

# Accessibility for Social Media

*REACHING ALL AUDIENCES WITH EXTENSION PROGRAMMING*



# Guest contributors

- ▶ Eric Yarberry, UALR grad student and instructor at Lyons Services for the Blind
- ▶ Raul Gallegos, Assistive Technology Trainer with RGA Tech Solutions





# What you will learn

- ▶ Assistive technology for mobile devices
- ▶ Review of major social media platforms and their issues with accessibility
- ▶ Actionable tips to make your social media posts accessible
- ▶ Video demo
- ▶ How to test your new skills



# Social media users include

- ▶ Visual/blind/low vision
- ▶ Deaf or hard of hearing
- ▶ Mobility or motor function
- ▶ Non-native language
- ▶ Cognitive disabilities
- ▶ Seniors
- ▶ Underserved communities
- ▶ Homeless
- ▶ Veterans



# Social media accessibility teams

- ▶ Facebook

- ▶ @fbaccess
- ▶ facebook.com/accessibility



- ▶ Twitter

- ▶ @a11yteam

- ▶ Google –YouTube

- ▶ @googleaccess
- ▶ google.com/accessibility



# Actionable tips

Six tips:

1. Use plain language (no acronyms)
2. Use CamelCase Hashtags
3. Always include image descriptions
4. Videos need captions
5. Use link shorteners/descriptive links
6. Provide content on more than one channel



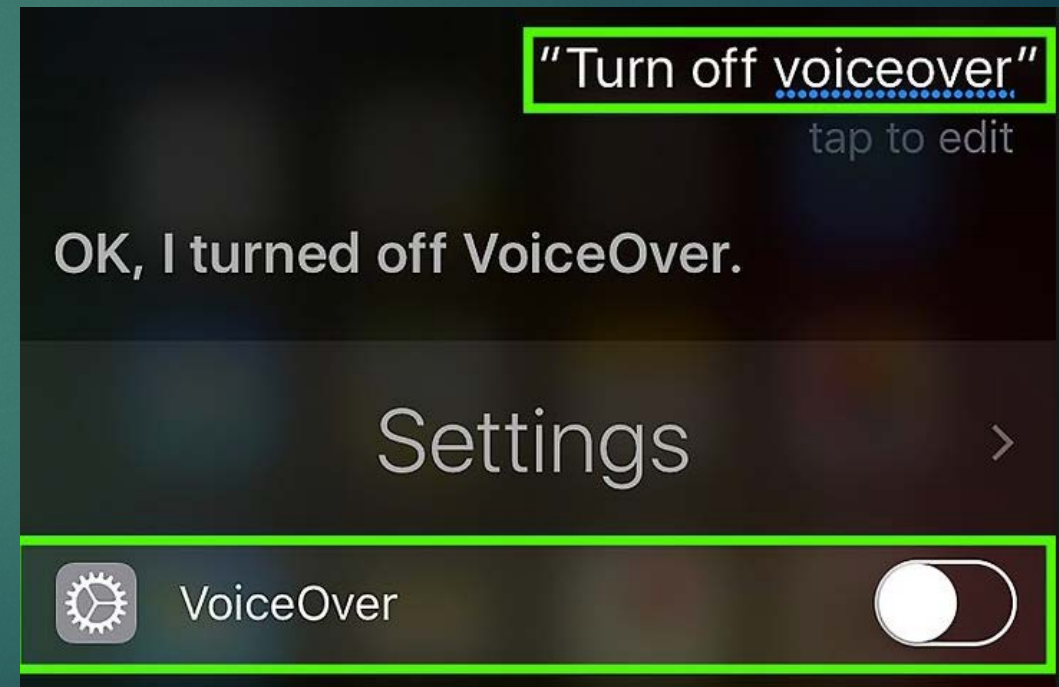






# Assistive Technology

- ▶ How is it used to interact with social media on a mobile device?
- ▶ Stay tuned for a video demo later!





# Twitter and Accessibility





# TIP: Use CamelCase Hashtags!

#MultipleWordsNeedClarityForScreenReaders

#multiplewordsneedclarityforscreenreaders

- ▶ Keep #s to 3 or 4 per post
- ▶ Official hashtag for accessibility on social media is #a11y (there are 11 characters between A and Y in the word "accessibility")





# Accessibility software for Twitter

Chicken Nugget is a fast and powerful Twitter Client for Windows. It works extremely well with screen readers, and makes all aspects of Twitter accessible to the blind. Cost is \$15.





# TIP: Include Image Descriptions

Context matters!

► Image:

- Who is in the photo?
- What are they doing?
- Where is the photo being taken?
- How does photo relate to post topic?





# Twitter and accessibility



# Facebook & Accessibility





Photos in link posts  
aren't read by  
assistive  
technology.

**University of Arkansas Division of Agriculture - Extension (UAEX)**  
Published by Amy Cole [?] · 3 hrs · 🌐

If you hate invasive Chinese privet as much as we do, know that there's hope! If the shrub is destroyed, forests can heal for as long as five years after removal. Thanks to our friends Arkansas Forestry and Wildlife Extension for sharing the story!




**When Privet's Removed, Native Plants and Pollinators Return**


Forests infested with privet invoke a kind of despair in people attuned to the problem of invasive plants. Privet invades a forest quickly, sprawling across...

[SRS.FS.USDA.GOV](https://SRS.FS.USDA.GOV)

470 people reached [Boost Post](#)

 Like

 Comment

 Share



 Rita Nichols, Robbie Parks and 5 others

Chronological ▾

1 share





# Image posts need relevant captions.



**University of Arkansas Division of Agriculture - Extension (UAEX)**

Published by Amy Cole [?] - June 22 at 8:04am · 🌐

Even during WWII our agents were still in the fields helping growers with their crops. Pictured here is an agent performing a pesticide application demonstration in a Lonoke county cotton field in 1942. #bt #agriculture #farming #Arkansas #history





Images with text on them need to be explained.



**University of Arkansas Division of Agriculture - Extension (UAEX)**

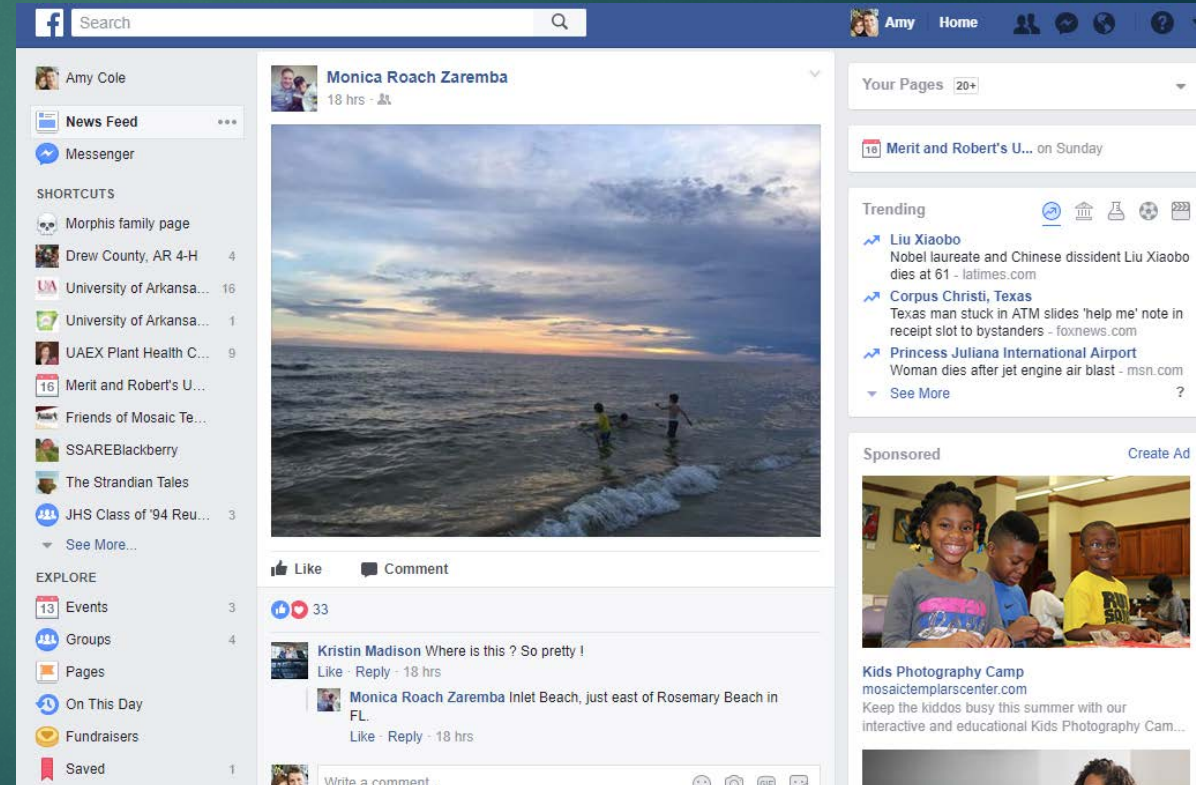
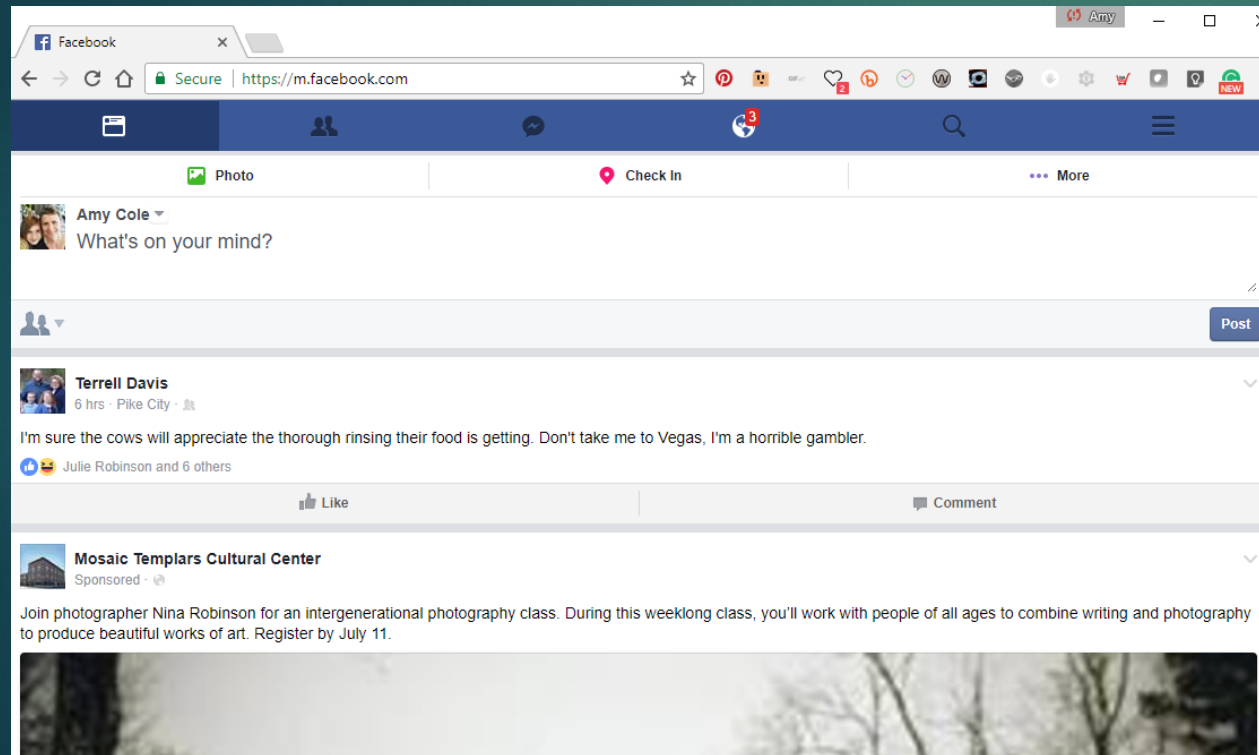
Published by Amy Cole [?] · June 19 at 5:50am · 🌐

Need ideas to entertain your little ones this summer? Subscribe to our Extension Childcare Newsletter or follow our [Best Care](#) team online to watch how-to videos on crafts, recipes, and educational games for kids.

<https://uaex.edu/.../child-care-prov.../childcare-resources.aspx>



# Using m.facebook.com on desktop offers better accessibility for visually impaired users.





Messenger app is NOT  
accessible to those with  
vision issues.



Facebook Messenger



# Instagram and Accessibility





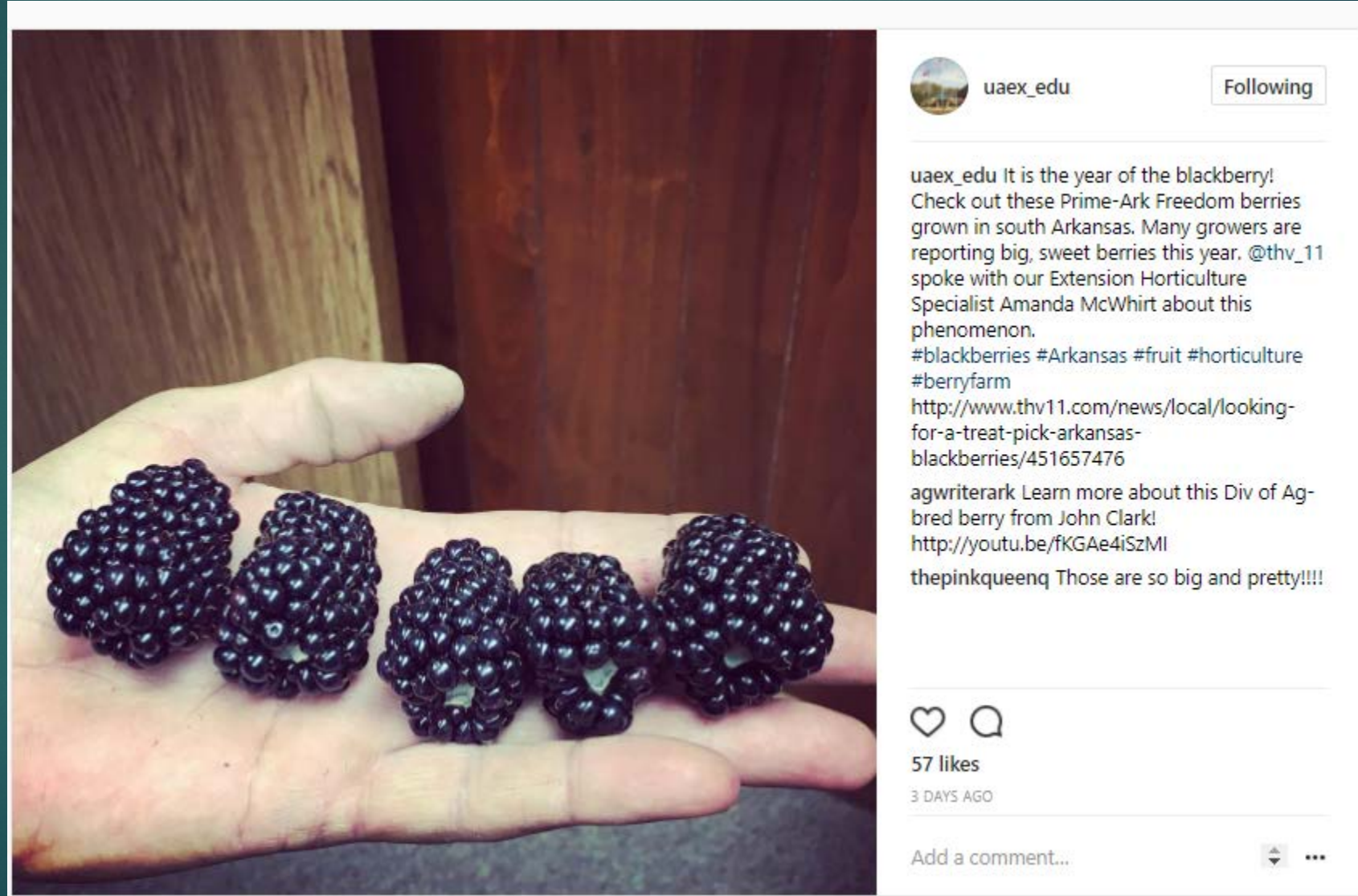
Instagram isn't accessible to those  
with vision impairment.





# TIP: Include Image Descriptions

- ▶ Instagram posts shared to Facebook may not be accessible.





# The trouble with Instagram

Too much text is a bad thing (for any reader)

Summer Safety 101: June 5<sup>th</sup>, 2017 from 1 p.m. – 4 p.m. at the 4<sup>th</sup> St. Clubhouse, North Room in Ponca City.

Speak Easy Day Camp: June 12<sup>th</sup>, 2017 from 9 a.m. – 2 p.m. at the 4<sup>th</sup> St. Clubhouse, South Room in Ponca City.

Fair Projects Day Camp: July 5<sup>th</sup>, 2017 from 8 a.m. – 3 p.m. at Pioneer Technology Center, Room B120 in Ponca City.

Kay County 4-H 101: July 6<sup>th</sup>, 2017 from 4 p.m. to 8 p.m. at Pioneer Technology Center, Seminar Center East, in Ponca City.

Leader and Volunteer Training: July 8<sup>th</sup>, 2017 from 8 a.m. – 12 p.m. at the 4<sup>th</sup> St. Clubhouse, South Room, in Ponca City.

Showmanship Clinic: July 10<sup>th</sup>, 2017 from 8 a.m. – 4 p.m. at the Whitman Arena on the Kay County Fairgrounds in Blackwell.

Cloverbud Day Camp: July 12<sup>th</sup> from 8 a.m. – 1 p.m. at Kay Electric, Kay Room in Blackwell.

Junior Master Gardener Workshop: July 17<sup>th</sup> from 9 a.m. – 2 p.m. at the 4<sup>th</sup> Street Clubhouse, South Room in Ponca City.

Job Readiness Workshop: July 18<sup>th</sup> from 4 p.m. to 8 p.m. at the Kay County Courthouse Basement Kitchen in Newkirk.

Sew Camp: July 19<sup>th</sup> and 20<sup>th</sup> from 9 a.m. – 12 p.m. both days at Kay Electric, Kay Room in Blackwell.

S.T.E.M. Day Camp: July 24<sup>th</sup> from 8 a.m. – 12 p.m. at Pioneer Technology Center, Room B120 in Ponca City.

Horsemanship Clinic: August 9<sup>th</sup> from 8 a.m. – 12 p.m. at the Whitman Arena on the Kay County Fairgrounds in Blackwell.

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# Snapchat and Accessibility





Snapchat isn't accessible to those  
with vision problems.





# Snapchat for the hearing impaired

## Pros:

- Communicate “face to face” through Sign Language
- Technology is easy (for the younger audiences)
- Able to comprehend another person’s definition for thing/place

## Cons:

- Have to sign with one hand while another hand hold the phone
- When watching hearing person’s story, there’s no caption





# YouTube/Video & Accessibility





# TIP: Include Video Captions

- ▶ Facebook live does NOT have live captioning (but available after broadcast)
- ▶ Videos should be captioned
- ▶ Use only high quality audio
  - ▶ Avoid background noise such as music, wind, and chatter






# Add video descriptions!

**Video Library** [View Insights](#) [+ Live](#) [+ Upload](#)

Search... [Actions](#) [Filters](#) [◀](#) [▶](#)

<input type="checkbox"/>	Video	Status	Views	Date Added
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### Edit Video



This video showcases all areas of the Cooperative Extension service and the programs we present to the public. From Health and Wellness to Agriculture and youth development, Extension has educational information for all Arkansans. The video is narrated by an Extension Communications Employee and features video from fields, in laboratories, and in a classroom setting.

**Basic** Captions Advanced Crossposting


Title


UA Cooperative Extension - Who We Are






Tags ⓘ

Arkansas × Research × Education ×

Agriculture ×

10/10 < >  Custom




[Published](#) [Cancel](#) [Save](#)





# Review video captions and edit accordingly

### Review Captions



00:12.520 00:13.340  
get a soaker hose

00:14.060 00:14.960  
sit here with a water hose

00:15.148 00:17.958  
lay a soaker hose across the top

00:18.638 00:19.078  
and that's

☒ Pause video while typing

Before applying captions, please review for their accuracy, ensure you have all rights to post them, and confirm they comply with Facebook Community Standards

Cancel Save To Video





# TIP: Write your OWN captions

"That's your special friend butterfly who came to say 'hello' to you"

YouTube automatic caption fails

<http://newmediarockstars.com/2013/05/youtubes-5-worst-hilariously-catastrophic-auto-caption-fails/>



What YouTube heard:





# Additional Tips

# TIP: Provide Content on Multiple Channels

- Make sure to add your contact info!

### About

[Edit Page Info](#)

#### FIND US

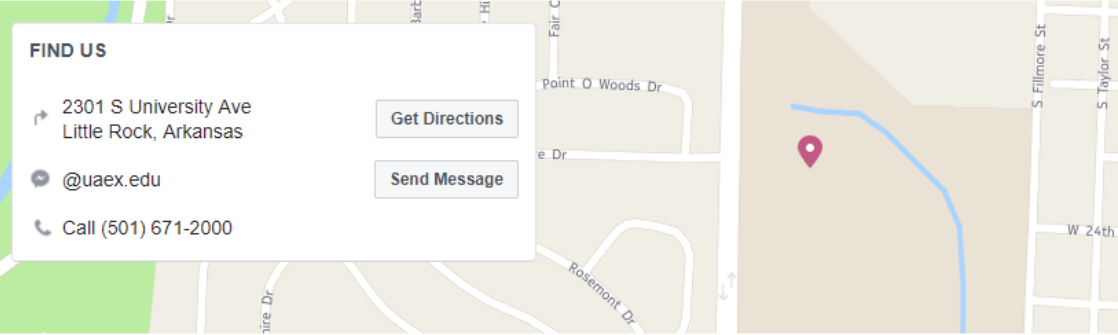
2301 S University Ave  
Little Rock, Arkansas

@uaex.edu

Call (501) 671-2000

Get Directions

Send Message



#### GENERAL

Category	Educational Research Center	<a href="#">Edit</a>
Name	University of Arkansas Division of Agriculture - Extension (UAEX)	<a href="#">Edit</a>
Username	@uaex.edu	<a href="#">Edit</a>

#### BUSINESS INFO

Opened in 1904

**Parking**  
Parking Lot parking

**Mission**  
The mission of the Division of Agriculture is to advance the stewardship of natural resources and the environment, cultivate the improvement of agriculture and ... [See More](#)

#### ADDITIONAL CONTACT INFO

info@uaex.edu

http://www.uaex.edu/

#### STORY

[Edit](#)

The "statewide campus" of the Division of Agriculture makes it a unique unit of the University of Arkansas System. The Division's two parts are the Arkansas Agricultural Experiment Station (AAES), which has research as its primary mission, and the Cooperative Extension Service (CES), which delivers appropriate technologies and information to the people of Arkansas.

Division faculty and facilities... [See More](#)



# TIP: Provide Content on Multiple Channels

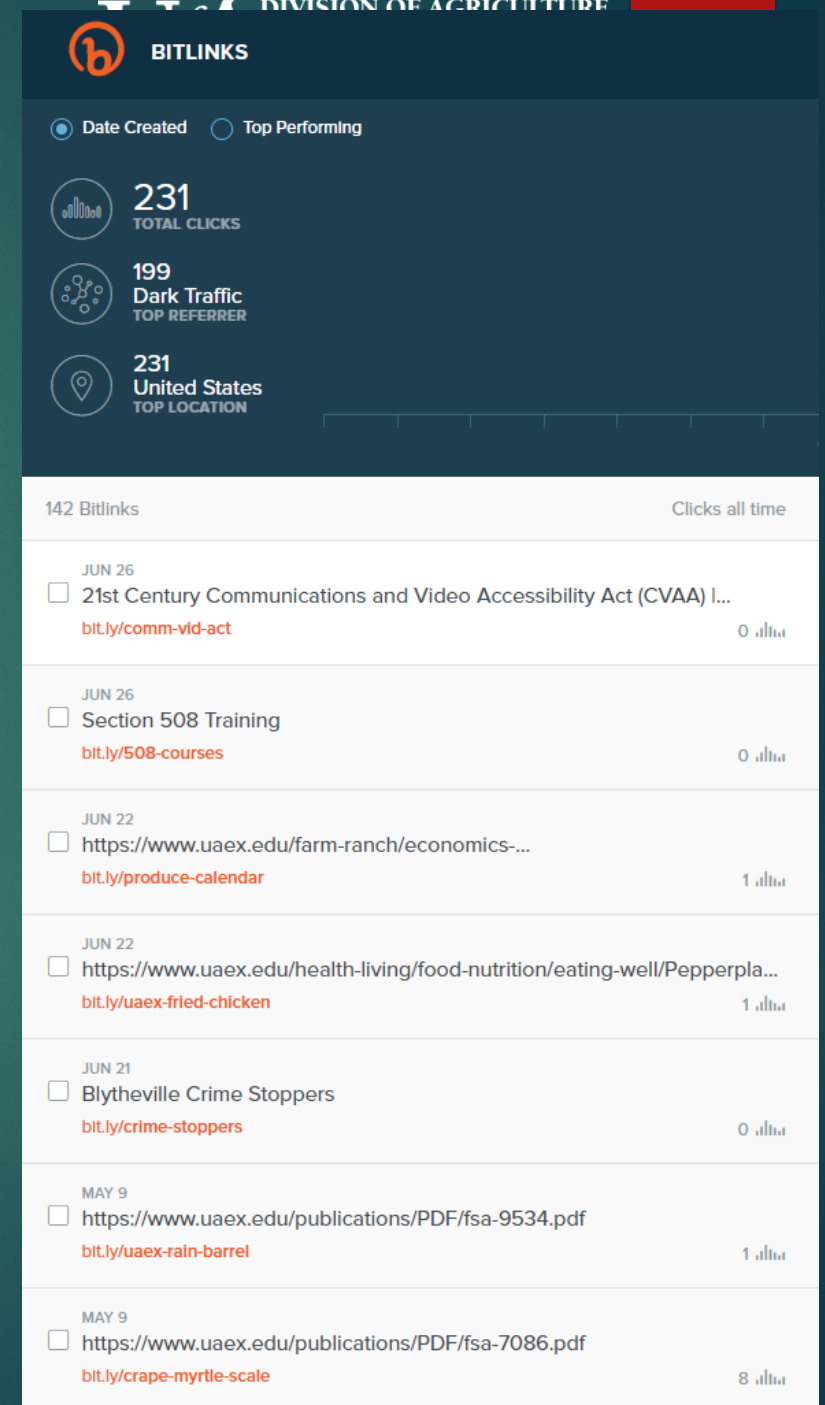
- ▶ Link over to website or other online media for the content





# TIP: Make Links Short and Actionable

- ▶ “Click here” is NOT accessible!
- ▶ NO: [www.uaex.edu](http://www.uaex.edu) YES: [Extension website](#)
- ▶ Use bit.ly





# Assistive Software

- ▶ Zoom Text for magnification  
<https://www.aisquared.com/products/zoomtext/>
- ▶ Twitter: Chicken Nugget (desktop) [https://q-continuum.net/chicken\\_nugget/](https://q-continuum.net/chicken_nugget/)
- ▶ Twitter: Twitterific (iPhone) <http://twitterrific.com/ios/>



# Video Demo with Eric



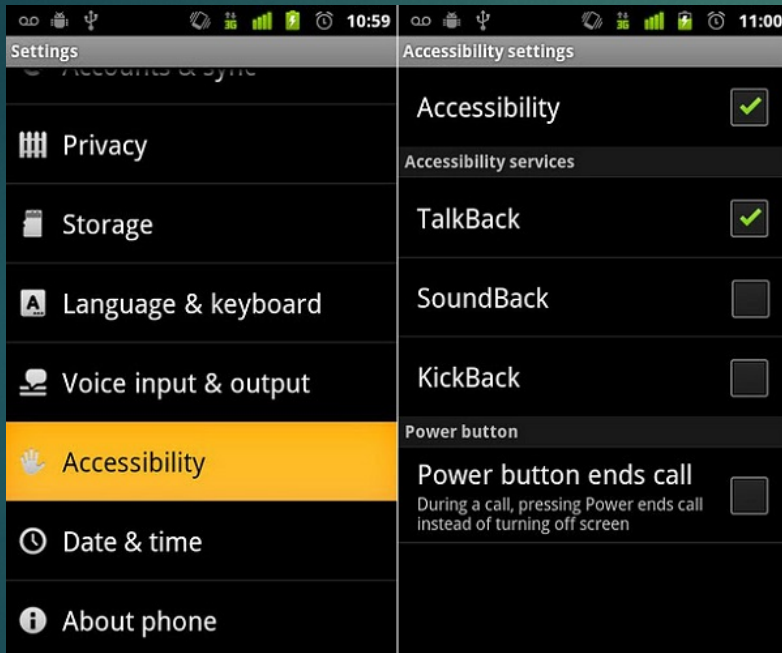


# Get out your phone!

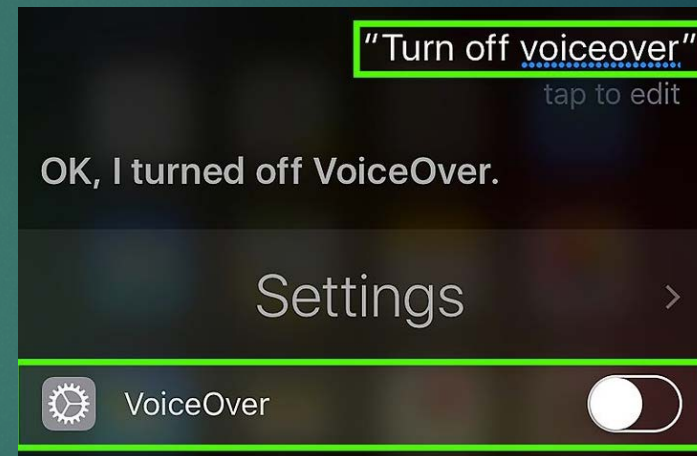
Demo using voiceover and talkback for social media.

# Turn on voice help

Android: Settings >>  
Accessibility >> Talkback



iPhone: push the home button down to activate Siri. Say "Turn on voiceover."





QUESTIONS?

Amy Cole  
Digital Media Program Director  
[accole@uaex.edu](mailto:accole@uaex.edu)  
@ArtRunLive