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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

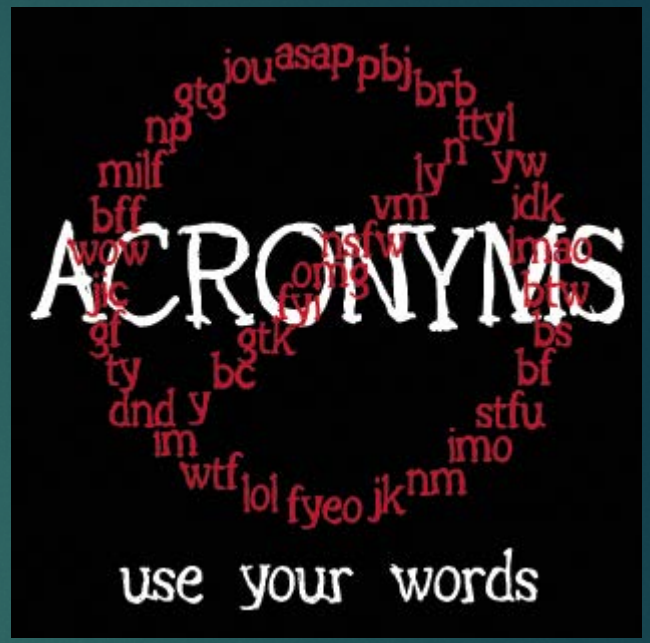
Six tips:

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

https://aimva.org/teachers/blog/2016/08/26/social-media/

TIP: Use Plain Language

- Choose words that are common and easy to understand.
- Avoid run-on sentences. Use clear, short sentences and paragraphs.
- Write in the active voice instead of the passive voice.



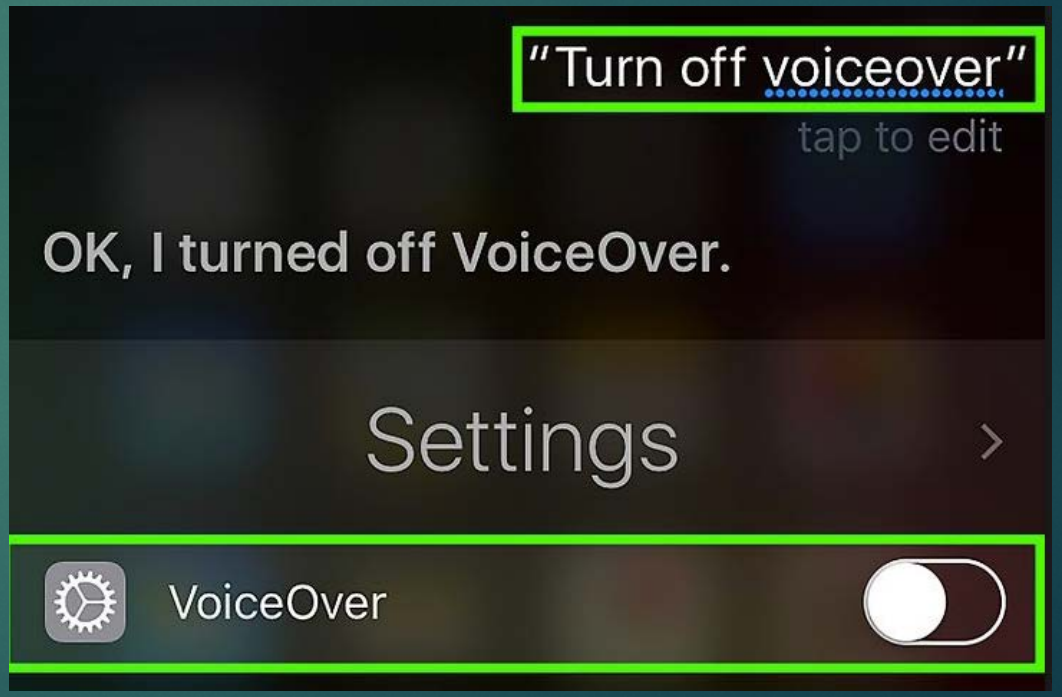
Passive Voice: Applications for the job were submitted by 100 people.

Active Voice: 100 people submitted applications for the job.

https://www.digitalgov.gov/resources/federal-social-media-accessibility-toolkit-hackpad/

Assistive Technology

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



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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.

http://q-continuum.net/chicken_nugget/

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.

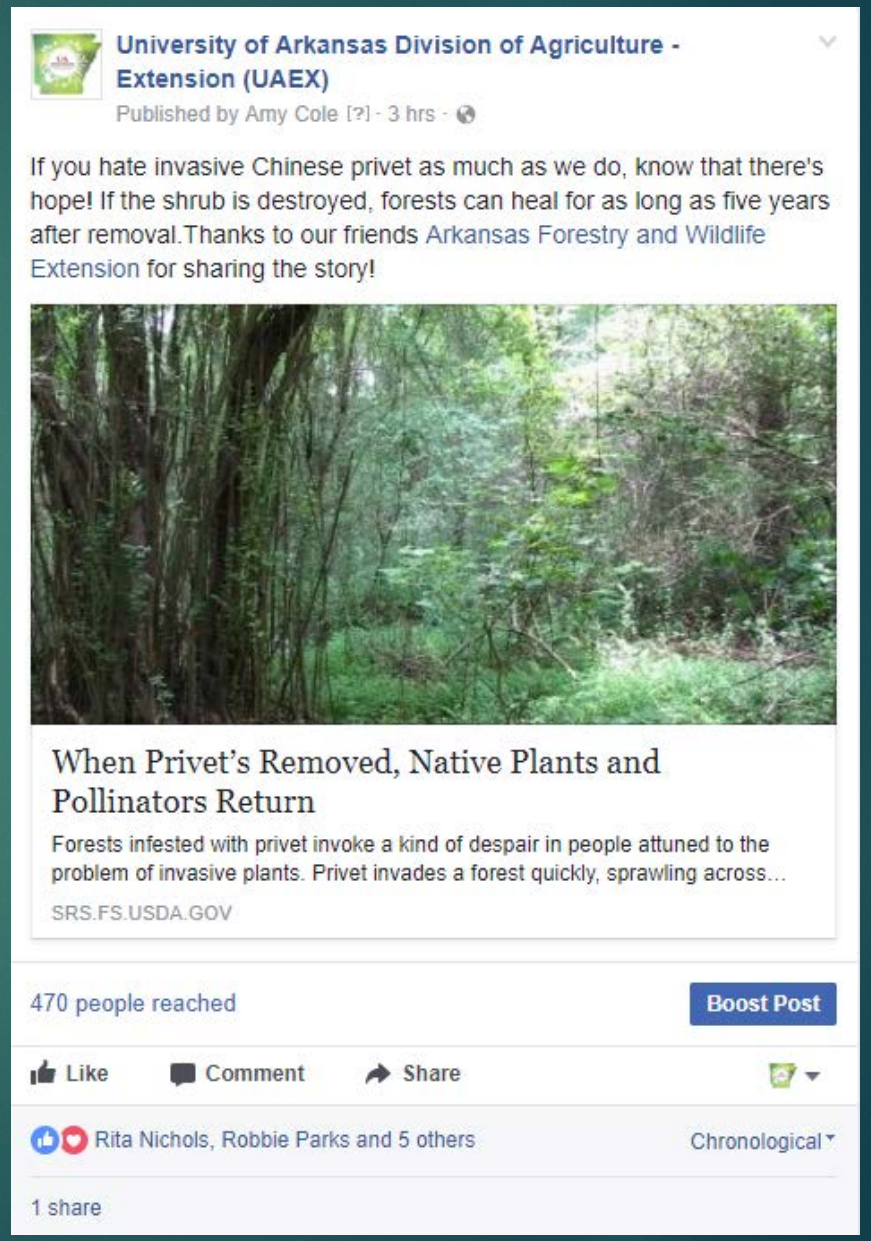
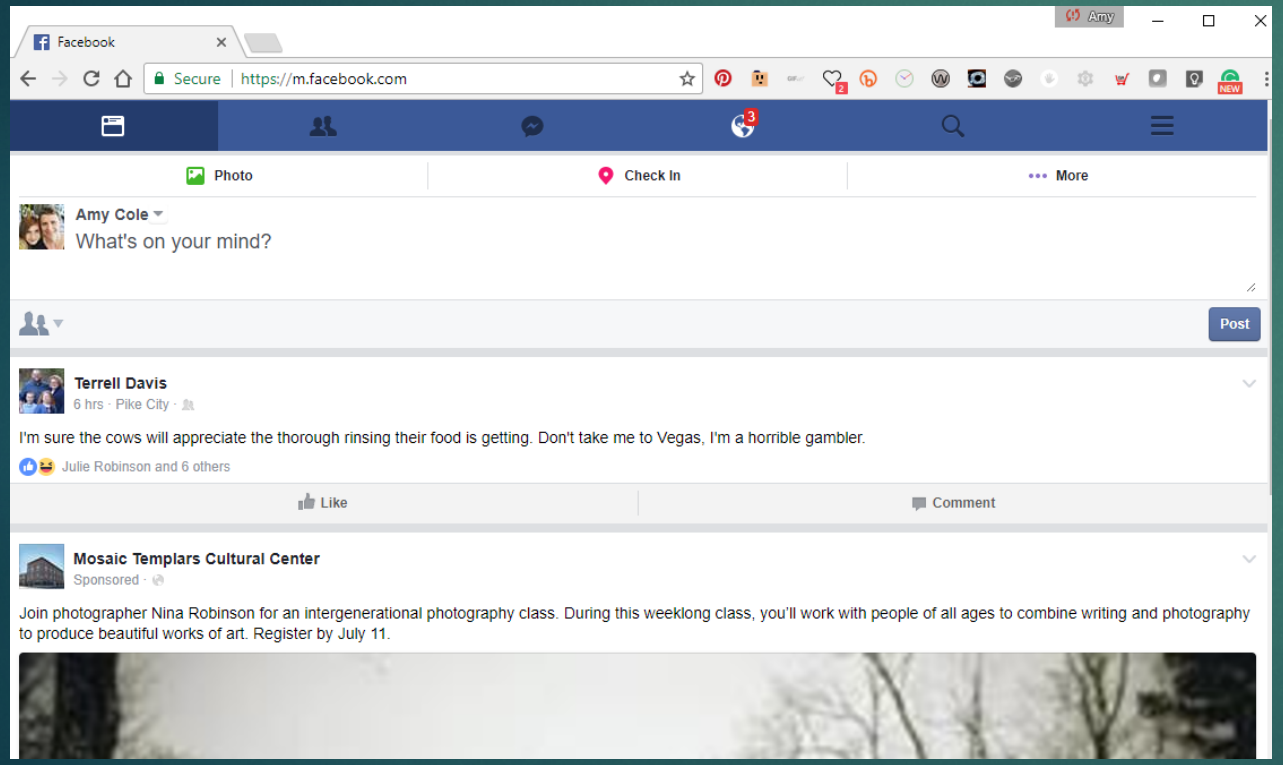
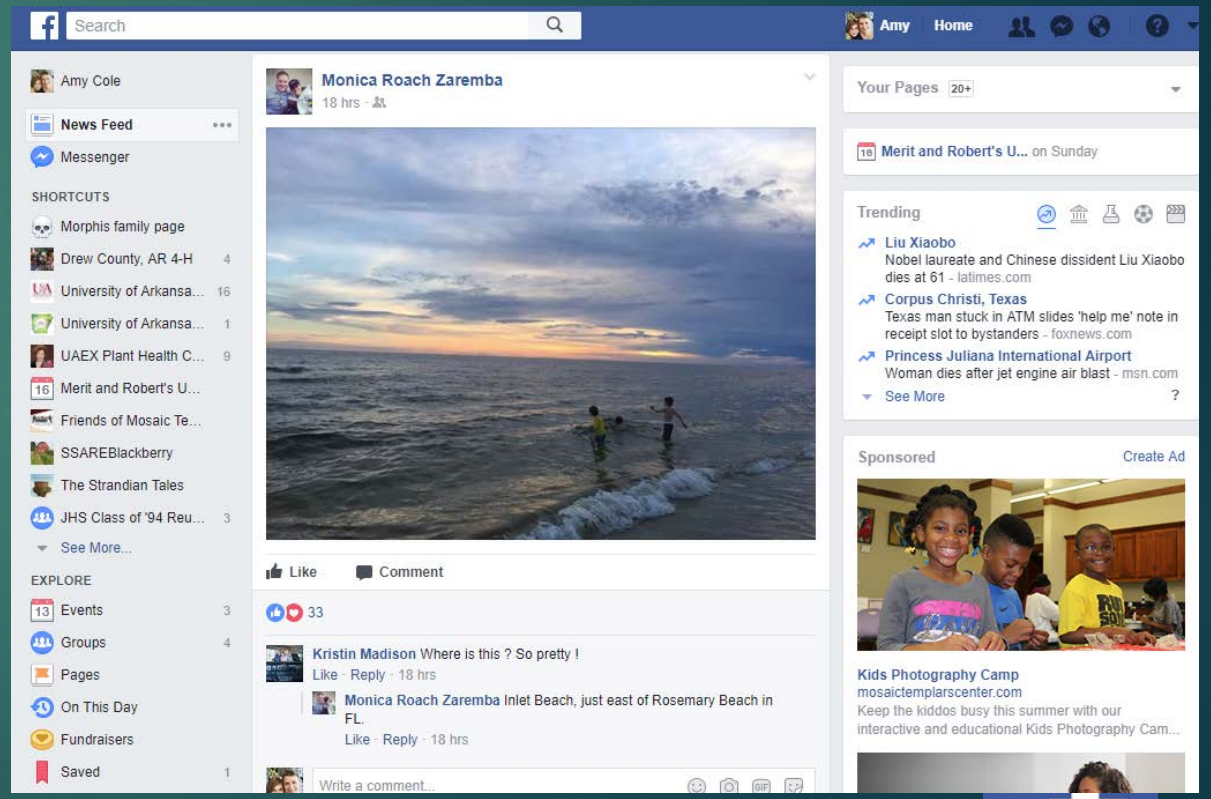


Image posts need relevant captions.

Images with text on them need to be explained.

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





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Messenger app is NOT accessible to those with vision issues.

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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 5th, 2017 from 1 p.m. – 4 p.m. at the 4th St. Clubhouse, North Room in Ponca City.

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

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

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

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

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

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

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

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

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

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

Horsemanship Clinic: August 9th 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

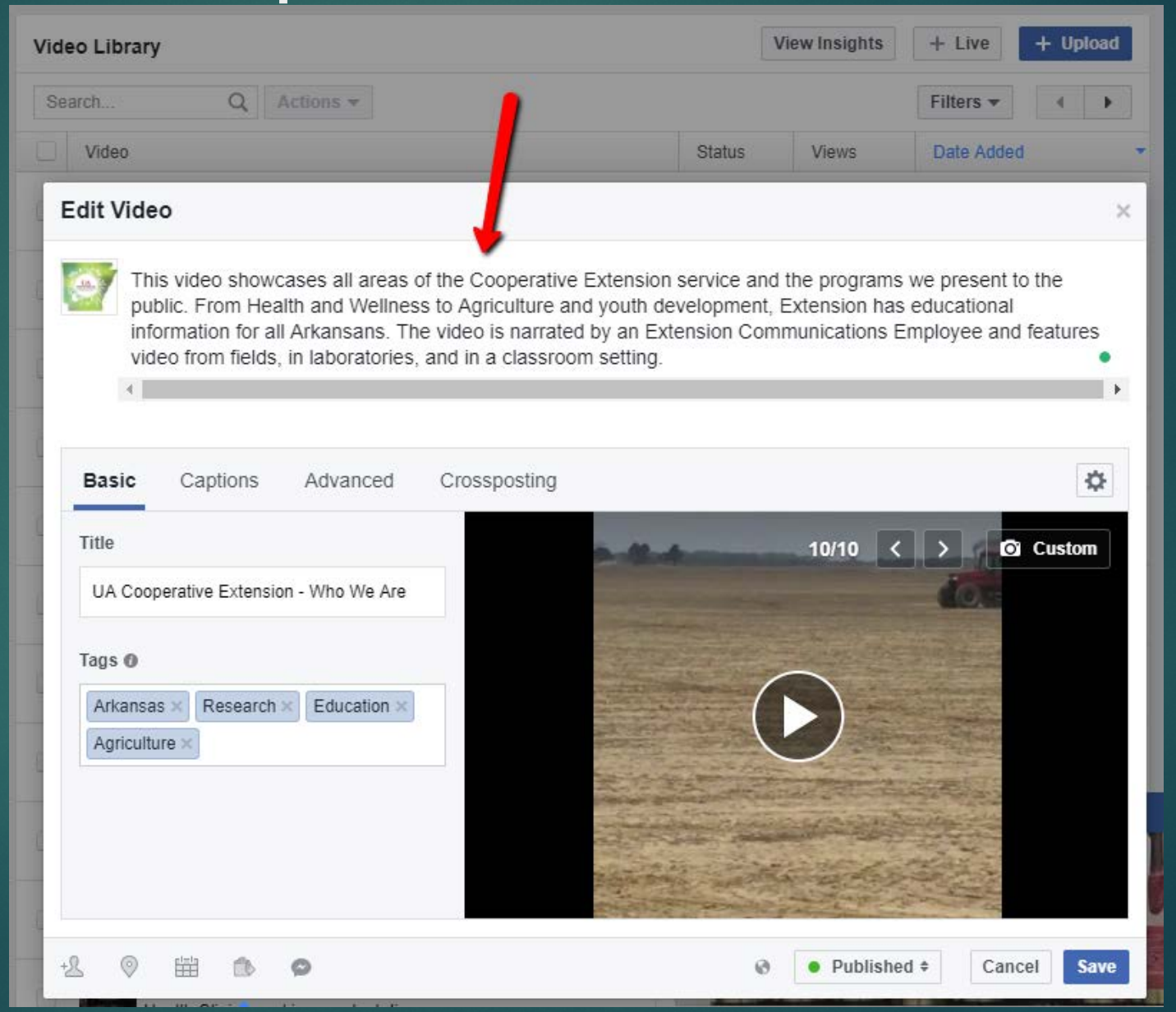
https://deaftechcompendium.wordpress.com/2014/12/03/snapchat/

YouTube/Video & Accessibility

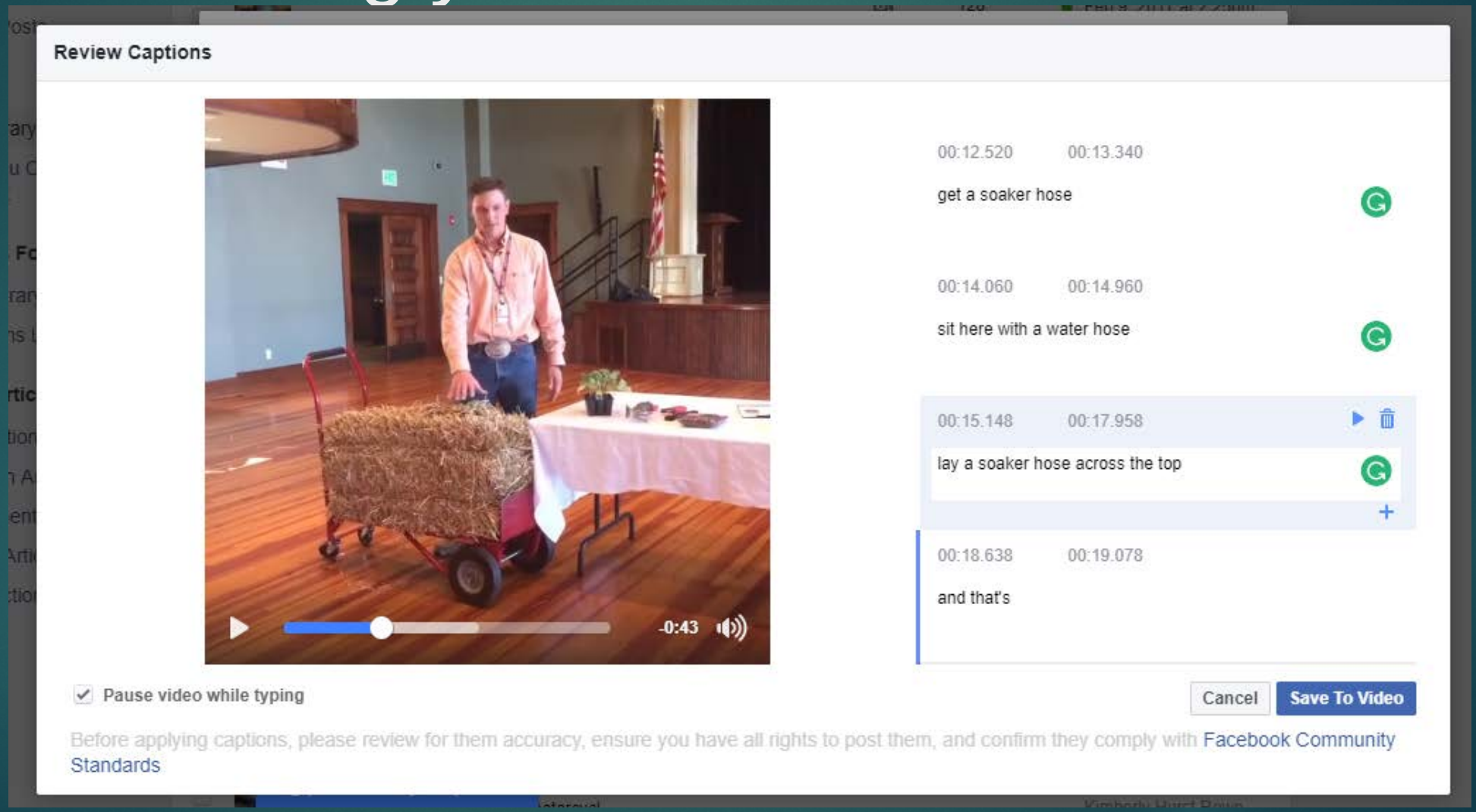
TIP: Include Video Captions

- 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!



Review video captions and edit accordingly



TIP: Write your OWN captions

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

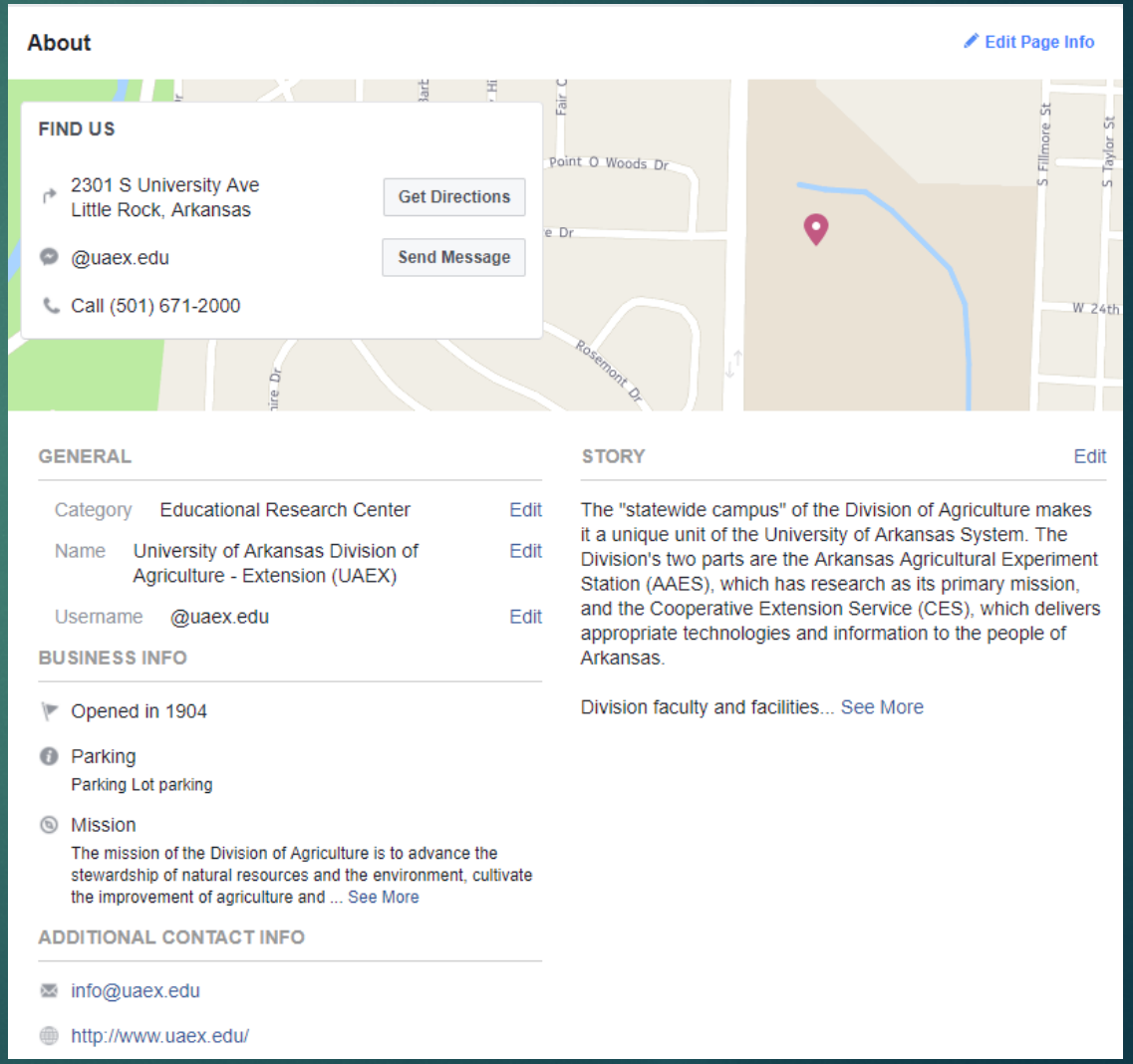
YouTube automatic caption fails

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

Additional Tips

TIP: Provide Content on Multiple Channels

- Make sure to add your contact info!

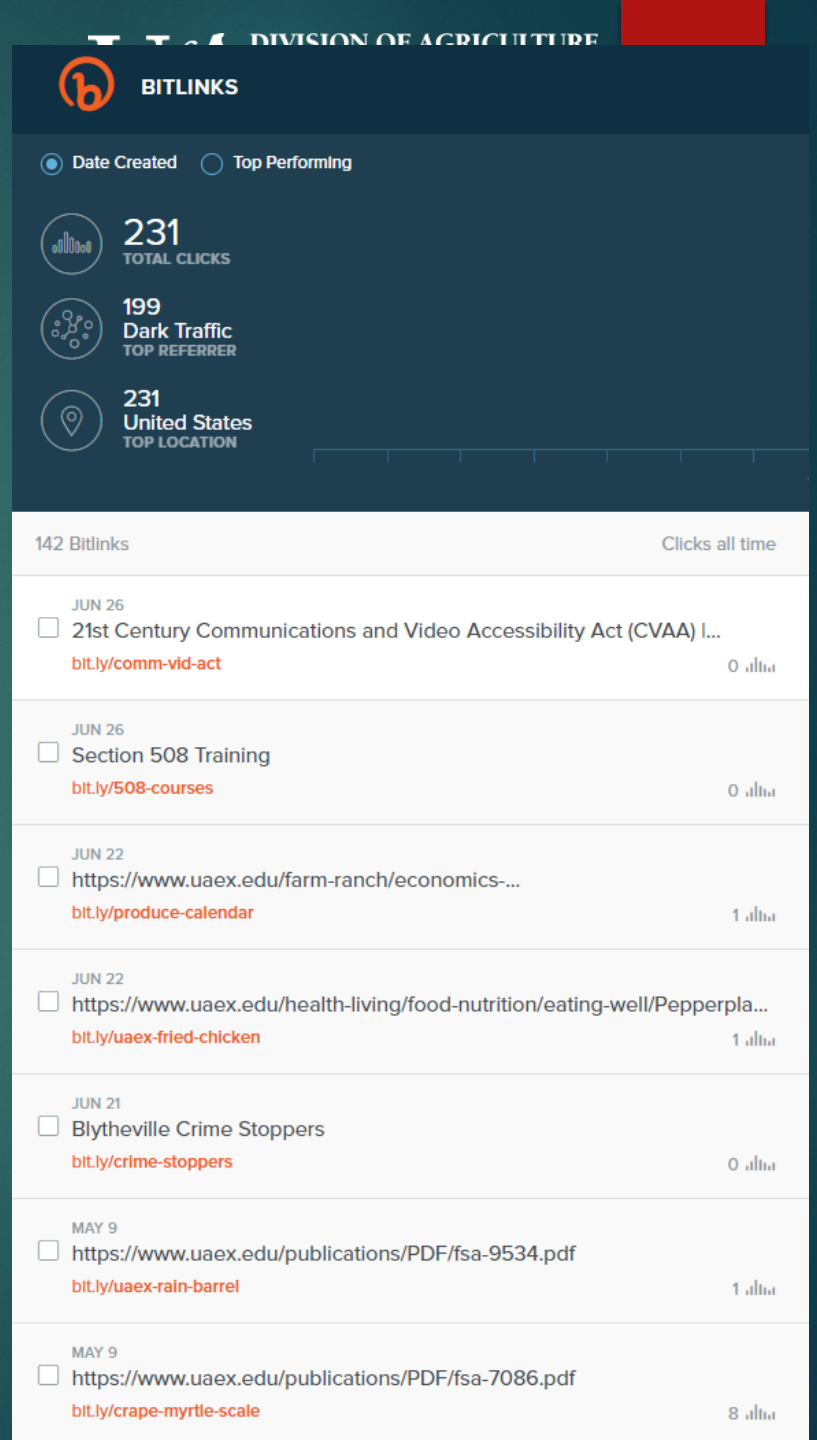


TIP: Provide Content on Multiple Channels

- 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 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/
- Twitter: Twitterific (iPhone) http://twitterrific.com/ios/

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Video Demo with Eric

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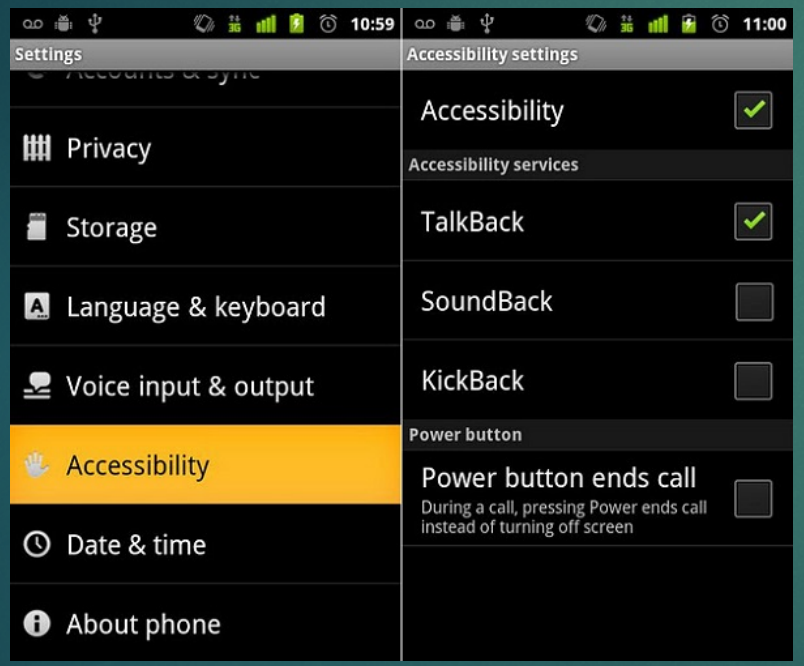
Get out your phone!

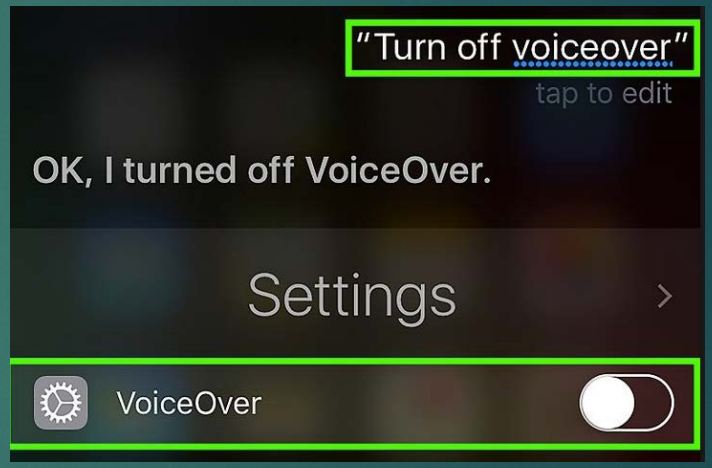
Demo using voiceover and talkback for social media.

Turn on voice help

Android: Settings >>
Accessibility >> Talkback



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



QUESTIONS?

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