ADA AUDIO SESSION
Social Media Management
Accessibility Basics

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Accidental Expert on Digital Accessibility
Outspoken Advocate for Inclusive Content
Why should accessibility be a priority for content creators on social?

An Inclusive Experience

Typically, someone uses assistive technology because they have a sensory disability that is:
- Permanent
- Temporary
- Situational
Assistive Technology

Screen Reader: software programs that allow blind or visually disabled users to read the text that is displayed on a screen with a speech synthesizer or braille display.

Speech Synthesizer: text-to-speech systems used with computers that are programmed to include all the phonemes and grammatical rules of a language, allowing words to be pronounced correctly.
Assistive Technology

Text-to-Speech Programs: technology that is used to change data into spoken words.

Marketing Reach

Legality & Compliance

Empathy for Others
466M PEOPLE

2.2B PEOPLE
65%
Legality & Compliance

Currently, the process of meeting and enforcing compliance for accessible websites, social media, and similar forms of digital communication is not very clear or easy to uphold.

Legality & Compliance

In the United States, the Americans with Disabilities Act (ADA) is normally referenced, but the ADA in its current state is felt to be more applicable to physical facilities.
Supreme Court allows blind people to sue retailers if their websites are not accessible

Web Content Accessibility Guidelines (WCAG)

World Wide Web Consortium (W3C)

www.w3.org
How do you create an accessible experience on social media?
Copywriting
Emojis & Icons
Images
Videos

How to be accessible with
COPYWRITING
Instead of this:

#socialmediarocks

Write your hashtags like this:

#SocialMediaRocks
#camelCase

is also easier for literally everyone to read

[ARTICLE] Want to make your social media more inclusive and accessible?

There are so many ways to achieve that! From alt text and descriptive linking to how you use hashtags and emojis. Learn more and elevate your digital game!
Alexa Heinrich (she/her)  
@HashtagHeyAlexa

[POLL] How would you rate your use of alt text for your images on social media? Are you a pro at writing image descriptions or do you think there's still room for improvement?

- Excellent ☑️ 9.5%
- Good 28.6%
- Fair 28.6%
- Poor 33.3%

21 votes - 23 hours left

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[IMAGE] Look at my sweet snoozing darling all curled up in the sun.
Linking

- Shorten any long links
  - Bit.ly
  - Rebrandly
  - Polr

- Hyperlink text if possible

Linking

When hyperlinking text, try to be descriptive instead of simply typing “Click Here”. This helps a screen reader user understand the destination or purpose of the link.
Linking Examples

BEFORE
There’s still time to register for the spring semester at SPC! Click here to view available classes.

AFTER
There’s still time to register for the spring semester at SPC! Visit our online course catalog to browse available classes.

Plain Language
In 2010, the Plain Writing Act was signed into law in the United States. It requires that all federal agencies in the U.S. use clear communication that the public can understand and use.
Plain Language

- Write for your audience
- Organize your information
- Choose your words carefully
- Be clear and concise
- Keep it conversational

BEFORE
The application must be completed by the student and received by the Financial Aid office by May 1st.

AFTER
We must receive your application by May 1st.
BEFORE
This program promotes efficient water use in homes and businesses throughout the country by offering a simple way to make purchasing decisions that conserve water without sacrificing quality or product performance.

AFTER
This program helps homeowners and businesses buy products that use less water without sacrificing quality or performance.

BEFORE
Infants and children who drink water containing lead in excess of the action level could experience delays in their physical or mental development. Children could show slight deficits in attention span and learning abilities. Adults who drink this water over many years could develop kidney problems or high blood pressure.

AFTER
Lead in drinking water can make you sick! Here are some possible health effects of high lead levels in your drinking water:

Children:
• Delayed growth
• Learning disabilities
• Short attention span

Adults:
• Kidney problems
• High blood pressure
For more info on plain language, visit 
www.PlainLanguage.gov  
the U.S. government’s official website for the Plain Writing Act of 2010.

How to be accessible with

EMOJIS & ICONS
Abandoned House
Old House
Haunted House
Derelict House

raised fist
raised fist: light skin tone
raised fist: medium-light skin tone
raised fist: medium skin tone
raised fist: medium-dark skin tone
raised fist: dark skin tone
Original Tweet

Having an amazing time on vacation in Colorado 🏚 wanna get some prime skiing in tomorrow 🎿 before ending the day with hot cocoa ☕️ by the fire with my love 😘

Translated Tweet

Having an amazing time on vacation in Colorado snow capped mountain gonna get some prime skiing in tomorrow ski and ski boot before ending the day with hot cocoa hot beverage by the fire with my love face blowing a kiss
- Use them in moderation
- Double-check their description before using them
- Resist changing the color on emojis with variable skin tones unless necessary for context
- Place them at the end of posts and tweets to avoid clarity issues
You can't control how other people receive your energy. Anything you say or do gets filtered through the lens of whatever personal stuff they are going through at the moment. Which is not about you. Just keep doing your thing with as much integrity and love as possible.

Other people's behavior isn't always about you. You are not responsible for other people's reactions or feelings to your truth.
Alexa
@AlexaTesting123
This is where I test content and make sure that it's not a hot mess like me.
Joined October 2020
1 Following 1 Following

Tweets  Tweets & replies  Media  Likes

Alexa @AlexaTesting123 · 4m
Custom fonts are so fun!
They give your content extra pizzazz!
And you can even bold your text.

Unfortunately, screen readers cannot read these Unicode characters, making them inaccessible. #Accessibility

Psssst!

Alexa @AlexaTesting123 · 24m
Some characters don't get skipped over but instead come out as complete symbols.

An unpopular opinion that many agree with.
concerts at home are pretty great
(______) ||
(•••) ||
"I"
How to be accessible with IMAGES

Hand holding up a small fuzzy orange kitten with amber-colored eyes and a pink nose.

White Ferris Wheel with multi-colored cars under a clear blue sky.

Dark-haired woman in a denim jacket holding a baby in a yellow sweater above her head.
### Social Media Management: Accessibility Basics

#### December 15, 2020

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Tips for Writing Alt Text

Avoid *flowery* language

A man and woman kiss. The man wears a tuxedo and the woman wears a white wedding dress and veil.

Tips for Writing Alt Text

Keep your alt text *relatively short*

Ferris Wheel lit up under a night sky at a crowded carnival.
Tips for Writing Alt Text

Exclude “picture of” or “image of”

Small white puppy wearing a green collar lies on a wooden deck outside.

Tips for Writing Alt Text

Avoid using images with flattened text

A man stands on top of a hill with his arms outstretched, looking over a green valley. Text over him reads freedom.
Tips for Writing Alt Text

It’s okay to use **proper nouns** and **names**

Mount Rushmore is shown under a cloudy blue sky.

Tips for Writing Alt Text

You don’t need to describe **everything**

Busy New York City intersection is filled with cars and people at night.
Tips for Writing Alt Text

You can use “extra” identifiers for people

A Black woman in a black t-shirt holds a sign over her head that reads I can’t breathe.

Tips for Writing Alt Text

Avoid acronyms if possible

The United States Capitol building sits under a sunny blue sky.
Tips for Writing Alt Text
Add your **keywords** for improved SEO

Man wearing black Chuck Taylor converse shoes sits on the side of a country road with his luggage.

How to be accessible with

**VIDEOS**
Audio Descriptions

An audio description is a form of narration used to provide info surrounding key visual elements in videos for blind and visually impaired consumers.

- Adds an additional audio track to a video
- Create two versions of your video, one with an audio description and one without.
[captions make a video accessible]
Captioning Apps
- MixCaptions
- Clipomatic
- AutoCap
- Kapwing
- Clips

< Captioned with MixCaptions!

Tips for Writing Captions
- Break up your captions at natural language breaks
- Allow time to read your captions
- Include captions for any non-speaking sounds
- Identify when a new speaker starts talking
Live Streaming

- Consider using video services that have live-captioning capabilities like Zoom
- Hire an on-camera interpreter
- Provide a full video transcript soon after your event ends

One last bonus tip!

TESTING CONTENT
Questions?

Don’t be shy! Reach out and connect with me. All of my social media and contact info can be found at [TheRealAlexa.com](http://TheRealAlexa.com). Let’s chat!
Session Evaluation
Your feedback is important to us

You will receive an email following the session with a link to the on-line evaluation

National Network
Information, Guidance and Training on the Americans with Disabilities Act

Next Session:
Tuesday, January 19, 2020

Advancing the Full Participation of Persons with Disabilities in All Areas of Society

Registration available at: www.ada-audio.org