

## Welcome!

### Section 508 Best Practices Webinar Series

- The session is scheduled to begin at 1:00pm Eastern Time.
- We will be testing sound quality periodically.
- Audio and visuals are provided through the on-line webinar system. This session is closed captioned. Individuals may also listen via telephone by dialing:  
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- Individuals may listen\*\* to the session using the Blackboard Collaborate Mobile App (available free from the Apple Store, Google Play or Amazon).



\*\* Blackboard Collaborate Mobile App does not display Closed Captioning, has limited accessibility for screen reader and Voiceover users, and will not show the “Web Tour” portion of today’s program.

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## Captioning

- Real-time captioning is provided during this webinar.
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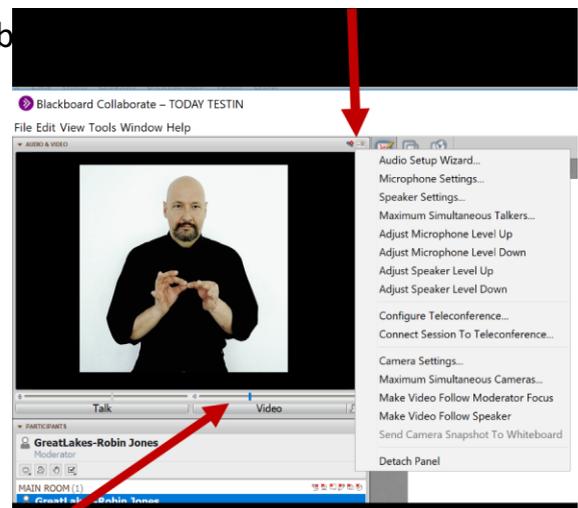
- Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

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- Video sign language interpreter is available during this session.
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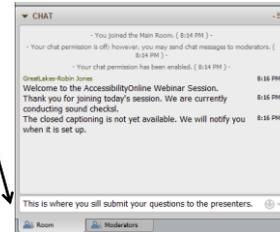


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## Submitting Questions

- You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area.
- 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 and not logged in to the webinar, you may ask questions by emailing them to: [info@adaconferences.org](mailto:info@adaconferences.org)
- Please note: This webinar is being recorded and can be accessed on the Section 508 Best Practice Webinar Series website at [www.adaconferences.org/CIOC](http://www.adaconferences.org/CIOC) within 24 hours after the conclusion of the session.



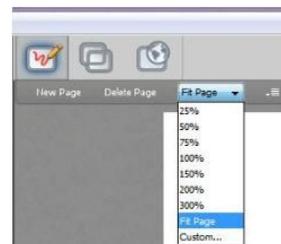
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## Customize Your View

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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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- 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
- Email: [info@adaconferences.org](mailto:info@adaconferences.org); or
- Call: 877-232-1990 (V/TTY, toll free)

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## Welcome

This webinar is part of a series showcasing “Best Practices in Federal Section 508 Implementation”. Other presentations can be viewed at:

- [www.adaconferences.org/CIOC/archives](http://www.adaconferences.org/CIOC/archives) and
  - [www.fedlink.org/allqual/resource-shared-webinars.cfm](http://www.fedlink.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](http://www.Section508.gov).

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## Section 508 Best Practices Webinars

Webinars are bi-monthly:

- January, March, May, July, September, November

Next Webinar: April 30, 2019

- Topic: Questions and Answers about the Revised 508 Standards
- Time: 1:00 to 2:30 p.m. Eastern

This webinar series is a collaborative program between the Accessibility Community of Practice of the CIO Council and The U.S. Access Board.

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**This webinar is brought to you by**



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[access-board.gov](http://access-board.gov)

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## **Accessibility of Content Shared Through Social Media**

### **Section 508-Conformance through Accessible Content**

Jennifer Dorsey, NIH National Cancer Institute, and  
Gary Morin, NIH Office of the Chief Information Officer

Tuesday, March 26, 2019

CIOC Council Section 508 Best Practices Webinar series

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## 15 Your Presenters

Jennifer Dorsey, NIH NCI



Gary M. Morin, NIH OCIO



## Digital Accessibility

- Accessible design is a design process that considers the needs of people with disabilities.
- Universal Design is the design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability.
- Think about accessibility from the start in the design phase. It avoids rework (saving time and \$\$\$).
- Creating accessible information shouldn't be an exception to the rule; it should be there when people need it and not by request.

## Know Your Standards

Required:

- **Section 508 of the Rehabilitation Act Of 1973, As Amended**  
<https://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-ict-refresh/final-rule/text-of-the-standards-and-guidelines>
- **Web Content Accessibility Guidelines (WCAG) 2.0, Levels A and AA**  
<https://www.w3.org/TR/WCAG20/>

Recommended, but not required:

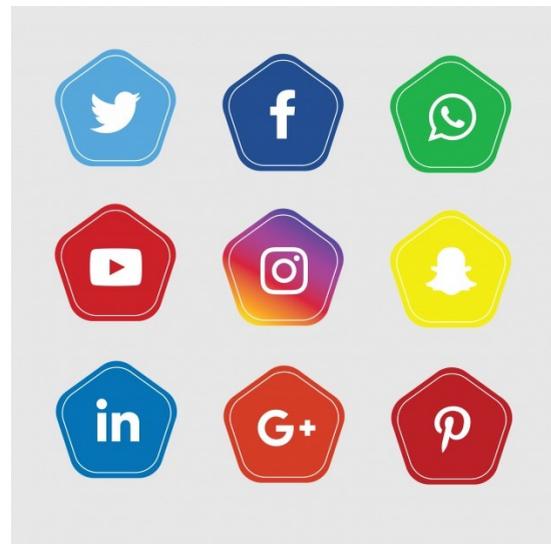
- **2019 WCAG 2.1 for Video Accessibility -**  
<http://go.cielo24.com/2019-wcag-2.1-video-accessibility>

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How Many Sites Does NIH Have?

Facebook ~ 66  
Flickr ~ 12  
Google+ ~ 10  
Instagram ~ 6  
LinkedIn ~ 32  
Multimedia on NIH sites\* ~ 18  
Pinterest ~ 12  
Tumblr - 3  
Twitter ~ 150  
YouTube ~ 42

\*Frequently using YouTube as the source.



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## What we'll discuss today

- Overview on what Section 508 and accessibility mean
- Why it's so important – what is the spirit or intent of the law
- Persons with Disabilities – a target population unto themselves
- How Section 508-conformance and accessibility improve viewership
- How we accomplish improved accessibility, if not 508 conformance, across social media platforms
- How we deal with the difficulties in implementing 508-compliance on social media.
- What are your concerns and questions? Where have you run into difficulty?

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## Common Issues

- **Alternative Text**
  - Does the media site allow for “alternative text”?
  - If not, can alt-text be added in as a description or in some other way?
- **CAPTCHA for registration or other interaction**
  - Use them as little as possible, as well as platforms that require them.
  - Use text-based or ‘I am a Human’ checkbox CAPTCHAs if necessary.
- **Captioning of Videos**
  - Pre-Recorded videos
  - Live media
  - Language issues
- **Audio-Description of Videos**
  - Pre-Recorded videos
  - Live media
  - Language issues

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## 5 Things Every Social Media Content Manager Needs to Know

- 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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## Tips for Creating Accessible Social Media

- **If you create content, present it in multiple ways**
  - It's about redundancy of access
- **Post content to multiple sites**
  - in order to reach as many people as possible, post to a number of places
- **Use all of the options available to you**
  - If posting images provide alternative text ('alt text') for them.
  - This can be done in the caption or description section.
- **If you aren't able to create an accessible version in one platform, but are in another, post in multiple places and prioritize the accessible options. Also, link from one to another.**

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## How to Address Alternative Text

- **Quality Alt-Text or Description**
  - As long as necessary, as short as possible.
  - Meaningful and comparable experience
  - Read it out loud
  - Alt text isn't the place for keywords
  - Be specific
- **Alt-Text Issues**
  - If you can't code the image, how do you add alternative text?
  - Can you put it in the post itself? In a description field?

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## Multimedia

- **508 Accessible Videos—Why (and How) to Make Them**
  - Captioning
  - Audio descriptions
  - An Accessible video player
- **HHS Guidance for Audio Description (AD)**
- **Federal Social Media Accessibility Toolkit Hackpad: Improving the Accessibility of Social Media for Public Service**

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## Social Media Platforms Covered in Today's Session

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snap Chat
- Tumblr
- Twitter
- YouTube

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## YouTube

- YouTube Live
- Captioning
  - Supports captioning – do NOT rely on auto-generated captions, except for creating a transcript
- Audio-Description
  - No Closed Audio-Description
  - How accessible is the media player itself?
  - Compatible with ScreenReaders, Screen Magnifiers, Speech Recognition software

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## Facebook – Tips (1)

- Facebook has committed to providing access to all users and has modified its site to allow keyboard navigation, screen reader access, and various other features.
- There are actions we need to take to make posts accessible with these features.
- Adding captions to videos
  - Remember that there's nothing stopping you from uploading and providing open captioned videos
- Facebook Live and Captioning
- **Facebook's Accessibility Team's Facebook Page** - <https://www.facebook.com/help/141636465971794>
- **Facebook's Accessibility Team's Twitter Account** - <https://twitter.com/fbaccess>
- **Submit Feedback for Facebook Accessibility and Assistive Technology** - <https://www.facebook.com/help/contact/accessibility#> =

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## Facebook – Tips (2)

- Best practices
  - Include descriptive text when you post a photo
  - Add a caption file, or use YouTube's captioning services for Facebook videos
  - Avoid using acronyms in your posts
  - Like Facebook's Accessibility page for updates on new accessibility features
- Alt text
  - Facebook can add machine-generated alt text automatically. This feature gives general information: whether there are cars, trees, water, or people in it. You can also add your own alternative text to pictures you post.
- Descriptive text
  - Add descriptive text along with pictures that you post to Facebook, rather than just the picture. If you're clever, the descriptive text you write will both explain and enhance the meaning of the picture.

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## Instagram – Tips

- The visual content makes this platform fairly inaccessible for those with visual disabilities. There are few options to make posts more accessible.
- Adding Alternative Text
  - When posting an image to Instagram, users are able to add a caption which can act as an alternative text. Users' captions often do not describe the image or video. Vision-impaired users require the person uploading the image or video to add descriptive captions to describe the image.
- Adding a Text Transcript
  - Due to the lack of support for closed captions and audio description on videos, people uploading content must provide a text alternative in the caption of the video for deaf and hard-of-hearing users and for blind users
- Instagram Stories

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## LinkedIn – Tips

- LinkedIn is a reasonably accessible platform, with headings and keyboard navigation. Most of the content on LinkedIn is text based and reads well with a screen reader.
- With LinkedIn native video you can add captions, similar to Facebook.
- Key points to remember when posting to LinkedIn:
  1. Keep it simple, if you need to use acronyms or abbreviations spell out the word instead.
  2. Ensure any of the links you provide are accessible.
  3. Fully describe any links you provide so that users know the content they are about to access.

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## **Pinterest – Tips**

- The main accessibility concern with Pinterest is providing alt-text for images and videos that are pinned.
- Many images on Pinterest have quotes or other text. However, that text is not readable by a screen reader.
- You can add your own alt text manually to each image.

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## **Snapchat – Best Practices (1)**

- Plan out your snap stories to make sure they make sense for all users
- Use the larger text option for captions
- Make sure there is good contrast between the background and the captions
- Use the largest possible text size and ensure that the text is legible against your background image.

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## Snapchat – Best Practices (2)

- Tips for making font accessible:
  - Snapchat default is smaller white font with a black line behind the text. This smaller text may be hard to read for people with low vision.
  - The larger text option is located in the top right corner of screen after you type out your caption. The button is shaped like a “T” for text.
  - There is also an option to change the color of your text appears in the top right corner of the screen after you type your text. (This option is only available for the larger text format option.)
  - See article on **Color & Contrast** -<https://accessibility.umn.edu/core-skills/color-contrast> for more tips.

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## Tumblr – Tips

- Tumblr has a few accessibility obstacles.
- Tips to improve accessibility:
  1. Specify a title when you post a link.
  2. Format text properly.
  3. Write alt-text for all images/screenshots.
  4. Ensure any links are distinguishable not just by color but by underline as well.
  5. If you would like music to play on your page have it set so that the user can turn it on if they wish, but initially when they load the page it is off.

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## Twitter – Tips

How to make you Twitter content more accessible:

- Spell out any acronyms or abbreviations.
- Minimize hashtags and handles in the middle of tweets when appropriate.
- Describe any photos or videos that you are posting.
- Keep descriptions clear but simple.
- Turn on alternative text for images.
- Indicate if a link leads to [AUDIO], [PIC], or [VIDEO].
- Use CamelCase for hashtags.
  - #screenreaderdemo vs #ScreenReaderDemo

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## Thank you for attending!

### Resources

Section 508 Guidance:

- **GSA** <https://section508.gov>
- **US Access Board** <https://www.access-board.gov/>

DigitalGov.gov.

- **508 Accessible Videos—Why (and How) to Make Them** - <https://digital.gov/2014/06/30/508-accessible-videos-why-and-how-to-make-them/>
- **Captioning** - <https://digital.gov/2014/06/30/508-accessible-videos-how-to-caption-videos/>
- **Audio descriptions** - <https://digital.gov/2014/06/30/508-accessible-videos-how-to-make-audio-descriptions/>

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## Additional Resources

### Section 508 Guidance:

- DigitalGov.gov.- continued
- **An Accessible video player** - <https://digital.gov/2014/06/30/508-accessible-videos-use-a-508-compliant-video-player/>
- **Federal Social Media Accessibility Toolkit Hackpad: Improving the Accessibility of Social Media for Public Service** - <https://digital.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>
- HHS
  - **HHS Guidance for Audio Description (AD)** - <https://www.hhs.gov/web/section-508/making-files-accessible/hhs-guidance-audio-description.html>

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## Questions?



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**Thank you for participating in  
today's webinar**



**Next Session:**

**Questions and Answers about the Revised 508  
Standards**

**April 30, 2019**