

2018 California Higher Education Collaborative Conference

SONOMA STATE UNIVERSITY

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Social Media Accessibility

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CAL STATE LA – INFORMATION TECHNOLOGY SERVICES

WWW.CALSTATELA.EDU/ITS



Agenda

General Web Accessibility

- Web Accessibility
- Graphics and Color Contrast
- Inverted Images
- Fonts
- Mobile Devices
- Alternative Text

Social Media Platforms

- Facebook
- Twitter
- Instagram
- Snapchat

Conclusion

Resources

Web Accessibility

Americans with Disabilities Act (ADA)

Section 504 and 508 of the Rehabilitation act of 1973

Benefits people without disabilities

- Older people with changing abilities due to aging
- People with temporary disabilities

Design websites independent of a single sense or ability

- Universal-Design for Learning (UDL)

Graphic Accessibility & Color Contrast

Social media graphics should always have enough color contrast to see text

Light colored font should be against darker backgrounds and vice versa

Example:



Checking Color Contrast

Color contrast between the foreground and background text needs to be at a ratio of at least 4.5:1 to make text the most legible.

[Use WebAim's Color Contrast Checker](#) to check if your colors are accessible

The screenshot displays the WebAim Color Contrast Checker interface. It features two color selection panels: 'Foreground Color' with a blue swatch (#0000FF) and a lightness slider, and 'Background Color' with a white swatch (#FFFFFF) and a lightness slider. A green-bordered box on the right shows a 'Contrast Ratio' of 8.59:1 with a 'permalink' link below it. Below the color panels, there are two sections for text testing: 'Normal Text' and 'Large Text'. Each section shows 'WCAG AA: Pass' and 'WCAG AAA: Pass' next to a sample text box containing the sentence 'The five boxing wizards jump quickly.' The text in the sample boxes is blue.

Inverted Images

Inverting an image's colors enables users to view an image or page with a more stark contrast, making it easier to view.



The original advertisement features a light blue background with white clouds. The OneDrive logo is blue, and the text "OneDrive for Business" is in blue. The main headline "5 TB of Storage" is in bold black, and "FREE" is in bold blue. A yellow call-to-action box contains the text "Sync, edit, and access all your files through your campus email". The URL "www.calstatela.edu/onedrive" and the Information Technology Services logo are at the bottom.

OneDrive
for Business

5 TB of Storage

FREE

Sync, edit, and access all your files
through your campus email

www.calstatela.edu/onedrive

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The inverted advertisement features a dark brown background with black clouds. The OneDrive logo is yellow, and the text "OneDrive for Business" is in yellow. The main headline "5 TB of Storage" is in bold white, and "FREE" is in bold yellow. A blue call-to-action box contains the text "Sync, edit, and access all your files through your campus email". The URL "www.calstatela.edu/onedrive" and the Information Technology Services logo are at the bottom.

OneDrive
for Business

5 TB of Storage

FREE

Sync, edit, and access all your files
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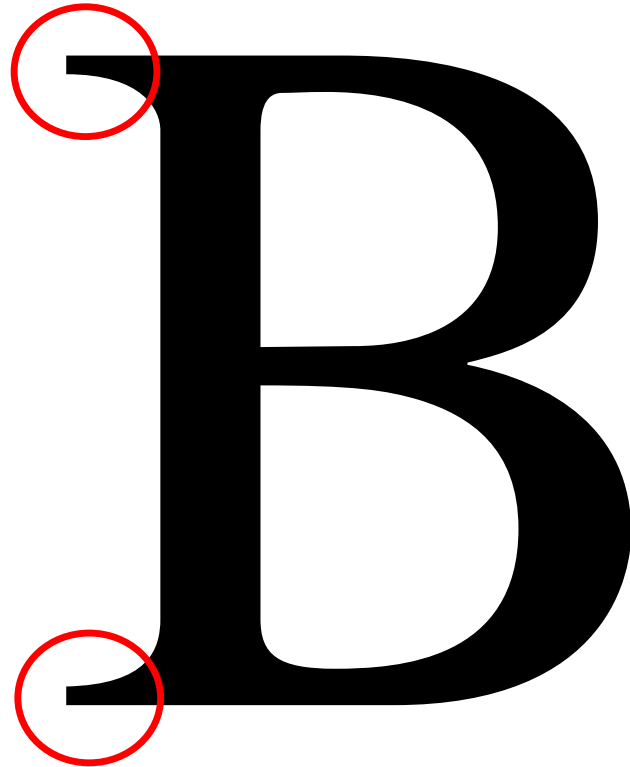
www.calstatela.edu/onedrive

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Serif Fonts

In typography, a serif is a small line attached to the end of a stroke in a letter or symbol

Example:



Serif Fonts (part 2)

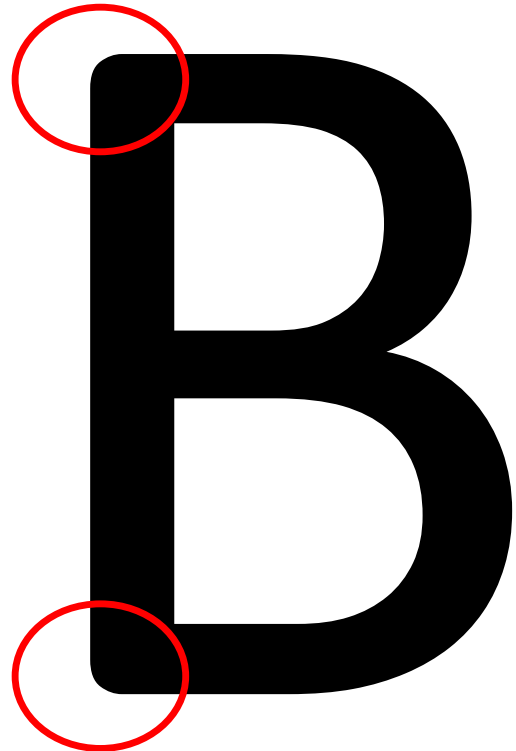
Examples of serif fonts include:

- Times New Roman
- Garamond
- Castellar
- Bookman Old Style
- High Tower Text

Sans-serif Fonts

In typography, sans-serif fonts do not have the serif at the end of a stroke in a letter or symbol

Example:



Sans-serif fonts (part 2)

Examples of fonts include:

- Calibri
- Tahoma
- Berlin Sans FB
- Century Gothic
- Ubuntu

Best Practice for Fonts

Use sans-serif fonts for graphics

Cursive fonts may also be difficult to read:

◦ Can you read what this says?

Use different colors and bold text to **emphasize important points**

Best Practice for Fonts (part 2)

Use appropriate and adequate sizing:

- Viewers should be able to read the text comfortably
- Example: If you can read this, congrats you have eagle-eye vision!

Presentations: font size should be 24+ for main bullet points, 20+ for sub-bullet points

- Varies with different fonts

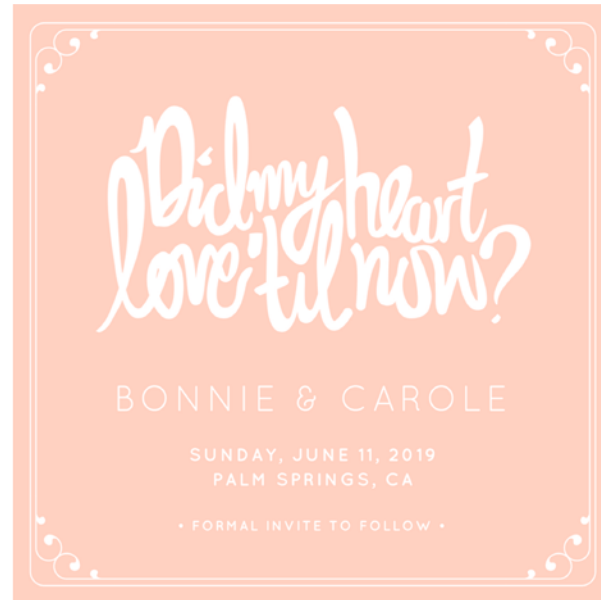
Best Practice for Fonts (part 3)

Avoid using text over busy backgrounds

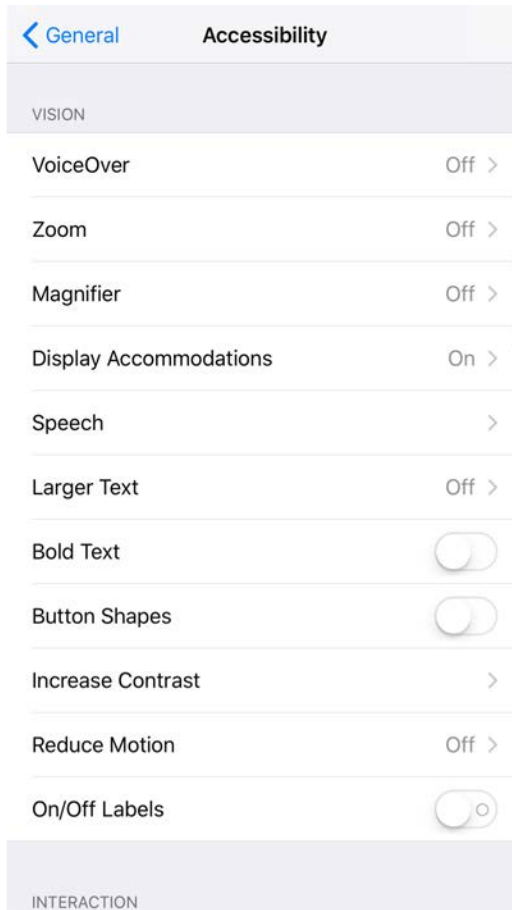
- Or backgrounds with a low color contrast

Create enough contrast between text and background

Examples:



Mobile Device Settings



Settings > General > Accessibility

Voiceover: users device to speak what is written on their screen

Zoom feature: users can click twice on a screen to zoom anywhere

Other features:

- Change text size and display options
- Increase contrast

Alternative Text (Alt Text)

Alt text is the alternative to non-text content or images.

- For individuals with visual impairments, this allows those individuals to still consume content without seeing it.

Crucial for those who use screen readers or voice over software.

Alt Text (part 2)

Alt text should be relatively short but descriptive and contextual.

- Simple: “Teddy Bear”
- Descriptive: “Cal State LA Commencement Teddy Bear”

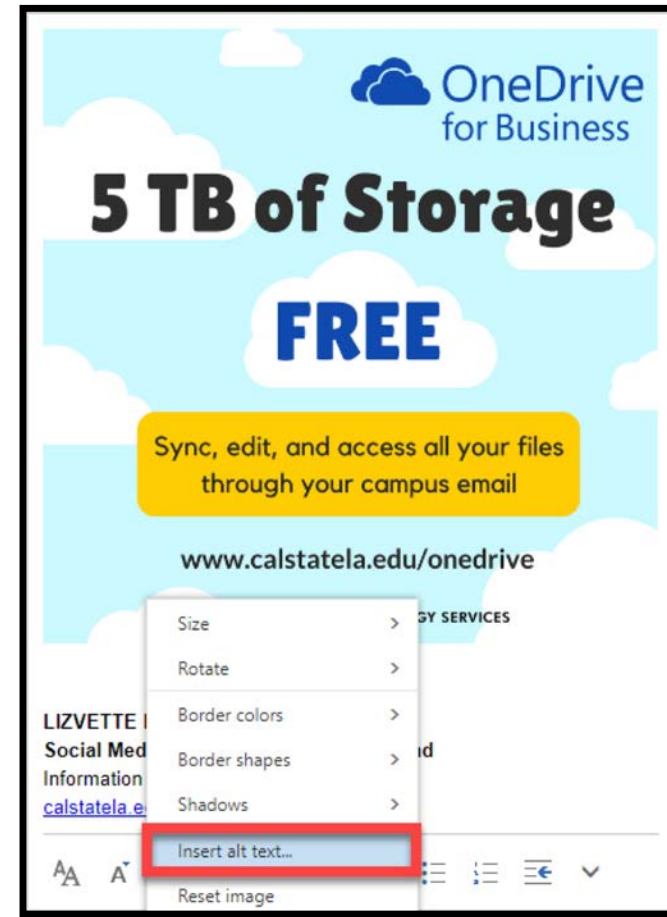


Alt Text (part 3)

Insert alt text for images inserted in emails.

For events, include time, date, location, description of event

For Outlook Web App, insert image and right click for settings

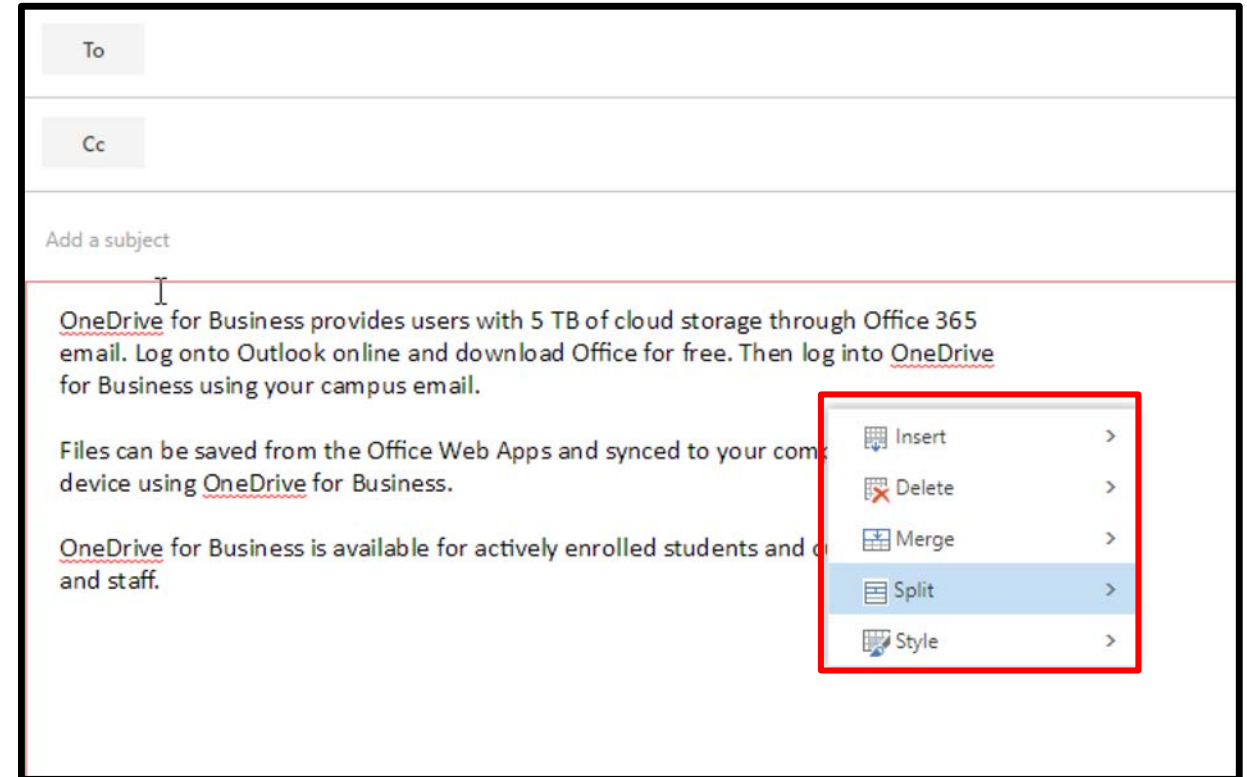


Formatting emails

Best practice: Avoid using tables to align text to graphics

Text will not resize on mobile devices

Possibility that alt text will not appear



This email used a table format, rather than message format

Video Captioning

Embedded closed captions vs “Burned in” Captions or Open Captions



Video Captioning (part 2)

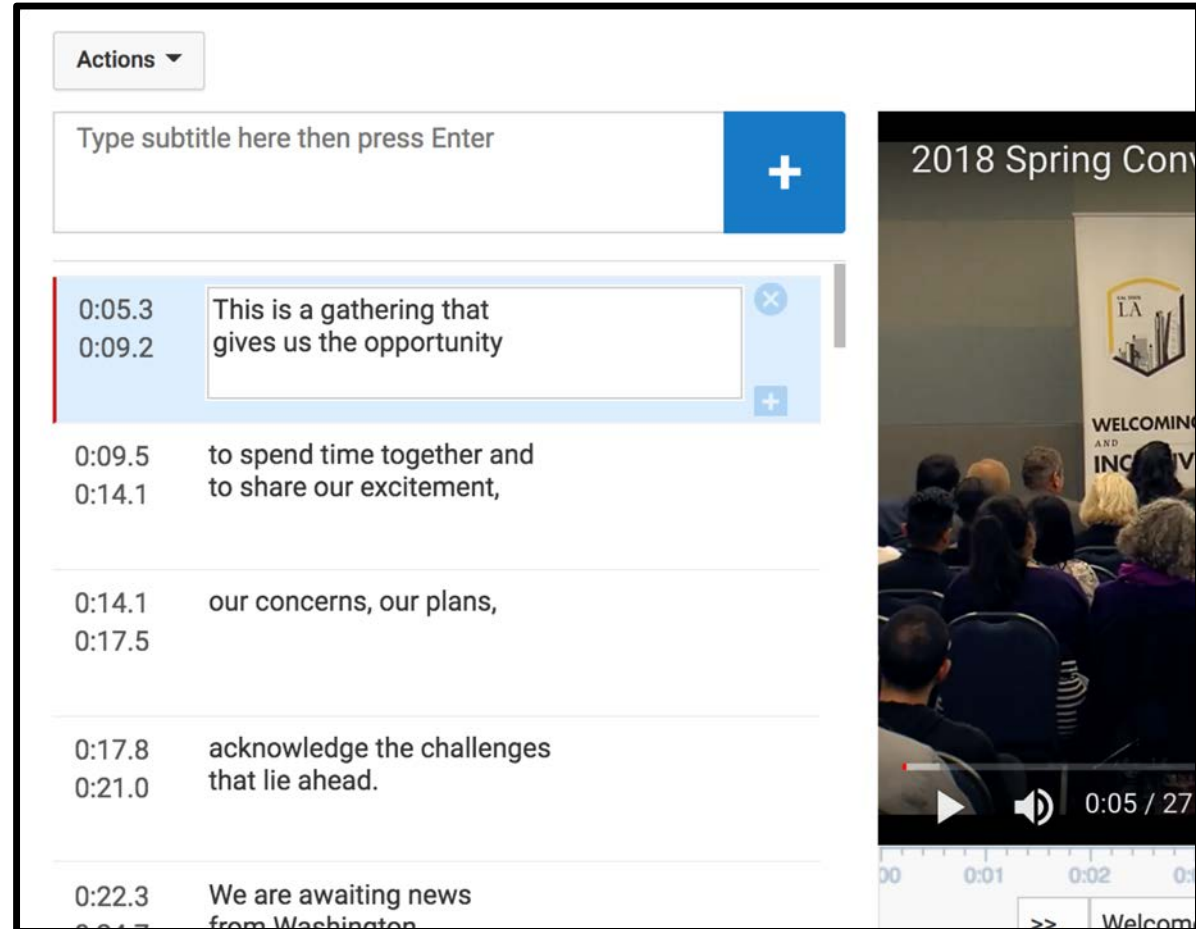
Software

- Camtasia
- Adobe Premiere Pro

Format files (.srt, .scc, .stl)

Social Media

- YouTube, Vimeo, Facebook



The screenshot displays a video captioning software interface. On the left, there is a list of subtitles with their start and end times and the corresponding text. The first subtitle is highlighted in blue. On the right, a video player shows a scene from a conference with a banner that reads "2018 Spring Conv" and "WELCOMING AND INCORPORATING". The video player includes a progress bar and a volume icon.

Start Time	End Time	Text
0:05.3	0:09.2	This is a gathering that gives us the opportunity
0:09.5	0:14.1	to spend time together and to share our excitement,
0:14.1	0:17.5	our concerns, our plans,
0:17.8	0:21.0	acknowledge the challenges that lie ahead.
0:22.3		We are awaiting news from Washington

Video Captioning (part 3)

Twitter Best Practice

- Share a link to the closed captioned video (YouTube, Vimeo)
- Upload video with captions “burned into” video

Instagram

CaptionSync by Automatic Sync Technologies



Facebook Accessibility

Adding captions to Facebook videos

- Captions on videos ensure that your videos are more accessible

Videos should be understood with the sound off

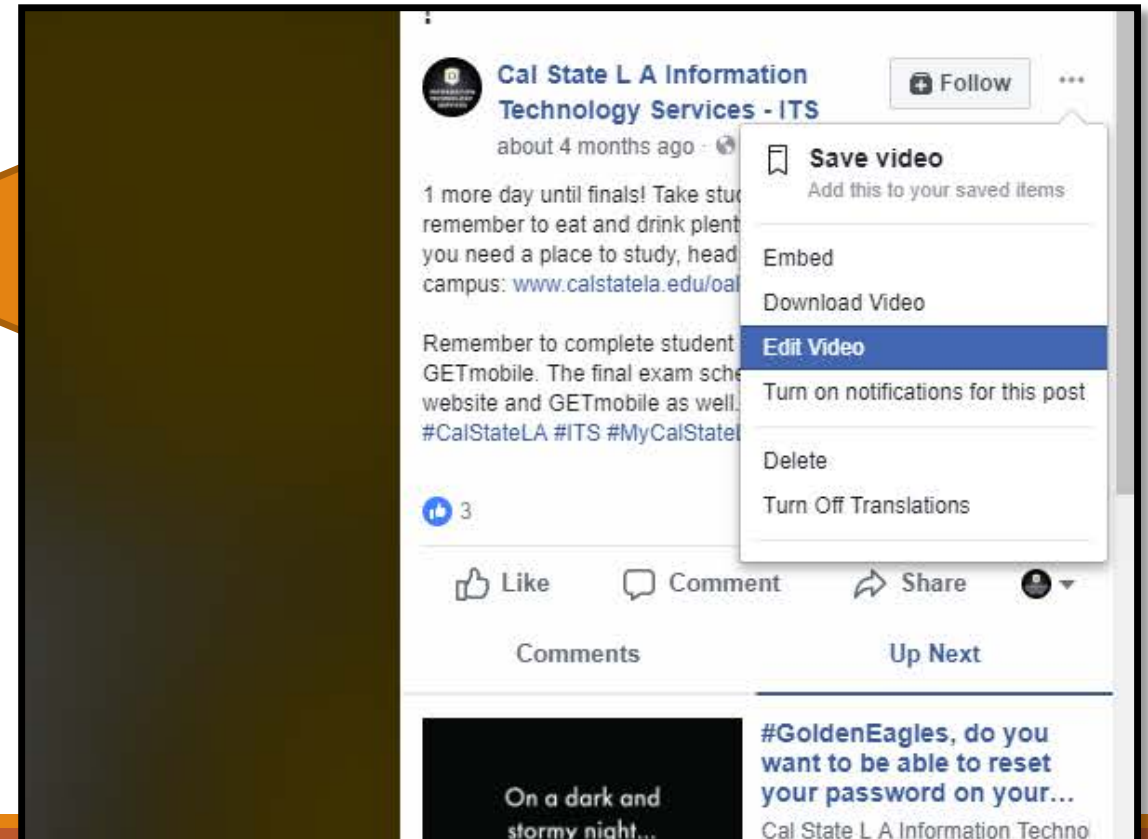
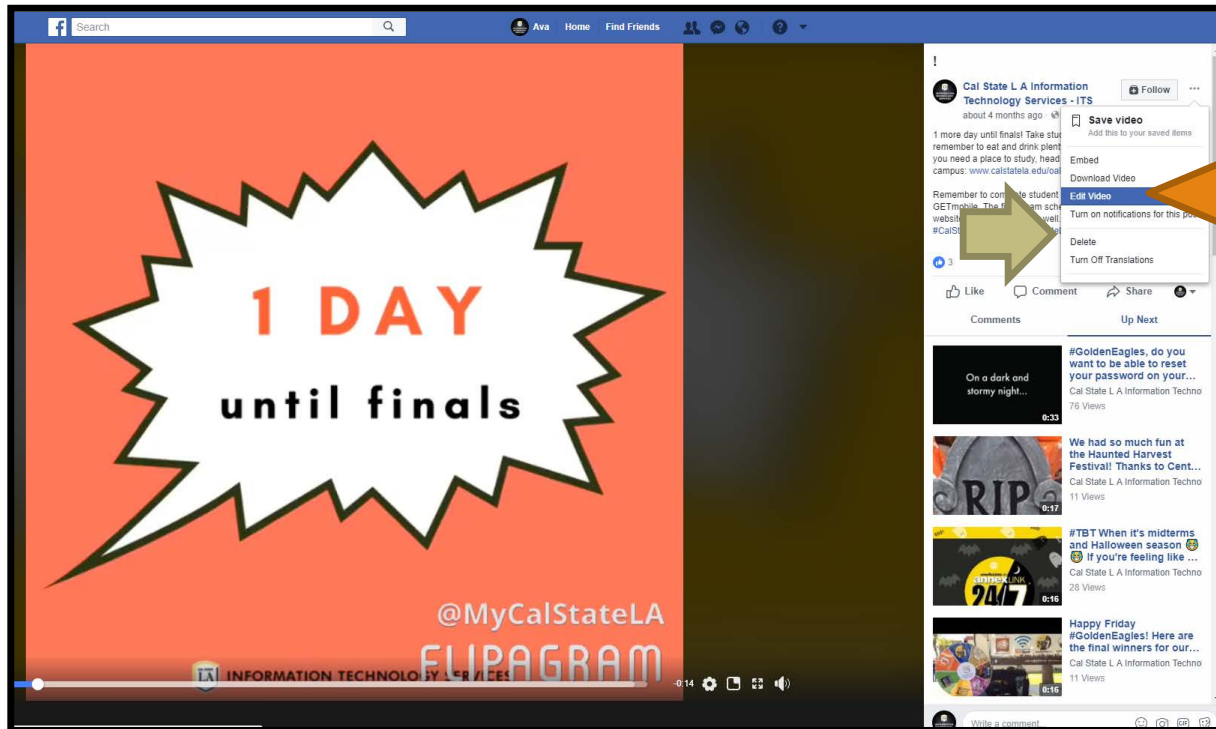
[85% of Facebook videos were watched on mute since 2016 \(2016, Digiday.com\)](#)



Facebook Accessibility (part 2)

Adding captions to Facebook videos

STEP 1: Edit video



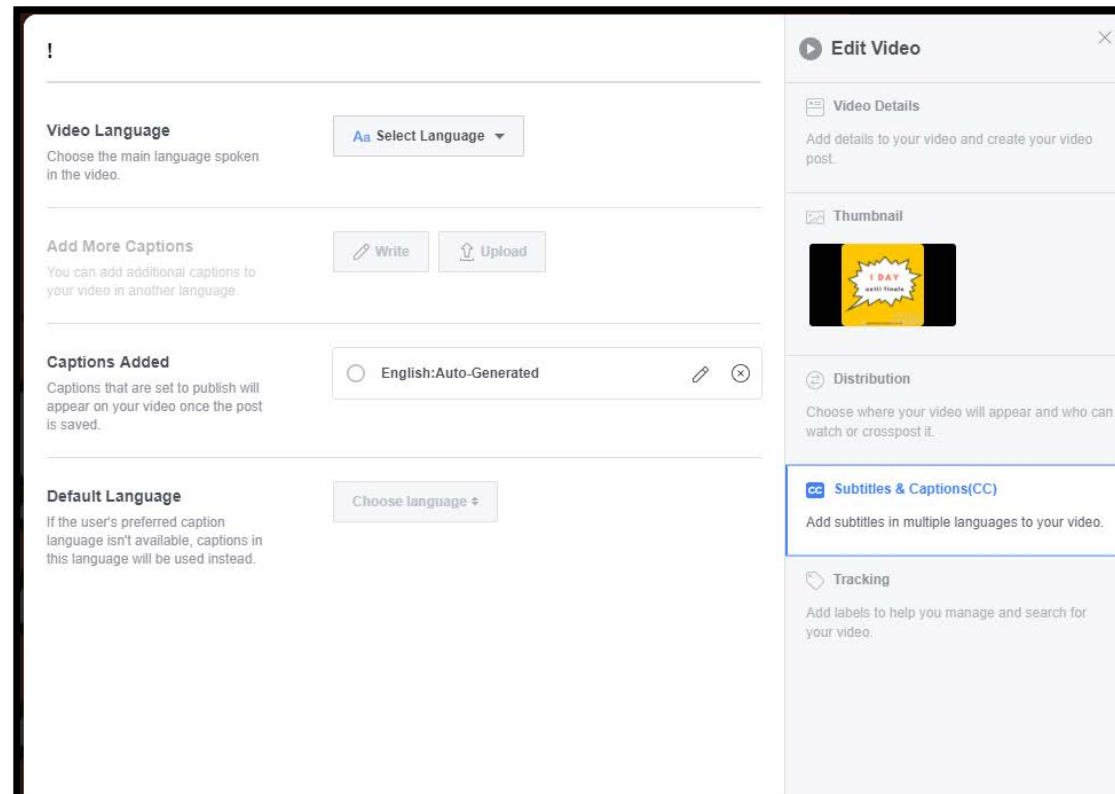


Facebook Accessibility (part 3)

Adding captions to Facebook videos

STEP 2: Choose language, then the 'Write' button will pop up.

Users should upload SRT files or caption through Facebook

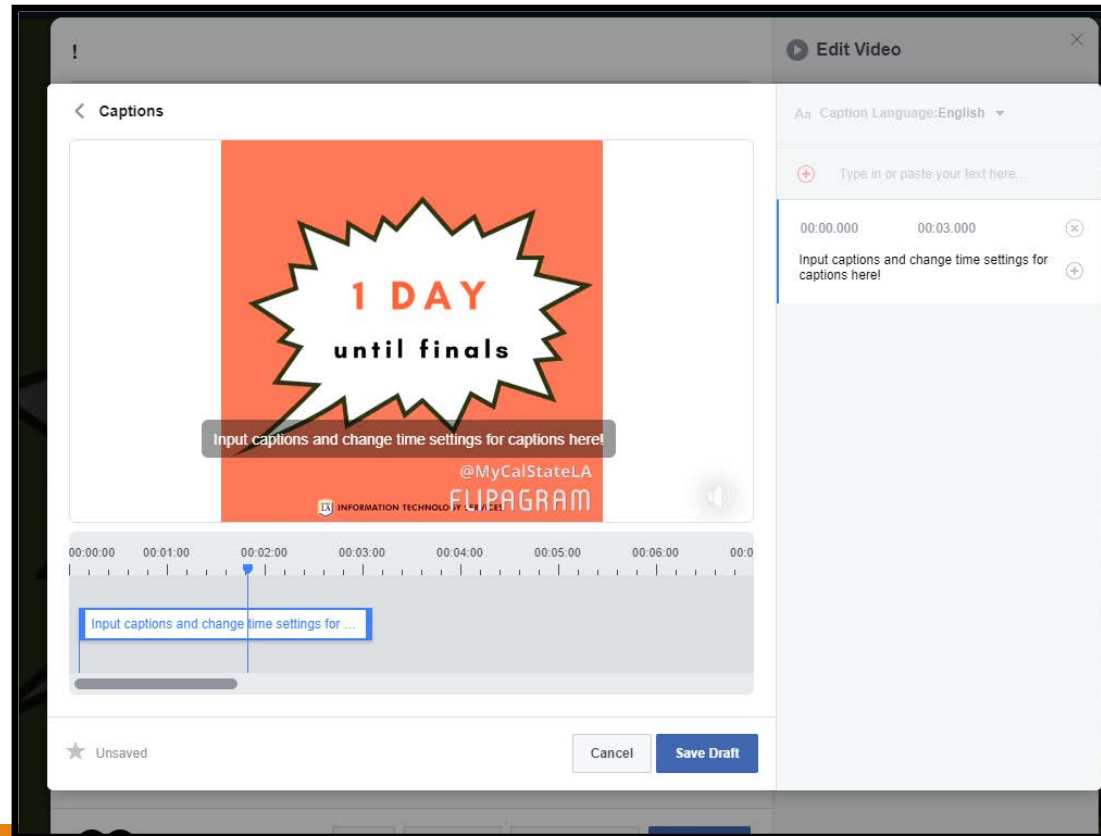




Facebook Accessibility (part 4)

Adding captions to Facebook videos

STEP 3: Generate, review, and edit captions as necessary.
Then save to video.

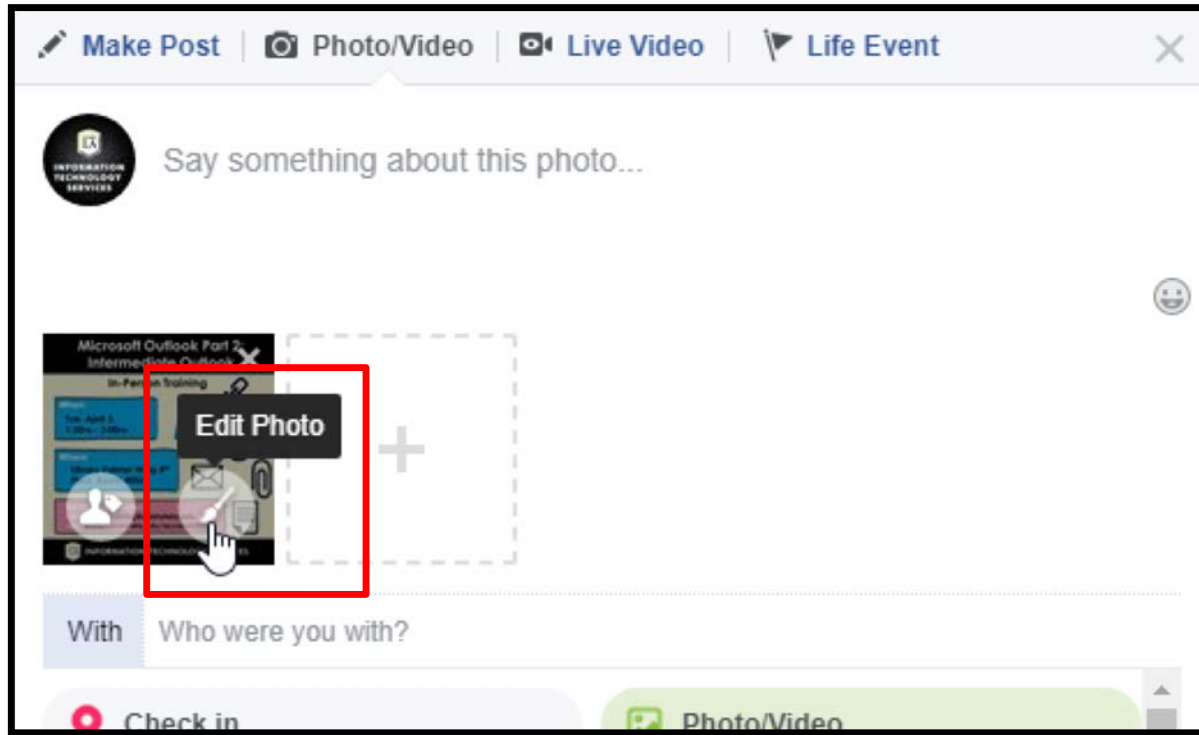




Facebook Accessibility (part 5)

Adding Alt Text photos before posting

STEP 1: Create Facebook post, choose image and click “edit” on photo

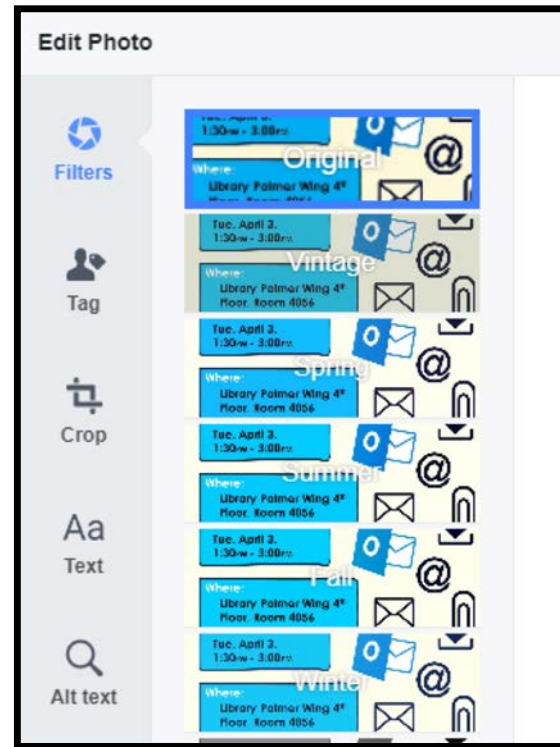




Facebook Accessibility (part 6)

Adding Alt Text photos before posting

STEP 2: Select “Alt Text” in the edit photo options

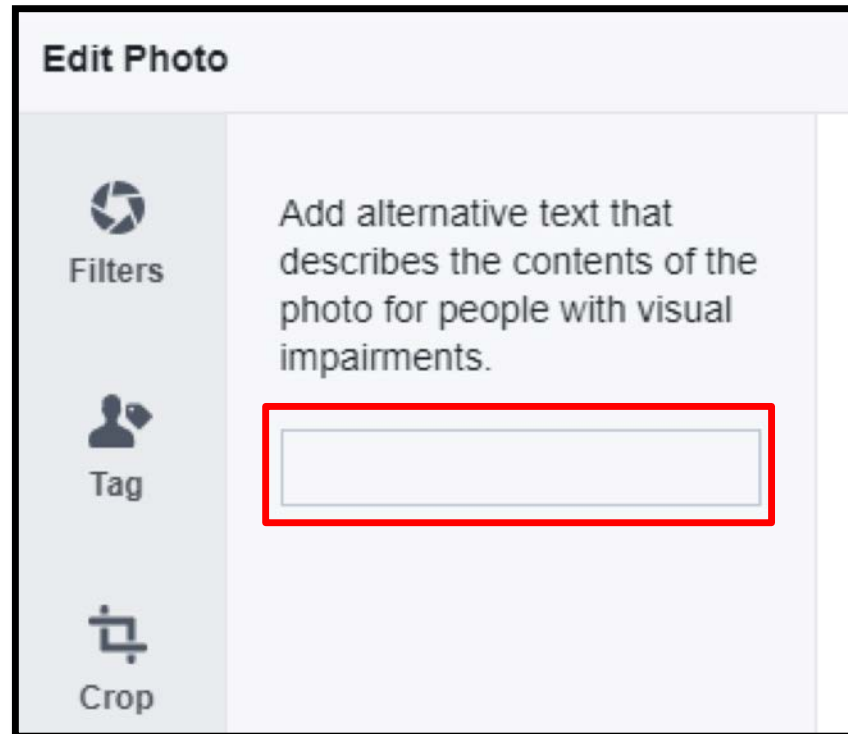




Facebook Accessibility (part 7)

Adding Alt Text photos before posting

STEP 3: Type in desired Alt Text

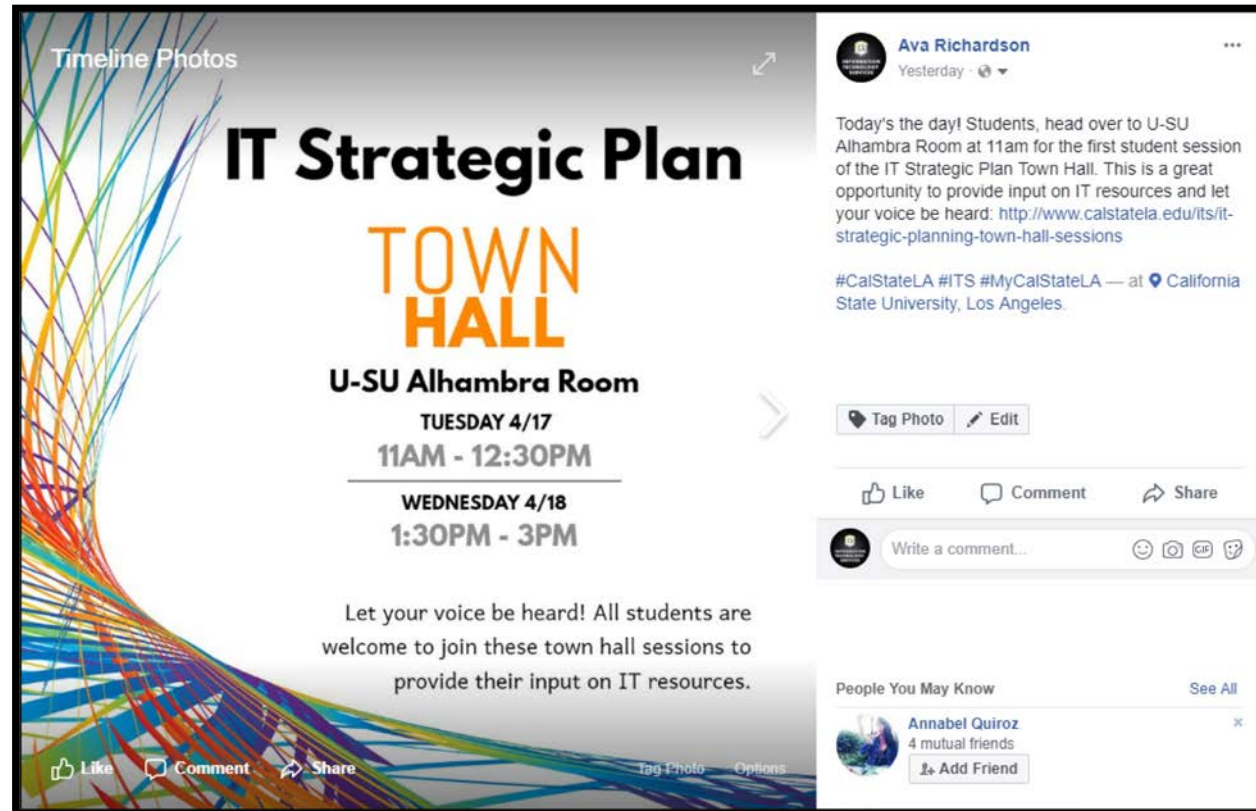




Facebook Accessibility (part 8)

Adding Alt Text to already posted photos

STEP 1: Click on Facebook post

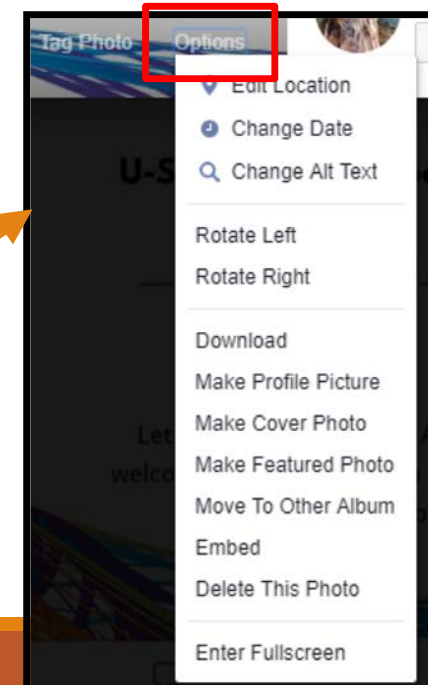
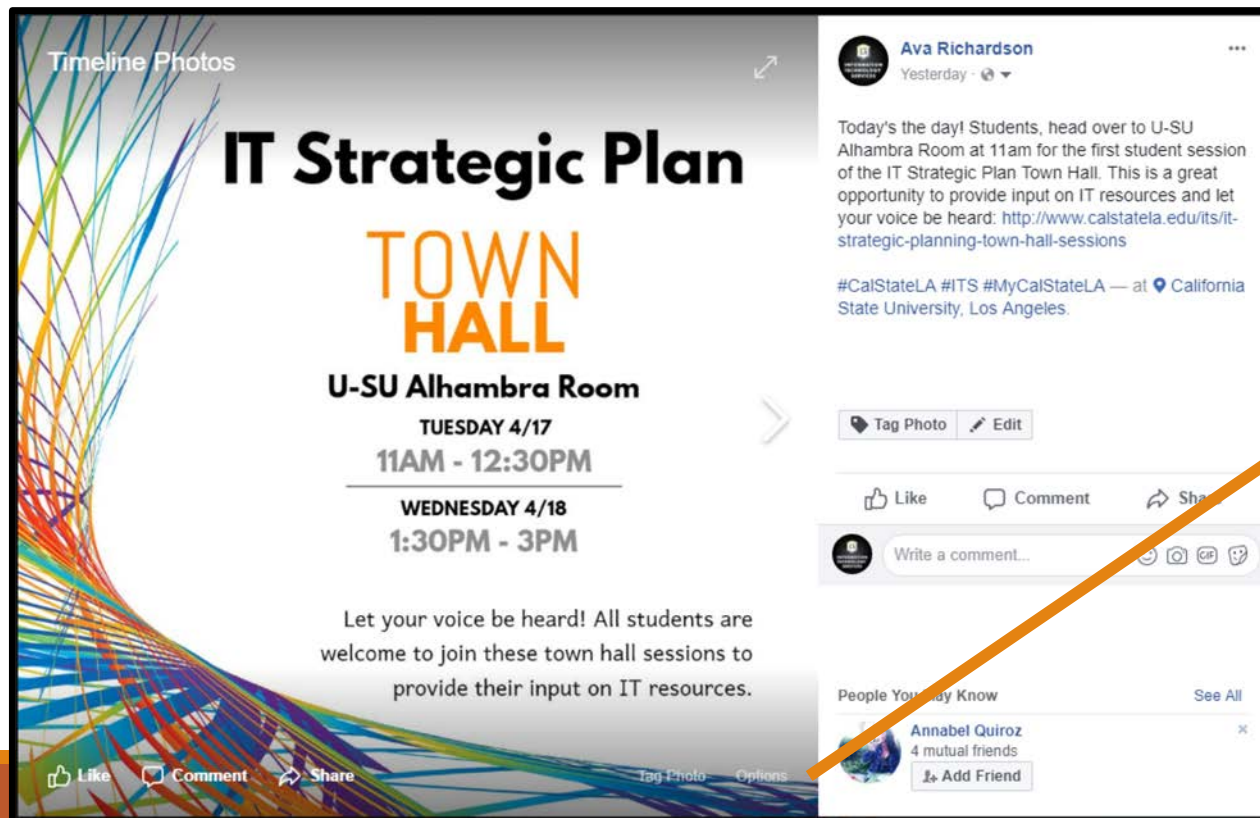




Facebook Accessibility (part 9)

Adding Alt Text to already posted photos

STEP 2: Click “**Options**” at the bottom right of the photo and select “**Change Alt Text**”





Facebook Accessibility (part 10)

Adding Alt Text to already posted photos

STEP 3: Type in the desired Alt Text and click Save.

A screenshot of a Facebook dialog box titled "Change Alt Text". The dialog box has a close button in the top right corner. The main text inside the dialog box reads: "Add alternative text that describes the contents of the photo for people with visual impairments." Below this text is a large, empty text input field. At the bottom right of the dialog box, there are two buttons: a "Cancel" button and a "Save" button. The "Save" button is highlighted in blue. The dialog box is overlaid on a blurred background of a Facebook post.



Twitter Accessibility

Settings and privacy > Accessibility

Accessibility

Image descriptions Compose image descriptions
Adds the ability to describe images for the visually impaired. [Learn more.](#)

Video Tweets Video autoplay
Videos will automatically play in timelines across the Twitter website.
Regardless of your video autoplay setting, video, GIFs and Vines will always
autoplay in Moments. [Learn more.](#)

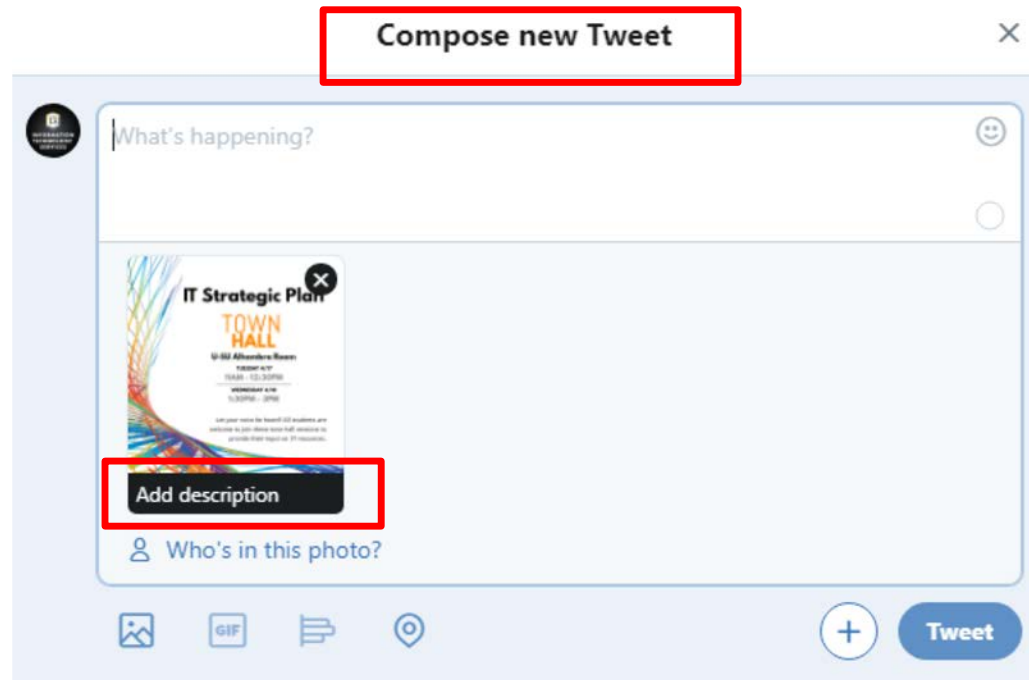
[Save changes](#)



Twitter Accessibility: Images

Adding Alt Text for Twitter photos

STEP 1: Compose tweet and click “Add description” on photo thumbnail





Twitter Accessibility: Images (part 2)

Adding Alt Text for Twitter photos

STEP 2: Add description for photo

The screenshot shows a Twitter post with a colorful abstract background of overlapping lines in shades of blue, green, orange, and purple. The text in the post reads: "1:30PM - 3PM" followed by "Let your voice be heard! All students are welcome to join these town hall sessions to provide their input on IT resources." Below the photo, there is a white box containing the alt text: "IT Strategic Plan Town Hall Meeting happening on Tuesday, April 17 from 11 A.M. to 12:30 P.M. and Wednesday, April 18 from 1:30 P.M. to 3:00 P.M. Let your voice be heard! All students are welcome to join these town hall sessions in the University Student Union, Alhambra Room, to provide their input on IT resources." To the right of this text is a blue "Apply" button.



Instagram Accessibility

Descriptions should contain same information as graphic

Open Access Labs

Spring Break Hours: Mo 3/26 - Su 4/1

Annex Link (ST E191)
Mo-Th: 9am-11pm
Sa-Su: 9am-6pm

Union Link (U-SU 104)
Mo-Th: 9am-5pm
Sa-Su: Closed

ECST Link (ET C255)

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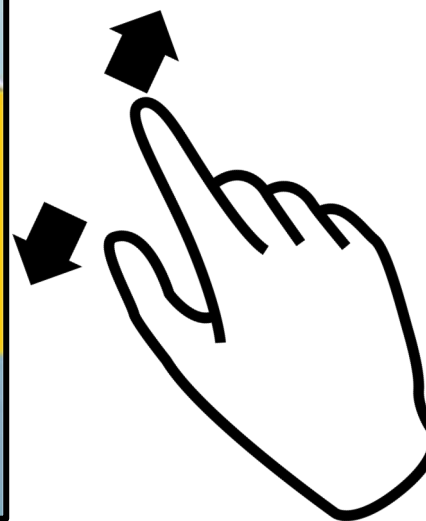
mycalstatela 3 Open Access Labs will be open during spring break M 3/26-Su 4/1.

Annex Link #24x7Lab will be open M-Th from 9am-11pm and Sa-Su from 9am-6pm. ECST Link and Union Link will be open M-Th from 9am-5pm and will close for the weekend. Campus and all Open Access Labs will close on Friday 3/30 in observance of Cesar Chavez Day. Visit www.calstatela.edu/oal for more information. #CalStateLA #ITS#MyCalStateLA



Instagram Accessibility (part 2)

Users can pinch to zoom in to be able to view an image more easily.





Snapchat Accessibility

Include narration in Snap stories (be as descriptive as possible!)

For events, include date, time, location, description of event

Create enough contrast for text in Snaps



Conclusion: Best practices

Captions and image descriptions must contain same information as posted images

High contrast between background colors and foreground text

Use san-serif fonts, avoid cursive fonts

Text must be large enough to read comfortably at arm's length on a mobile device

Add alt-text for photos when possible

Caption videos

Text in emails should be directly in the body, not in a table



Resources

Social Media is part of the Web

- [Web Accessibility](#) webpage includes resources for:
 - Web
 - Documents
 - Multimedia
- [Web Accessibility Guidelines](#)
- [Tools for Web Accessibility Testing](#)



Q&A

Questions or comments?



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