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Social Media Accessibility

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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

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.

Serif Fonts

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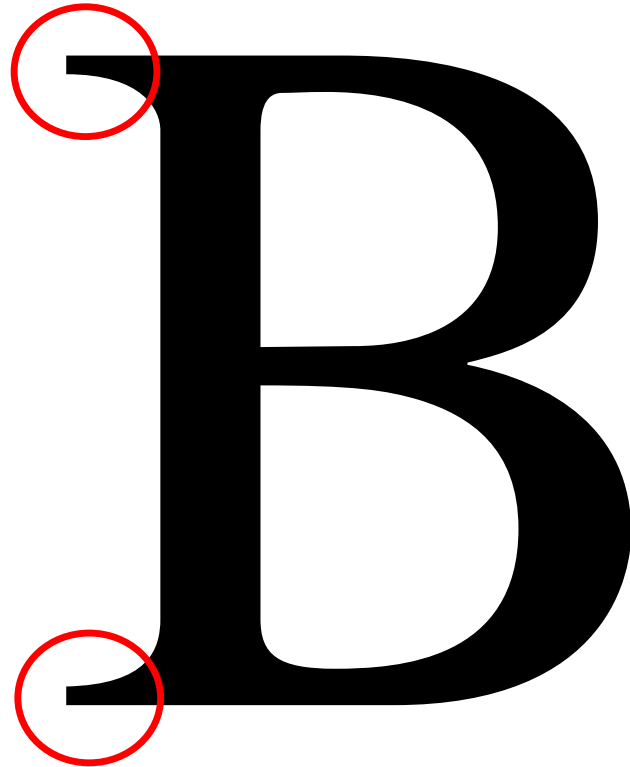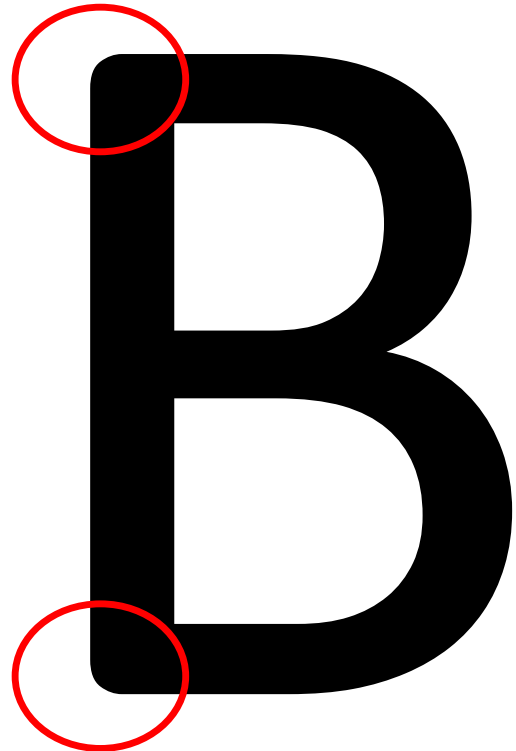
Example:

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
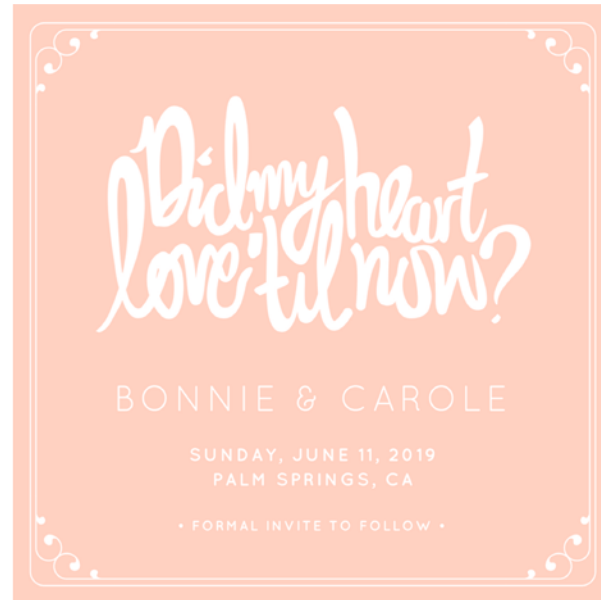
- Varies with different fonts

Best Practice for Fonts (part 3)
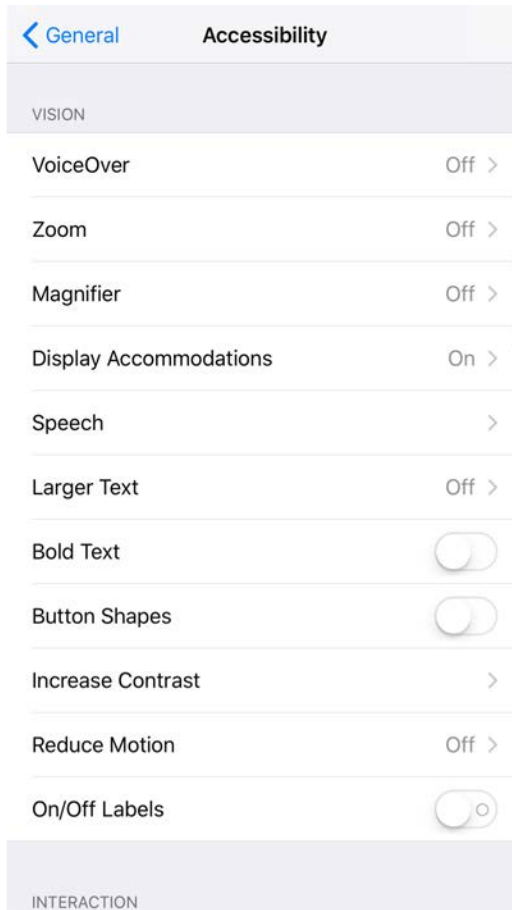
Avoid using text over busy backgrounds

◦ 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"
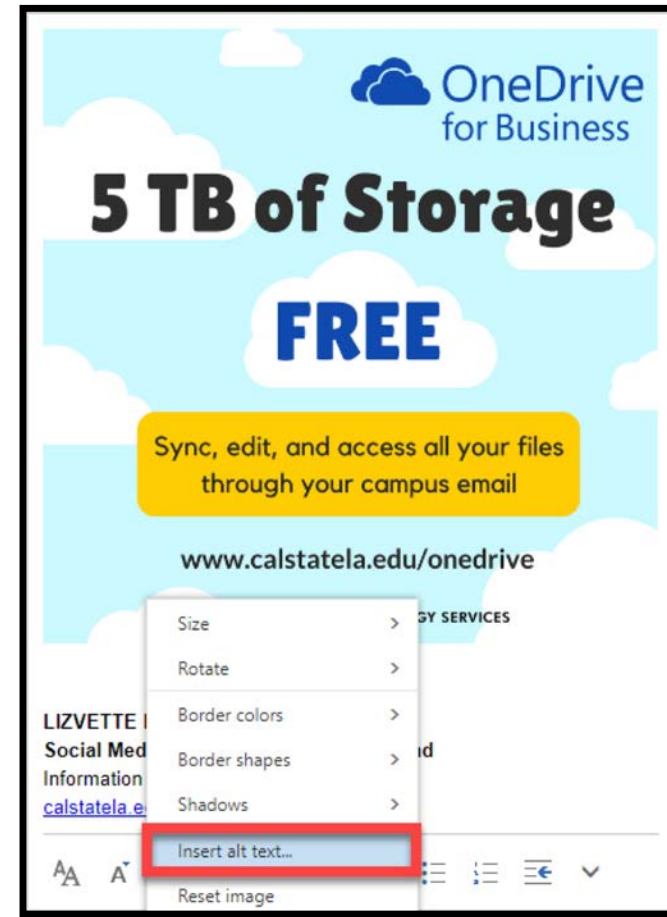
◦ Descriptive: "Cal State LA Commencement Teddy Bear"

Alt Text (part 3)

Insert alt text for images inserted in emails.

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

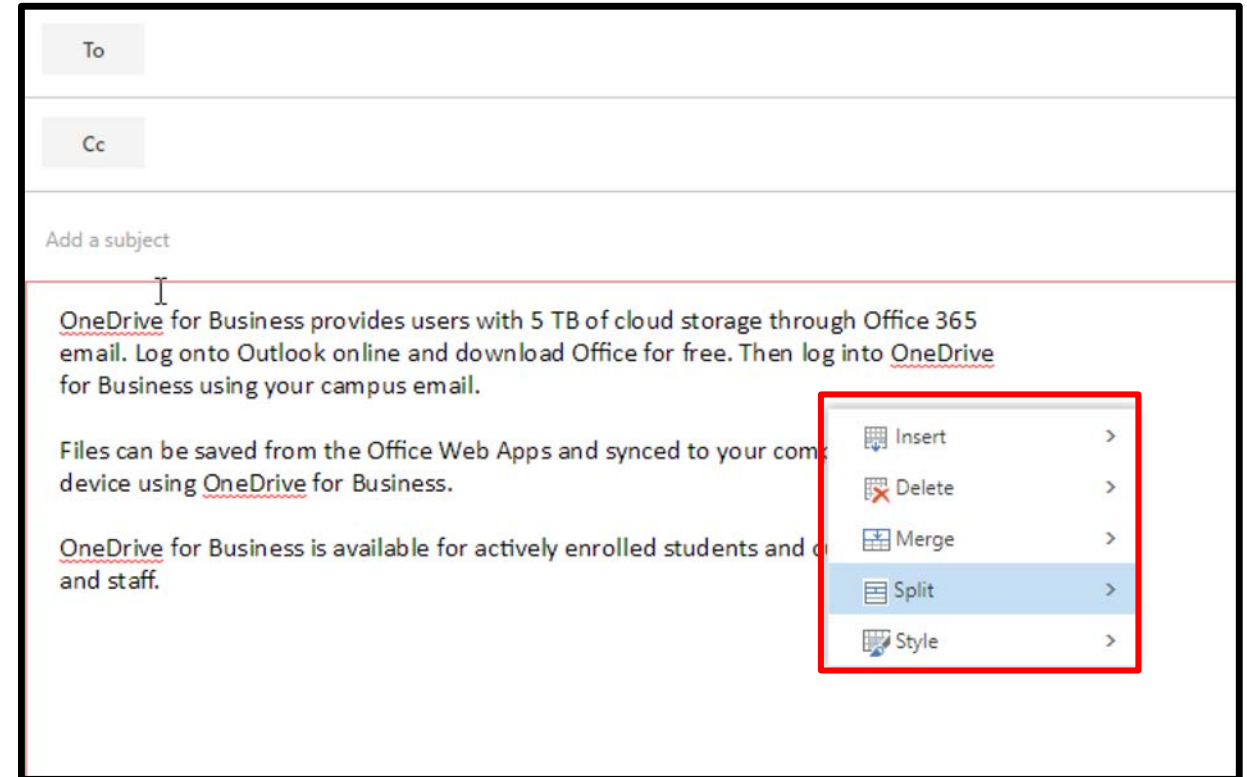For Outlook Web App, insert image and right click for settings

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)
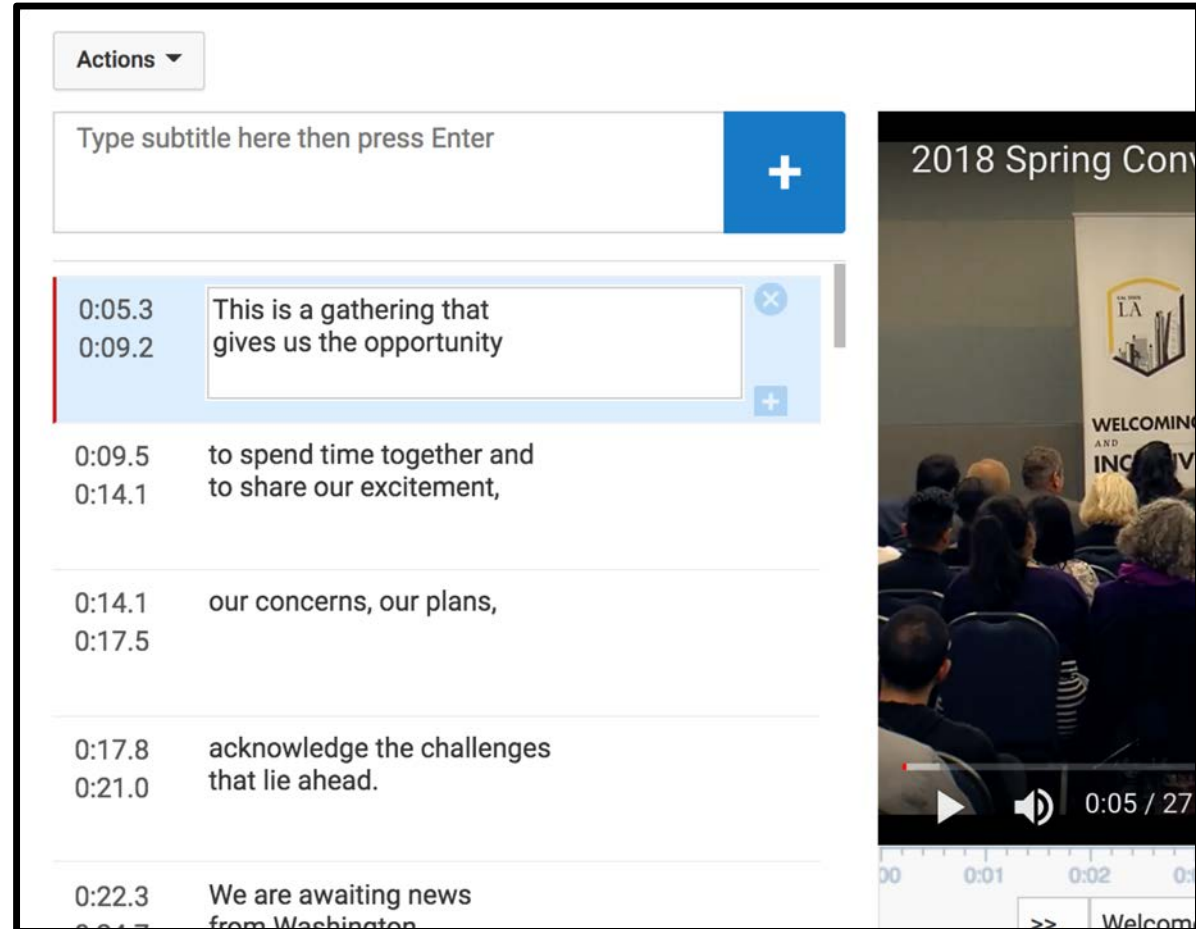
Software
◦ Camtasia

◦ Adobe Premiere Pro

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

Social Media
◦ YouTube, Vimeo, Facebook

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

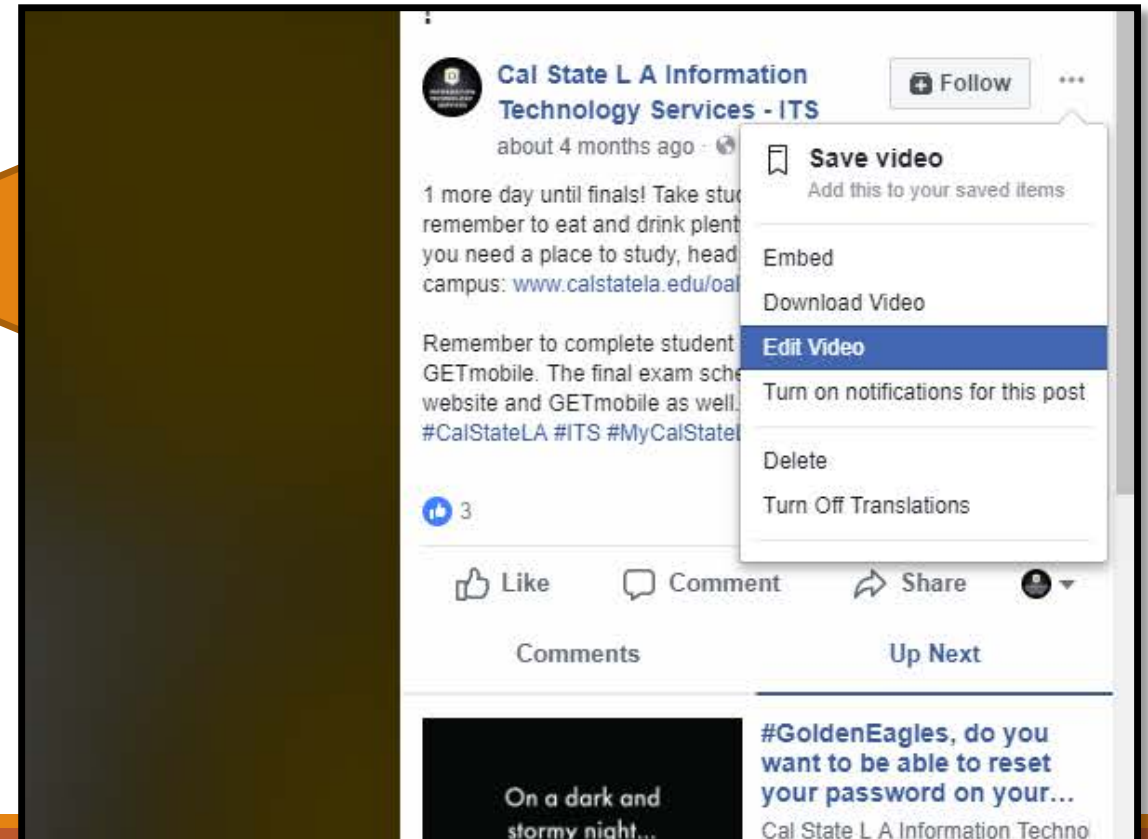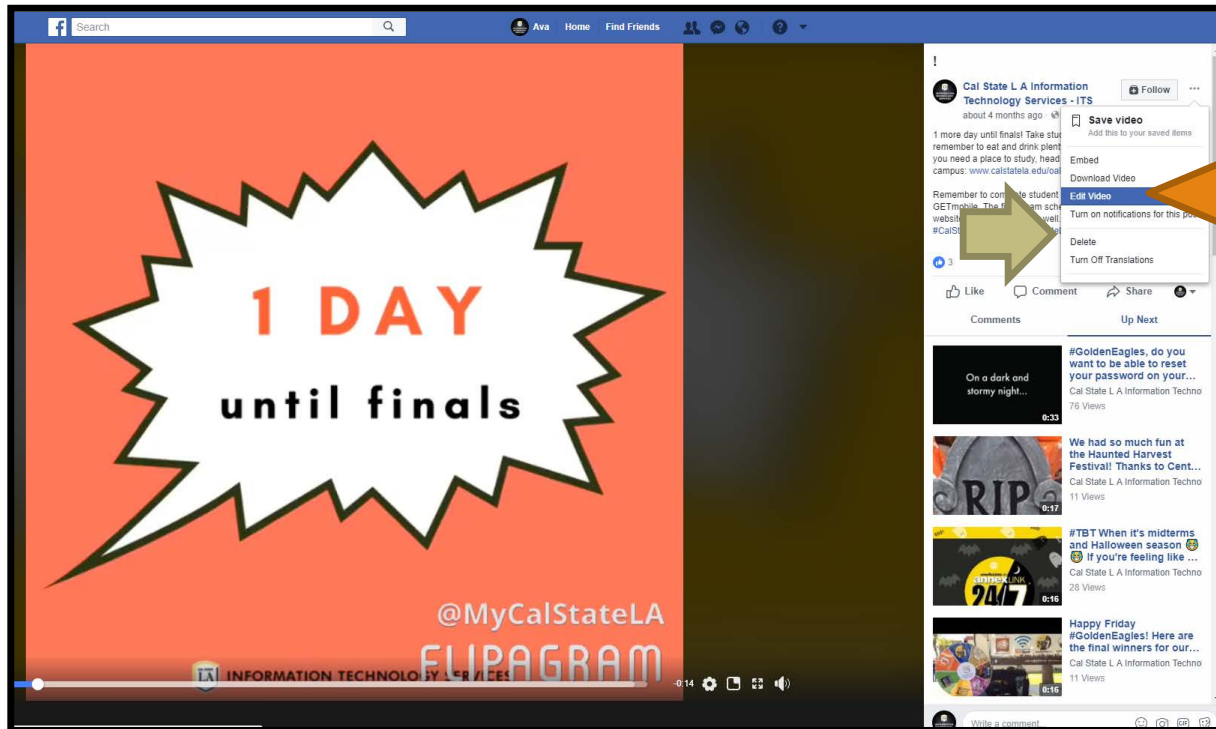Videos should be understood with the sound off

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

Facebook Accessibility (part 2)

Adding captions to Facebook videos
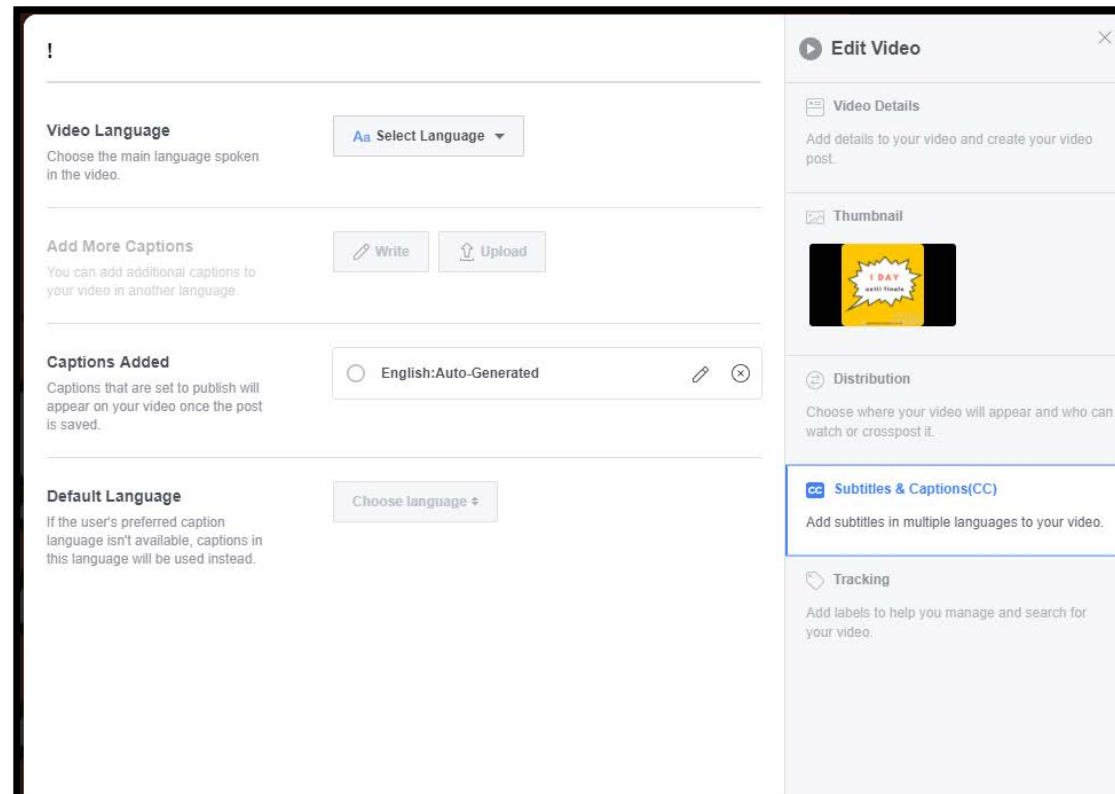
STEP 1: Edit video

Facebook Accessibility (part 3)

Adding captions to Facebook videos

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

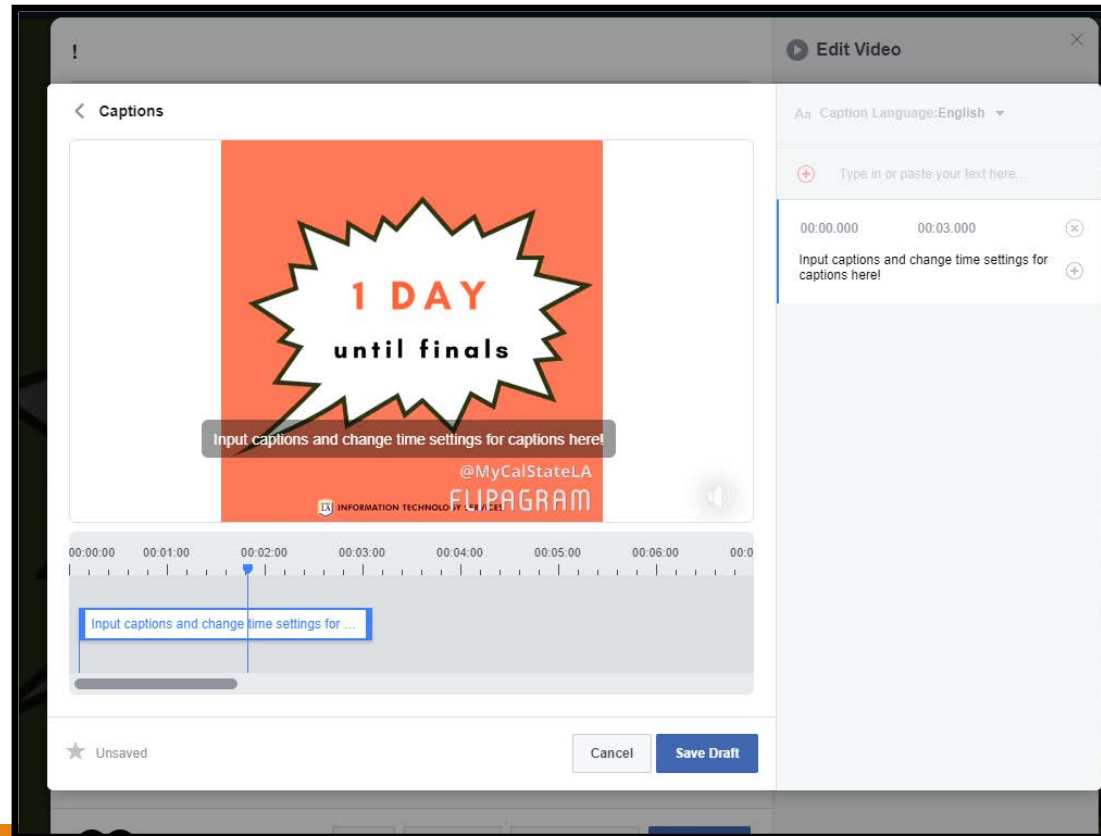Users should upload SRT files or caption through Facebook

Facebook Accessibility (part 4)

Adding captions to Facebook videos

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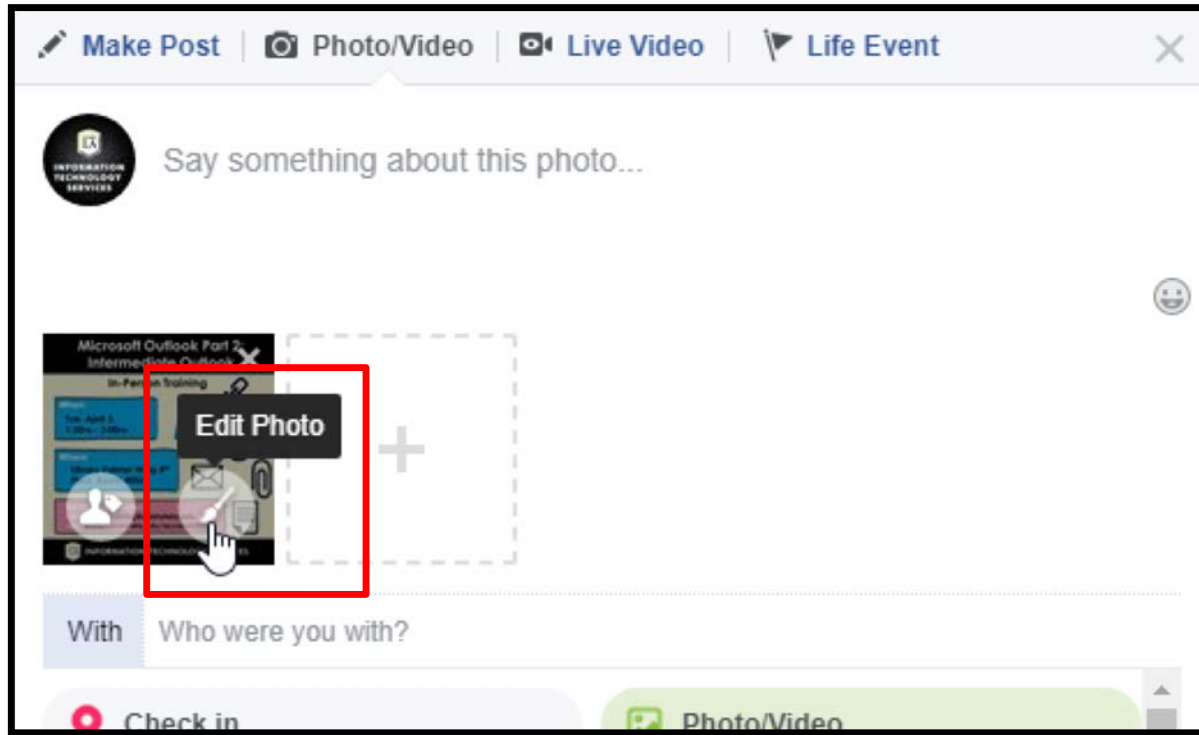Then save to video.

Facebook Accessibility (part 5)

Adding Alt Text photos before posting

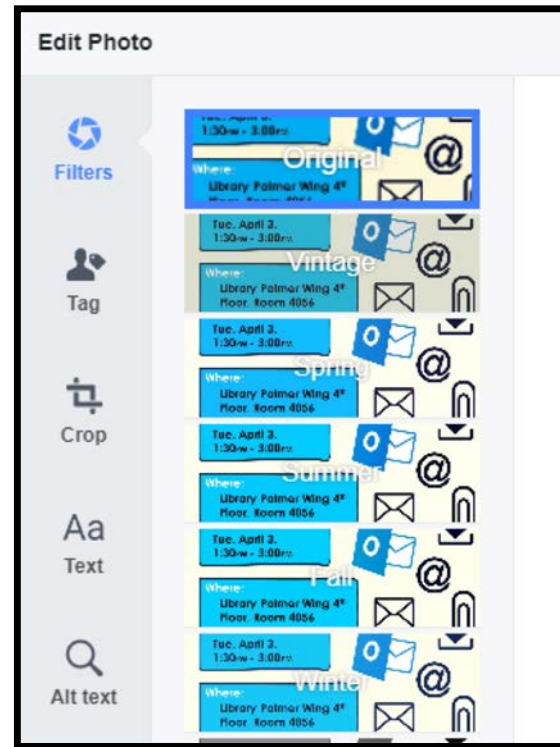STEP 1: Create Facebook post, choose image and click "edit" on photo

Facebook Accessibility (part 6)

Adding Alt Text photos before posting
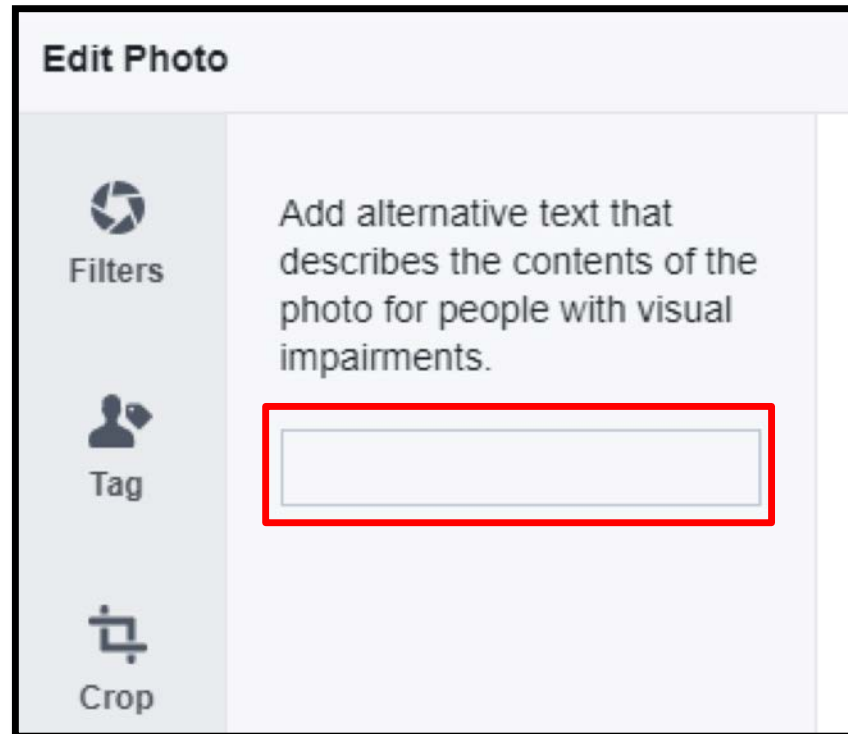
STEP 2: Select "Alt Text" in the edit photo options

Facebook Accessibility (part 7)

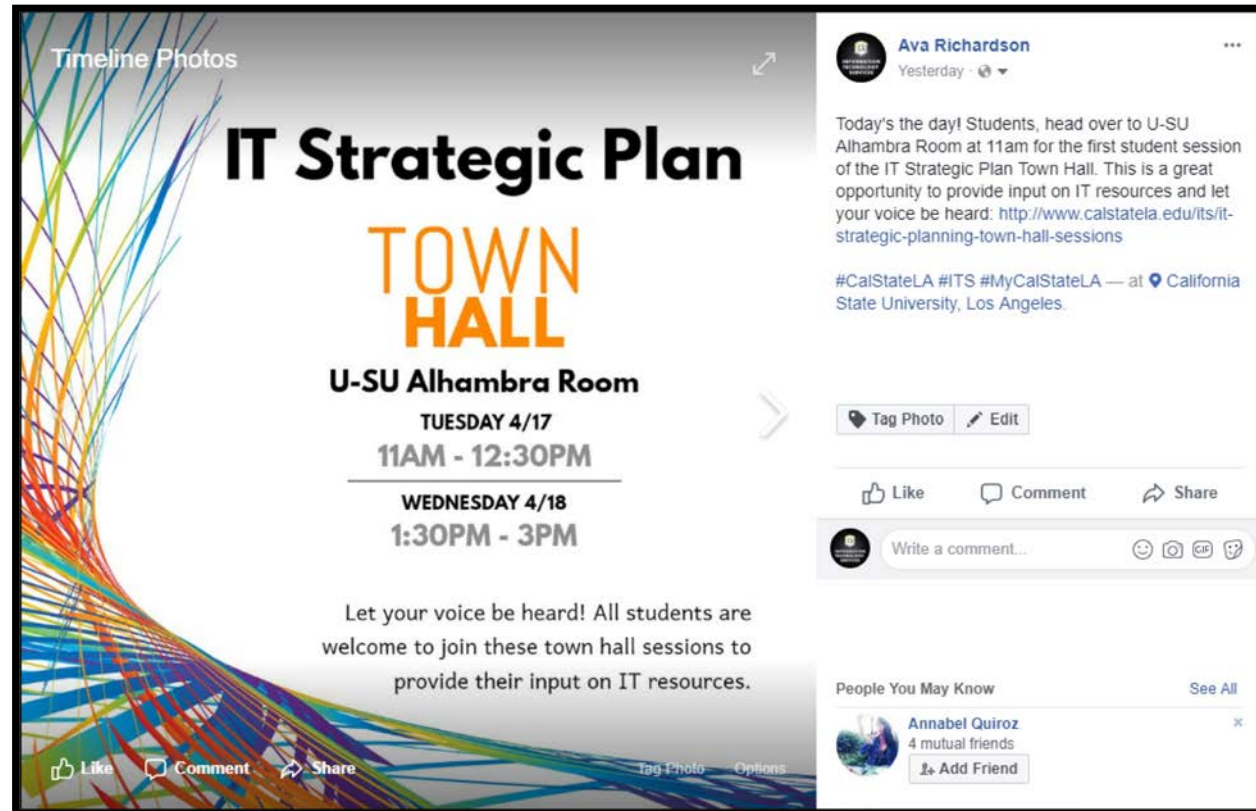Adding Alt Text photos before posting

STEP 3: Type in desired Alt Text

Facebook Accessibility (part 8)

Adding Alt Text to already posted photos
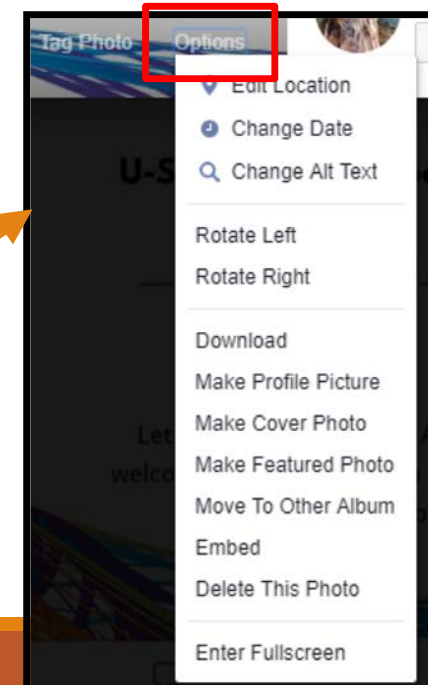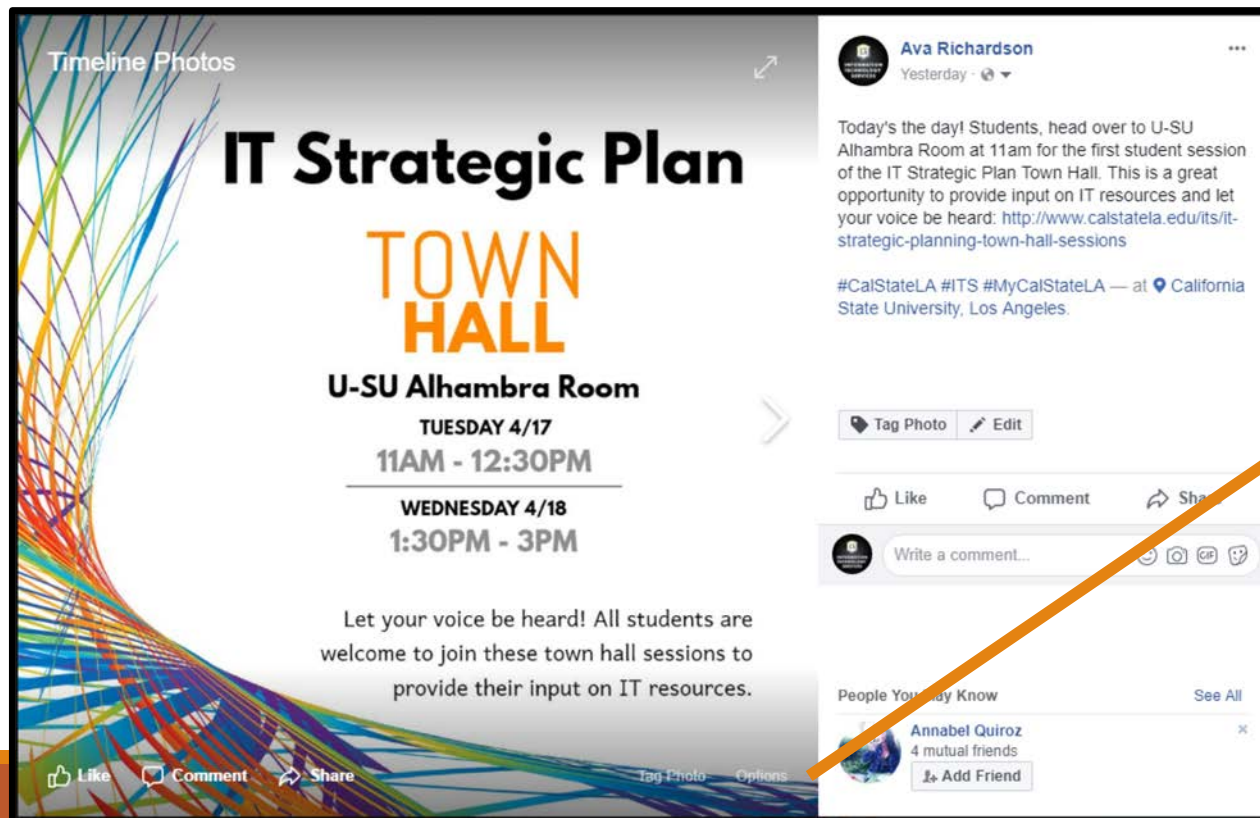
STEP 1: Click on Facebook post

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.
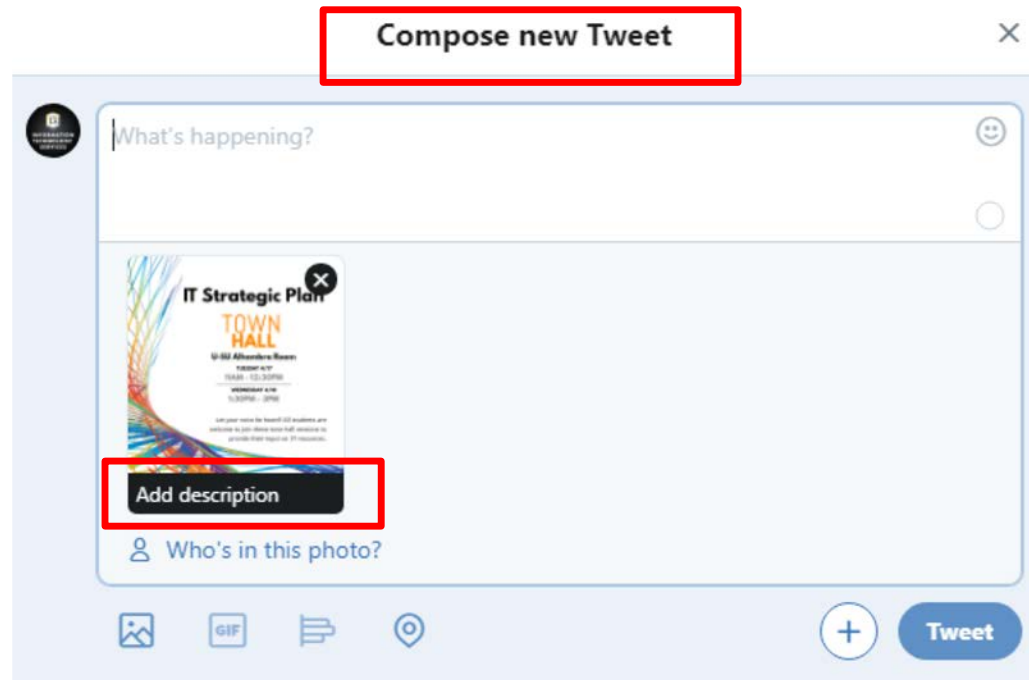
Twitter Accessibility

Settings and privacy > Accessibility

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

Instagram Accessibility

Descriptions should contain same information as graphic

Instagram Accessibility (part 2)

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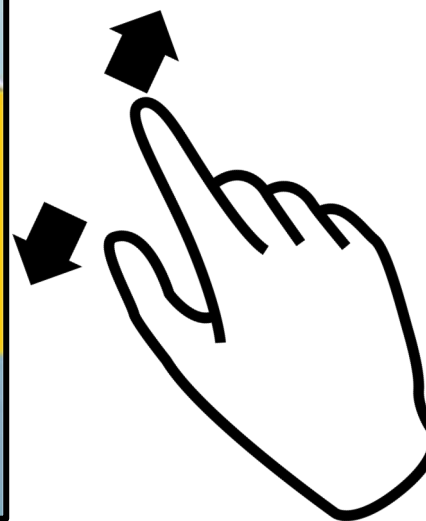
Snapchat Accessibility

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

ITS Training will be having a workshop April 26, 2018 in Library Palmer Wing 4056 at 10 AM

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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