

# Welcome!

## Section 508 Best Practices Webinar Series

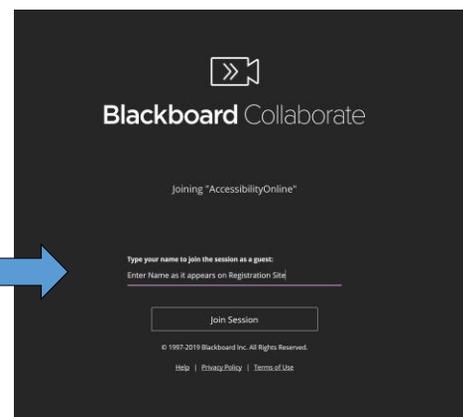
- The session is scheduled to begin at 1:00pm Eastern Time.
- We will be testing sound quality periodically.
- Audio and visuals are provided through the on-line webinar system. This session has closed caption and Video Sign Language Interpreter available. Individuals may also listen via telephone by dialing:  
1-712-775-8972 code 930098# (This is **not** a Toll Free number)
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## Blackboard Collaborate Ultra Interface

### **NEW: SIGN IN PROCESS**

- Enter your name as it appears on your registration with the [www.ada-accessibletech.org](http://www.ada-accessibletech.org) Website
- Failure to do this may result in voiding any continuing education recognition



If you did not login correctly sign out and sign back in at this time to ensure you get full credit for attendance

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# Blackboard Collaborate Ultra Interface

Use the Collaborate Panel to access your:

- Audio and Video Settings
- Notification Settings
- Chat Panel



Click here to open Collaborate Panel

# Listening to the Webinar via Your Computer

- The audio for today's webinar is being broadcast through your computer.
- Please make sure your speakers are turned on or your headphones are plugged in.
- You can adjust the sound by moving the slider for the Speaker Volume left or right.





## Listening to the Webinar via Mobile Device

- MOBILE Users (iPhone, iPad, or Android device and Kindle Fire HD)
- Join\*\* the session using the Blackboard Collaborate Mobile App (Available Free from the Apple Store, Google Play or Amazon)
- OR Join the session by opening the session link in a browser on your mobile device.



\*\*The accessibility of the mobile app is limited for voice over users and no captioning is displayed.

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## Listening to the Audio via Telephone

If you do not have sound capabilities on your computer or prefer to listen by phone.

**712-775-8972**

**Pass Code:**

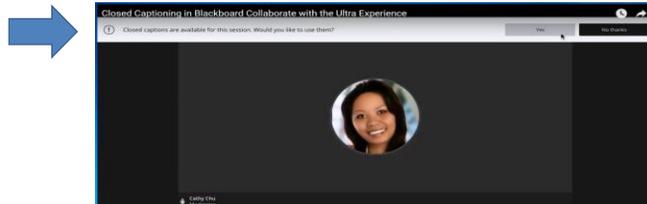
**930098#**

This is a Not a Toll Free number

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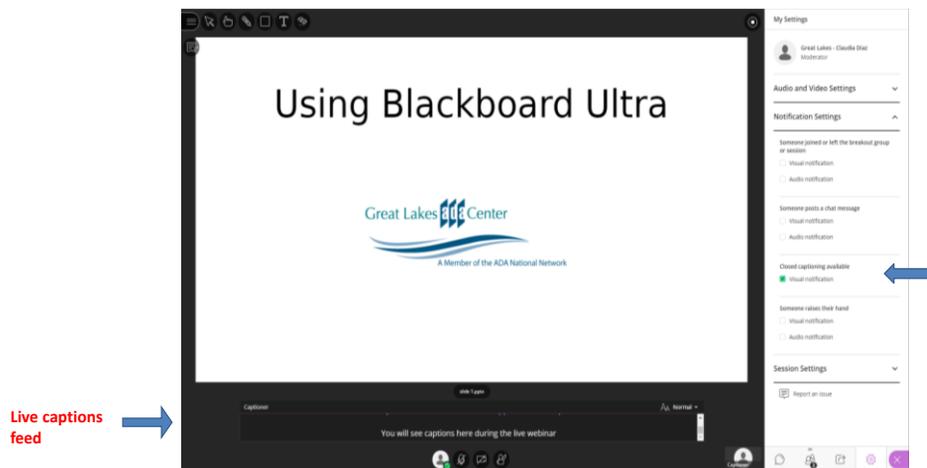
# Captioning

- Real-time captioning is provided during this webinar.
- When captions are available you will be asked if you would like to use the captions at the top of the screen. Once selected, the captions will appear under the presentation.



# Captioning, Continued

- You may also select Closed Captioning from the Settings menu



Live captions feed



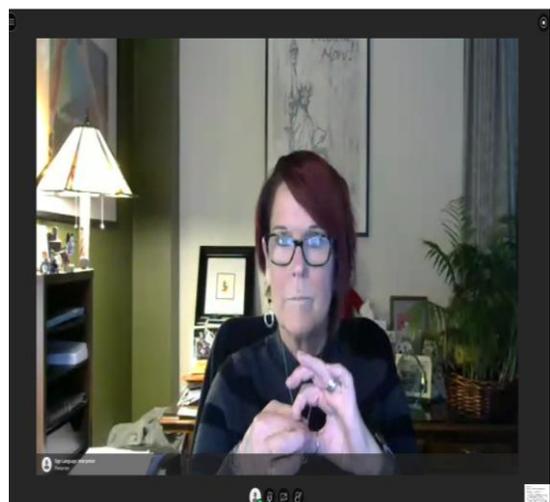
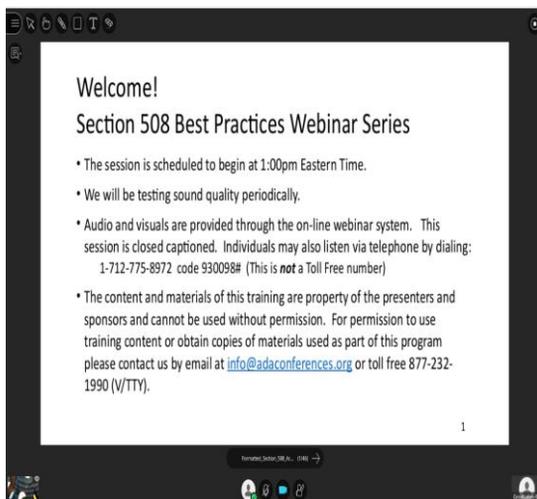
## Sign Language Interpreter

- This system only allows one screen to be viewed at a time.
- To view the Sign Language Interpreter you will need to “click” on the video image (Lower Left corner) and it will expand to be viewed within the White Board Area.
- To View both the slides and the sign language interpreter you will need to open two sessions in different browsers and then resize the screens to be side by side.
- Or follow the interpreter via the platform and use the handouts to follow along with the presenters slides.

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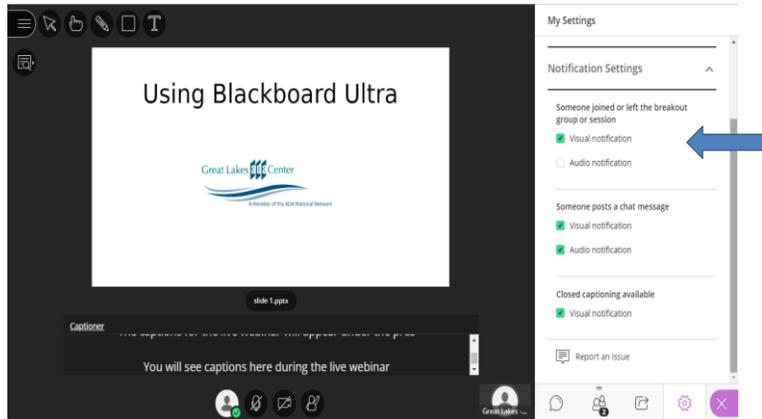
Example: Side by side – Two Different Browser Windows open simultaneously and resized



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## Customize Your Notification Settings

- Customize your Visual and Audio notifications in the settings menu



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## Customize Your View

- Access View Controls - Resizing

Resize the Presentation slides by clicking on the view controls found on the left side of the presentation. Once selected, you can zoom the presentation in and out to customize your view



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## Submitting Questions

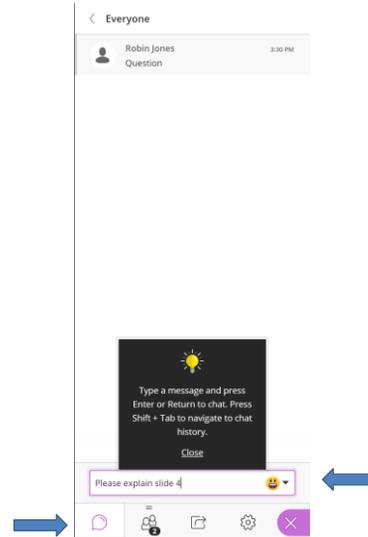
You may submit your question in the Chat Area..  
The Chat Area should **ONLY** be used for submitting questions.

**Please refrain from submitting any commentary, responses, etc. via the chat area. This is distracting to other participants. We reserve the right to remove you from the session if you use the chat area inappropriately.**

If you are listening on the phone and are not connected to the webinar platform email your questions to [webinars@adaconferences.org](mailto:webinars@adaconferences.org)

If you are connected via a mobile device you may submit questions in the chat area within the App

*Please note: This webinar is being recorded.*



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## Technical Assistance

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1. Send a private chat message to the host by selecting "Great Lakes ADA" in the participant list; or
2. Email [webinars@adaconferences.org](mailto:webinars@adaconferences.org) ; or
3. Call 877-232-1990 (V/TTY)

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**Accessibility of Content Shared Through Social Media:  
Views from the National Institutes of Health (NIH)**  
*Tuesday, March 31, 2020*  
*US Access Board and Great Lakes ADA Center Training*

## Presenters

<p>Jennifer Dorsey NIH NCI</p> 	<p>Gary Morin NIH NCI</p> 	<p>Robert Pines NIH NCCIH</p> 
<p><b>NIH: National Institutes of Health</b>          NCI: National Cancer Institute          NCCIH: National Center for Complementary and Integrative Health</p>		

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## Digital Accessibility

- Accessible design is a design process that considers the **needs of all people, including those with disabilities.**
- Creating accessible information shouldn't be an exception to the rule; it should be **included throughout the entire planning and design process.**



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## Today's Goal

To make your social media content as accessible as possible within the limitations of each platform.

- Accessible design is a design process that considers the **needs of all people, including those with disabilities.**
- Creating accessible information shouldn't be an exception to the rule; it should be **included throughout the entire planning and design process.**

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## NIH Guidelines

Each institute and center shall ensure that individuals with disabilities who are:

1. **Federal employees** have access to and use of information and data that is comparable to the access to and use of information and data by Federal employees who are not individuals with disabilities
2. **Members of the public** seeking information or service from NIH have access to and use of information and data that is comparable to the access to and use of the information and data by such members of the public who are not individuals with disabilities.

Accessibility features available on social media sites shall be utilized to the maximum extent practicable and should be set by default.

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## Social Media at NIH



NIH has a massive social media presence with hundreds of accounts across 27 institutes and centers, including:

1. Twitter
2. Facebook
3. Instagram
4. LinkedIn
5. YouTube
6. Flickr

[See all NIH social media accounts](#)

The NIH Social Media Collaboration group is a forum for representatives from across NIH to discuss issues related to social media.

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# Common Accessibility Issues

- Alternative text
  - Use alternative text feature, if available
  - If not, use other methods to describe the image
- Captioning and audio description of videos
  - Pre-recorded videos
  - Live media
  - Language issues

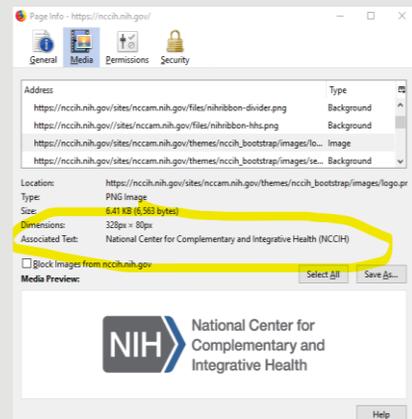


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# Alternative Text Basics

The alternative text should reflect what is in the image and should complement the image's caption. Do not repeat what is in the caption.

- Why is the image there?
- Who is the intended audience?
- If there is no description, what will the reader miss?
- What information is included in the surrounding text?
- Is there any text within the image itself?
- Is there an image caption?



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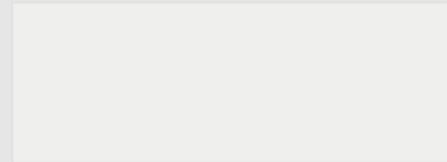
## Addressing Alternative Text

Alternative text should be:

- As long as necessary, as short as possible
- A meaningful and comparable experience to seeing the image itself
- Sound the same out loud as it is when written
- More than simple keywords
- Specific

How would you describe this object and its context to someone who is blind?

*(1-2 sentences recommended)*



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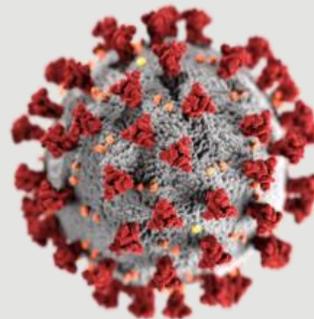
## Describing Images

The writer needs the following:

- Detailed knowledge of the subject matter
- Good writing skills and an excellent command of the vocabulary associated with the subject
- A review/edit process; descriptions should be reviewed for accuracy and grammar by someone other than the original writer (and the technical staff)

Caption: Illustration of the morphology of coronaviruses. The club-shaped viral spike peplomers, colored red, create the look of a corona surrounding the virion, when viewed electron microscopically.

Alt Text: Image of the Novel Coronavirus (COVID-19)



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## Video: Inaccessible to Whom?

There are a variety of reasons why people may need video accessibility. For example, people might be:

- Unable to hear the audio and/or see the video, at all or partially
- Unable to operate the player controls
- In need of searchable video content

### Resources

- <https://www.section508.gov/create/video-social>
- <https://www.hhs.gov/web/section-508/making-files-accessible/hhs-guidance-audio-description.html>

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## Videos: Making Them Accessible

- Add captioning
  - Include non-speech elements
  - Use captioning, not subtitles
- Add Audio-Description (AD)
  - May require a second version or presentation of your video
- Add transcripts
  - Use both the spoken script and the audio description text, distinguishing one from the other
  - This is in addition to, not instead of, captioning
- Use accessible media players

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# Captions

- Official requirement: All training and informational video and multimedia productions which support the agency's mission, regardless of format, that contain speech or other audio information necessary for the comprehension of the content, shall be open or closed captioned.
- Access can be provided in three ways:
  - Open Captioning
  - Closed Captioning
  - Subtitles
- Captioning includes:
  - Spoken dialogue
  - Background sounds
  - Context



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# Federal Relay Service

Telecommunications and internet-based [Relay Services for Federal Government](#) employees who are deaf, hard of hearing, deafblind, or have speech disabilities.

## Internet-Based Services

- [Video Relay Service](#)
- [Video Remote Interpreting](#)
- [IP Relay](#)
- [Relay Conference Captioning](#)
- [Captioned Telephone\(CapTel\)](#)

## Telephonically-Based Services

- [Text Telephone\(TTY\)/ASCII/Voice](#)
- [Speech to Speech\(STS\)](#)
- [Captioned Telephone\(CapTel\)](#)



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# Relay Conference Captioning

- [Relay Conference Captioning \(RCC\)](#): real-time captioning for users who are deaf or hard of hearing
  - An Internet-based technology that revolutionizes the way colleagues join and participate in teleconference calls and web conferencing
  - RCC uses the same high-quality captioners that provide closed captioning for live television, news, sports and weather to deliver live, real-time text streamed to a high-speed internet-connected computer/tablet/mobile phone anywhere in the world.



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# Features of RCC

- Provides a transcript
- Web conferencing – integrates into WebEx and Zoom
- Mobile-friendly (Android and iOS Devices)
- Transcript option (unedited real-time transcript)\*
  - Retain copy of the transcript on server
  - Destroy transcript after event to protect confidentiality
- Participant options\*
  - Allow participants to view transcript
  - Allow participants to view & save transcript
  - Participants cannot view or save transcript when call has ended

\*SSL Encryption included on all scheduled events.



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## Audio Description

- Make the visual information accessible to those who can't see partially or fully
- Audio description (AD) is a term used for the narration of key visual elements in a multimedia product.
  - This process allows individuals who are blind or have low vision access to information that is not accessible simply by listening to the program audio content.
  - In AD, narrators typically describe actions, gestures, scene changes, and other visual information key to understand the presentation. They also read aloud titles, speaker names, and other text that may appear on the screen.
- AD is a “narration added to the soundtrack to describe important visual details that cannot be understood from the main soundtrack alone”

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## What to Describe

- Images
  - Who: physical description, facial and corporal expressions, clothing, occupation, and roles
  - What: action
  - Where: setting, spatial relations between characters, movement of characters
  - When: film time
  - How: lighting, decor, attitudes
- Sounds: sounds that are difficult to identify, song lyrics, languages other than the source language.
- On-screen text: logos, opening titles and credits, cast lists, text on signs, lower third/chyrons

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## What Social Media Content Managers Should Know



- Make your contact information available on your social media accounts



- 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

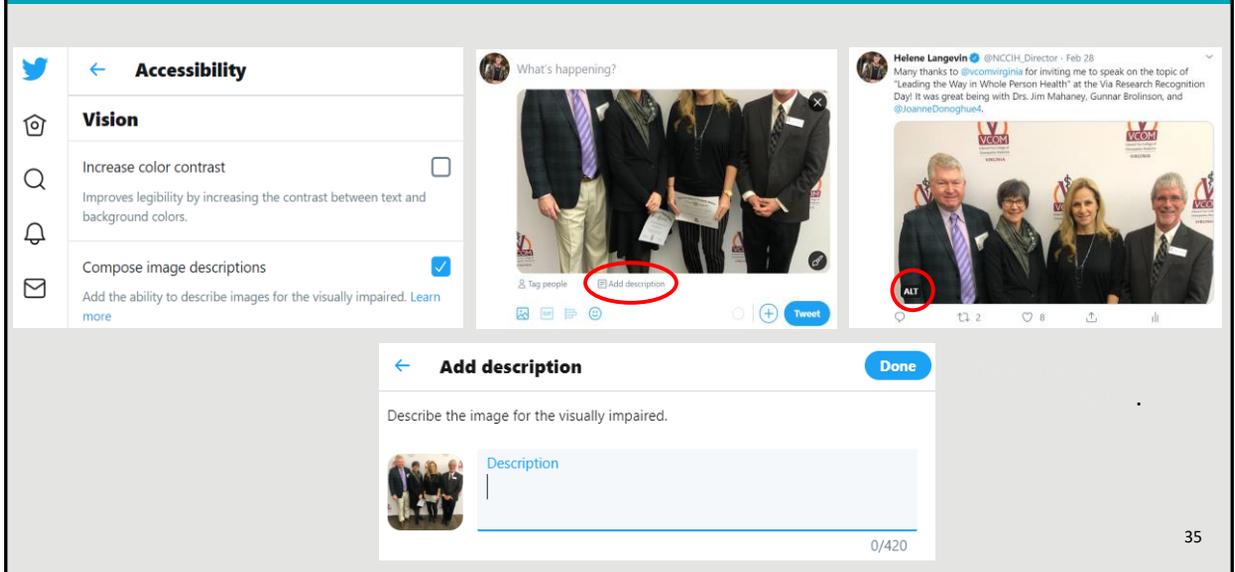
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## Social Media Best Practices

- Spell out acronyms
- Minimize hashtags
- Use clear, simple descriptions
- Capitalize words in hashtags (e.g., #ScienceMatters, not #sciencematters)
- Go into your settings and turn on alternative text for images; describe posted photos or videos

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# Twitter – Alternative Text



The screenshot shows the Twitter Accessibility settings on the left, with the 'Compose image descriptions' feature turned on. In the center, a tweet from 'What's happening?' shows a group of people at an event, with a red circle highlighting the 'Add description' button. To the right, a tweet from Helene Langevin shows a similar group photo, with a red circle highlighting the 'ALT' text. Below these, a dialog box titled 'Add description' is open, showing a description field and a 'Done' button.

# Twitter Best Practices

- Turn on the feature and it will always be on
- Use [studio.twitter.com](https://studio.twitter.com) to update the captions for scheduled content
- Re-use alt-text created for the photos elsewhere, where possible
- Upload .srt caption files for native videos
- Use CamelCase for hashtags



# Facebook – Alternative Text

The screenshot shows the 'Edit Photo' interface on Facebook. On the left sidebar, the 'Alt text' option is highlighted with a red circle. The main area displays a video thumbnail with a white text box overlaid that reads: 'YARIMAR CARRASQUILLO, PH.D. PRINCIPAL INVESTIGATOR, NCCIH'. The video shows four women sitting around a table in a meeting setting.

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# Facebook – Video Captions

The screenshot shows the 'Edit Video' interface on Facebook. The left sidebar contains sections for 'Video Language' (set to 'As English'), 'Add New Captions' (with 'Write' and 'Upload' buttons), 'Captions Added' (set to 'en\_US'), and 'Default Language'. The right sidebar shows 'Video Details' (Thumbnail, Distribution, Subtitles & Captions (CC), Polls, Tracking) and 'Video Settings' (Video Default Quality, Auto Play Video, Always Show Captions, Captions Display). The 'Captions Display' section is expanded, showing settings for Background Color (black), Background Opacity (45%), Text Color (white), and Text Size (100%). A video player is visible on the right, with a red circle highlighting the caption icon in the bottom right corner.

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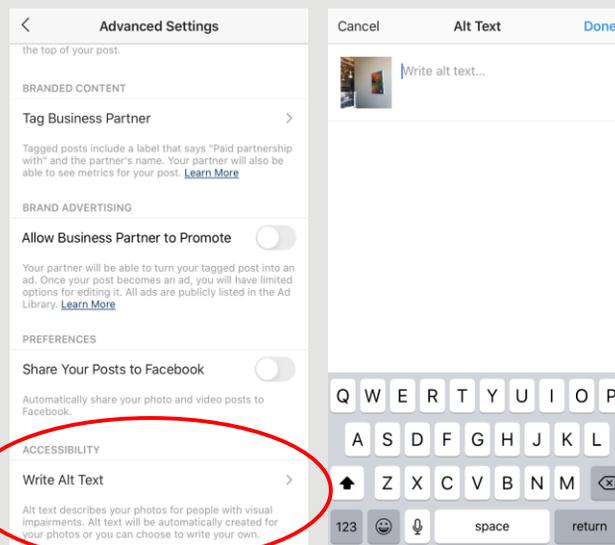
## Facebook Best Practices

- Many options for personalizing the alt text for photos
- Upload .srt files for videos
- If you re-share the content later the alt-text remains



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## Instagram – Alternative Text



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# Instagram Best Practices

- Use alt-text for images on the main feed
- For stories, think descriptively when creating your captions since there is no alt text for stories
- Don't overuse hashtags, they can be difficult to read when there are too many in a row.
- Put hashtags in separate comment if possible
- Use CamelCase



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# YouTube – Video Captions

View published subtitles and CC: English  
Subtitles/CC source: NCCIH

Actions

0:14.7	So as we celebrate our twentieth anniversary,
0:18.1	I cannot help but reminisce on a personal
0:26.8	level that 20 years ago I was one of the first grantees to be funded by then NCCAM. I had
0:28.8	submitted a proposal to build a robotic device to measure the tissue forces that occur
0:34.5	acupuncture needling. Now, if there was such a thing as mainstream acupuncture
0:40.0	then, this was not it. And there was considerable resistance, I would say, at first--mostly
0:47.6	in the acupuncture community, interestingly--in using a machine to insert an acupuncture
0:54.9	But, it turned out that the tool...the tool turned out to be very helpful, not to treat
1:01.5	

0:00 / 6:34

NIH NCCIH 6,66K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS

Uploads: PLAY ALL SORT BY

Dr. Langevin Introduces NCCIH's Involvement in the... 1:52

Dr. Langevin Introduces the Role of NCCIH 2:46

Dr. Langevin Introduces the NCCIH #TASISAH Takeov... 0:43

NIH National Center for Complementary and Integrative Health

Hello my name is Dr. Helene Langevin and I'm the director of the National Center for Complementary...

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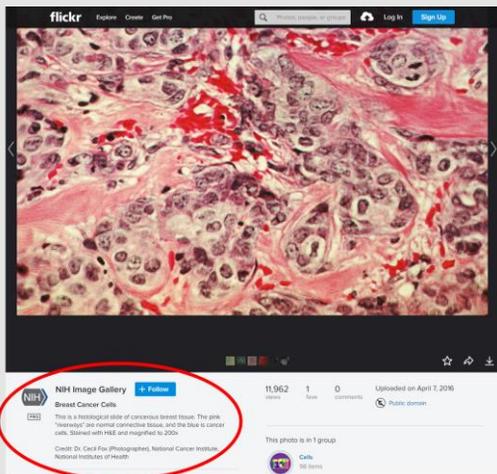
# YouTube Best Practices

- Use .srt caption files for your videos
- Use YouTube videos to have an accessible version of a video wherever you don't have accessibility options
- Option for open or closed captioning



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# Flickr – Effective Descriptions



**NIH** **NIH Image Gallery** [+ Follow](#)

**Breast Cancer Cells**

**PRO** This is a histological slide of cancerous breast tissue. The pink "riverways" are normal connective tissue, and the blue is cancer cells. Stained with H&E and magnified to 200x

Credit: Dr. Cecil Fox (Photographer), National Cancer Institute, National Institutes of Health

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## Flickr Best Practices

- No easy way to add alt text directly
- Example of doing everything within the platform's restrictions to make the image accessible



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## Questions? Challenges?



**Questions? Challenges?**



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Thank you for participating in today's webinar



Next Session: May 26, 2020  
Accessible Office Documents

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