ADA AUDIO SESSION
Social Media Management
Accessibility Basics

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Outspoken Advocate for Inclusive Content

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Why should accessibility be a priority for content creators on social?

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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.

Assistive Technology
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
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.
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.
[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?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Excellent 😊</td>
<td>9.0%</td>
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<tr>
<td>Good</td>
<td>28.6%</td>
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<tr>
<td>Fair</td>
<td>20.0%</td>
</tr>
<tr>
<td>Poor</td>
<td>33.3%</td>
</tr>
</tbody>
</table>

27 votes 23 hours left

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.

EXAMPLES

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 wwwPlainLanguage.gov the U.S. government’s official website for the Plain Writing Act of 2010.

How to be accessible with EMOJIS & ICONS
Original Tweet
Having an amazing time on vacation in Colorado! Gonna 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
“An unpopular opinion that many agree with.”
ADA Audio Conference Series
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.
Audio Descriptions
- 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. 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

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