Ning, etc.
- **Podcasts & Web Conferencing**
 - Elluminate, Adobe Connect, Google Hangouts, Webex, etc.
- **Crowdsourcing**
 - Challenge.gov, IdeaScale, Crowdhall, User Voice, Bright Idea, Idea Bounty, ChallengePost, etc.

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How is ePolicyWorks Engaging Stakeholders?

- Collaborative Workspaces
- Crowdsourcing Platform
- Twitter @ePolicyWorks

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What is Crowdsourcing?

- Crowdsourcing is the practice of soliciting ideas or contributions from stakeholders to solve problems, make decisions, etc. using online tools
- Coined by journalist Jeff Howe in the 2006 Wired article, "The Rise of Crowdsourcing"
- Commonly referred to as "online dialogues" or "virtual town halls"
- Connects agencies to stakeholders/constituents
- Provides cost benefits and efficiencies
- Serves as an outreach and awareness tool

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How Does Crowdsourcing Work?

- Decide on the issue and present the ideation challenge to stakeholders through targeted outreach
- Set up a participatory, self-moderated community and decide on the timeline for participation
- Upon registering with usernames and passwords, visitors to the dialogue submit ideas
- Visitors also vote and post comments, as well as communicate the status of an idea through email, Twitter or Facebook
- Moderators interact directly with the community that is formed around the ideas
- The "best" ideas bubble up
- Results provided at close of event for analyzing and next steps

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Why Crowdsourcing for Policymakers?

- To gather feedback and ideas from stakeholders to inform policymaking
- Easier, cheaper, faster, more flexible and accessible than traditional tactics
- Encourages interactivity (submitting, voting, commenting)
- Expands reach
- Promotes transparency
- Allows flexibility in engagements ("one-and-done" or multiple)
- Produces quantitative and qualitative data

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Feedback vs Crowdsourcing

- To gather **feedback** from stakeholders
 - Limited participation (submitting responses)
 - Easy, cheap, fast
 - "One and done" engagement
 - Purely data-driven
- To **crowdsource** ideas from stakeholders
 - Social participation (submitting, voting, commenting)
 - Transparent
 - Community driven
 - Some result is achieved (VALUE-driven)

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Turning Input into Action



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Image of ePolicyWork Diaogue



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National Council on Disability (NCD)/DOL's Office of Disability Employment Policy Dialogues - Let's Take a Look

- **Advancing Accessibility and Inclusion in Social Media — The User Experience:** NCD-ODEP.SocialMedia.ePolicyWorks.org
 - 379 registrants
 - 43 total ideas
 - 175 comments
 - 431 votes
- **Advancing Accessibility and Inclusion in Social Media— The Tech Experience:** SocialMediaTech.ePolicyWorks.org
 - 206 registrants
 - 13 total ideas
 - 73 comments
 - 65 votes

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Advancing Accessibility and Inclusion in Social Media — The User Experience

- **March 17 to April 4, 2014**
- **Questions:**
 - What are some creative solutions you've used to make social media more accessible for you?
 - What are your recommendations to social media companies on how to create more accessible features and services?
- **Ideas with the most up votes:**
 - Alt Text for Images on Social Media
 - Accessibility is Not Just for People with Disabilities
 - Increase Accessibility Awareness/Training

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Advancing Accessibility and Inclusion in Social Media — The Tech Experience

▪ **May 12 to June 13, 2014**

▪ **Questions**

- How should social media companies go about integrating these ideas (and ones like them) into the design and development of social media online tools and apps?
- What are the most effective ways the social media industry could engage with the disability community for user feedback and ideas? Please share any best practices.

▪ **Ideas with the most up votes:**

- Human Oversight for Video Closed-Captioning
- Clearly-Labeled Menu Functions
- Maintenance

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Dialogue Analysis & Action

▪ **National Disability Policy: A Progress Report, October 2014**

- DOL should consider developing and disseminating a tip sheet on developing accessible job announcements to be posted on social media sites and other online platforms.
- DOL should explore and invest in employment opportunities for young people with disabilities to learn skills relevant to the technology industry, such as coding, early in their academic career, becoming accessibility testers, getting internship and mentorship experiences in the software game development industry and STEM careers, and creating their own companies.
- Engagement with federal partners to ensure accessibility of social media content
- Outreach to private sector, including publications in blogs and articles to increase awareness about barriers to access in social media

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Results & Lessons Learned from NCD/ODEP Dialogues

- The dialogues offered access to a larger, more diverse community
 - Participation from every state
 - Social media engagement provides greater reach
- They increased awareness about disability policy issues
- The moderators were vital to the robust, meaningful discussions
- Registration responses were a source of great detail of information about participants and a better understanding of the audience
- The dialogues were a positive collaboration between the NCD, ODEP, private sector and federal partners

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Best Engagement Strategy

- For leveraging social media outlets to encourage contributions
- For maximizing ease of use for participants



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Other ePolicyWorks Dialogues

- Connecting with Families—Supporting Postsecondary Success of Young Adults with Disabilities: <http://connectingfamiliespost2ndsuccess.epolicyworks.org/>
- CIO Council's Accessibility Community of Practice Online Dialogues:
 - Federal Contractors: <http://federalcontractors508.epolicyworks.org/>
 - Federal Procurement Community: <http://federalcontractors508.epolicyworks.org/>
- State Governments—What Can We Do?: <http://employerdialogue.epolicyworks.org/>
- Encouraging People with Disabilities to Pursue Careers in STEM: <http://stemcareersforpwd.epolicyworks.org/>
- ASAN-PEAT Improving Accessibility of Online Tools: <http://asan-peat.epolicyworks.ideascale.com/>
- Federal Partners in Transition: <http://fptepolicyworks.ideascale.com/>
- Careers in the Arts Dialogue: <http://careersinthearts.epolicyworks.org/>
- Breaking Down Employment Barriers with Accessible Transportation Innovation: <http://transportationinnovationchallenge.epolicyworks.org/>

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ePolicyWorks & #SocialGov

- Actively supporting GSA's #SocialGov efforts to learn more about how other federal agencies are using social media platforms and crowdsourcing tools to engage their stakeholders
- ODEP is now leading a Social Media Accessibility Working Group that is striving to:
 - Collect best practices that government agencies, companies, and individuals can use to ensure their social media content is accessible to all who need it
 - Test out new media tools approved by GSA for accessibility and usability, such as hackpad.com, and then share those findings with our federal partners, etc.
 - Work collaboratively with other agencies, developers, etc., in finding solutions to some of the accessibility issues related to social media
 - Help identify and share best practices and build capacity
- Improving the Accessibility of Social Media in Government

Toolkit

- <https://www.digitalgov.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>

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Conducting Accessible Outreach

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Why is Social Media Accessibility Important?

- Social Media integrates technology, social interaction, and content creation to collaboratively connect online information
- People or groups can create, organize, edit, comment on, combine, and share content. This process helps agencies better achieve their mission goals
- More and more organizations are using social media to conduct outreach, recruit job candidates and encourage workplace productivity
- More and more jobseekers with and without disabilities are using social media to look for and apply to jobs, discuss job openings and job-search tips, create résumés and establish networks of professional connections

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What are some of the barriers created by Social Media?

- Visual images - may be inaccessible to individuals with low or no vision
- Audio output - may be inaccessible to individuals who are d/Deaf or have limited hearing
- Multi-media content - may be inaccessible to individuals with visual & auditory processing disorders or individuals with cognitive disabilities
- Content requiring user interaction - may be inaccessible to individuals with limited dexterity or mobility

✓ Remember: Making the content of your social media accessible reinforces the importance of access for all

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What Assistive Technologies Do People use to Access Social Media?

- Screen Readers
 - JAWS (Job Access With Speech)
 - Has text-to-speech output and refreshable braille display
 - VoiceOver
 - Gesture-based screen reader built into iPhone
- Automatic captions – not always accurate

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Key Suggestions for Accessible Social Media

- Use inclusive imagery – demonstrate the interests and concerns of a variety of participants in issues.
- Announce new accessibility through blog/Facebook post
 - Example: “We’re adding image descriptions (or other accessibility features) to make our content more accessible for all...”
- Make accessibility practices the norm!

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Simple Ways to Focus on Access for All

- Make your contact information available on your social media account page.
- Make your social media content available through more than one channel.
- Provide links or contact information to official social media support and accessibility teams.
- Keep it simple.
- Learn the accessibility requirements and periodically test your content for accessibility.

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Making Tweets Accessible

- Use new alt text feature when posting photos via mobile app
 - Settings >> Accessibility
- Include a link to transcripts for video
- Limit use of acronyms and explain them if you use them
- Use plain language
- Use camel case for hashtags:
 - A hashtag (#) can be placed before words or phrases on social media platforms such as Facebook, Twitter, and Instagram to turn those words into a clickable link that connects your post to all other posts with the same hashtag. It's a way for people to find information on a particular topic.
 - Camel case is a practice of capitalizing the first letter of every word - #LikeThis instead of #likethis
- Provide an indication that a link is a photo, video or audio file within the text of your post (e.g. [PIC], [VIDEO], [AUDIO])

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Making Facebook Posts Accessible

- Include image descriptions
- Add captions to videos that are directly uploaded
 - <http://www.reelseo.com/how-to-add-closed-captions-facebook-videos/>
- Add transcripts
- Share captioned YouTube videos
- Limit use of acronyms and explain them if you use them
- Use plain language
- Use camel case for hashtags: #LikeThis instead of #likethis

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Twitter Chats

- What is a Twitter chat?
 - Online conversation that culminates through the use of unique hashtag (a word or phrase directly preceded by the hash symbol - "#") in each Tweet contributed by participants. Twitter chats usually have a specific topic or theme, and the discussion occurs at a scheduled time.
- How does a Twitter chat work?
 - Online conversation that culminates through the use of unique hashtag (a word or phrase directly preceded by the hash symbol - "#") in each Tweet contributed by participants. Twitter chats usually have a specific topic or theme, and the discussion occurs at a scheduled time.

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Hosting Twitter Chats

- How can followers participate?
 - Label each question using "Q1, Q2, Q3, etc." to indicate question numbers. To Tweet a response to a specific question, begin your Tweet with "A1, A2, A3, etc."
 - All of your Tweets in connection with a specific Twitter chat must include the hashtag for the chat.

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Hosting Accessible Twitter Chats

- What are some options to make Tweets more accessible?
 - Easy Chirp is a website that connects with your personal Twitter account to provide a more accessible experience. <http://easychirp.com>
 - TweetChat allows Twitter chat participants to more easily keep track of the stream of Tweets during a chat surrounding a particular hashtag, as well as participate in that chat. <http://tweetchat.com>

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Making Instagram Posts Accessible

- Include descriptions of images in the captions
- Include a link to transcripts for video
- Limit use of acronyms and explain them if you use them
- Use plain language
- Use camel case for hashtags:
 - #LikeThis instead of #likethis

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Making YouTube Videos Accessible

- Include a detailed video description
- Remember, auto-captioning is not always accurate
- Edit captions after uploading video by going to: Video Manager >> Edit Subtitles and CC
- If embedding videos on your site, consider OzPlayer: accessibilityoz.com/ozplayer/

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ePolicyWorks Approach to Accessibility & Usability

- Important to ODEP to aim for the most accessible and usable experience for everyone
- Be upfront and honest
- Test continuously and always continue to improve
- Provide ongoing support and training
- Listen to our users and provide open communication
- Learn from others and share what we know
- Work with vendors
- Stay ahead of the curve; don't be afraid to try

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QUESTIONS?



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Stay Connected!

- Subscribe to our newsletters & updates about online dialogues at www.ePolicyWorks.org
- Follow us & engage with us on Twitter ([@ePolicyWorks](https://twitter.com/ePolicyWorks))
- Contact us at ePolicyWorks@dol.gov

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