

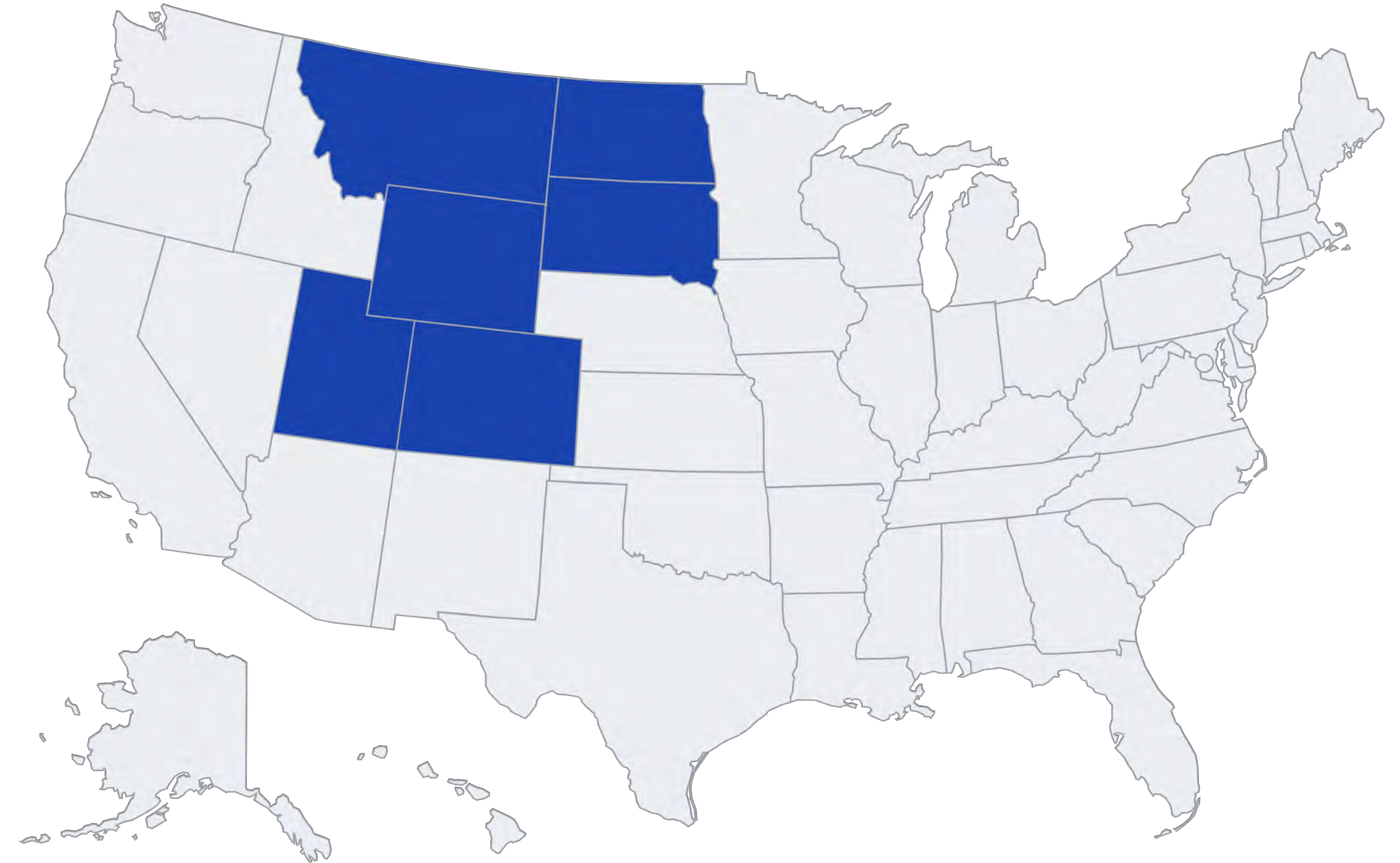


**ROCKY MOUNTAIN  
A D A C E N T E R**

*C O • M T • N D • S D • U T • W Y*

# Accessible Social Media

Emily Shuman  
Director





# About the Rocky Mountain ADA Center



## Information & Guidance

The ADA Center staffs a toll-free line weekdays from 9am – 4pm MT. Information specialists can answer most questions about the ADA immediately and will research more complex questions if necessary.



## Materials

The ADA Center stocks a selection of current information on the ADA. Many materials are free, while others are available for a nominal fee.



## Training

The ADA Center offers basic to advanced level training on the ADA and other related disability topics. In addition, the ADA Center offers several online courses that can be completed on a self-paced basis.



## Research

The ADA Center conducts ongoing research focused on ADA implementation in our region. The research is designed to enhance our services and be practical and applicable to all.





# Disclaimer

Information, materials, and technical assistance provided are intended solely as informal guidance and are neither a determination of your legal rights or responsibilities under the ADA, nor binding on any agency with enforcement responsibility under the ADA.

The Rocky Mountain ADA Center, operated by Meeting the Challenge, Inc., is funded under a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR grant number 90DP0094-01-00) to provide technical assistance, training, and materials to Colorado, Utah, Montana, North Dakota, South Dakota, and Wyoming on the Americans with Disabilities Act.

# Learning Objectives

- Statistics pertaining to social media use.
- The importance of accessible social media.
- Best practices for social media content.
- Accessibility features of social media platforms.

# Disability



Can acquire this  
identity today



Largest minority  
group in the  
country & world

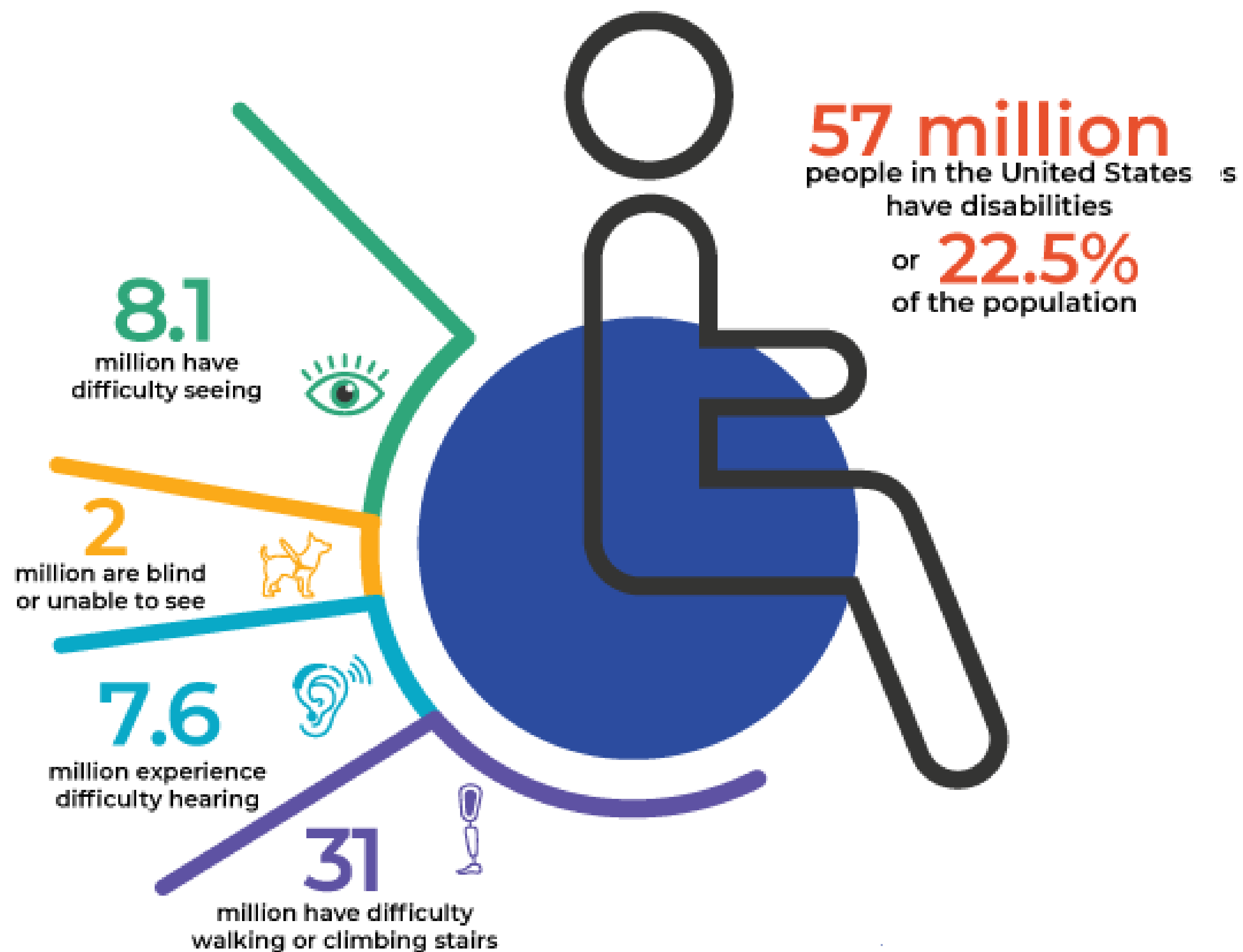


Reported  
number likely  
lower than reality.  
Conflicts with  
other identities

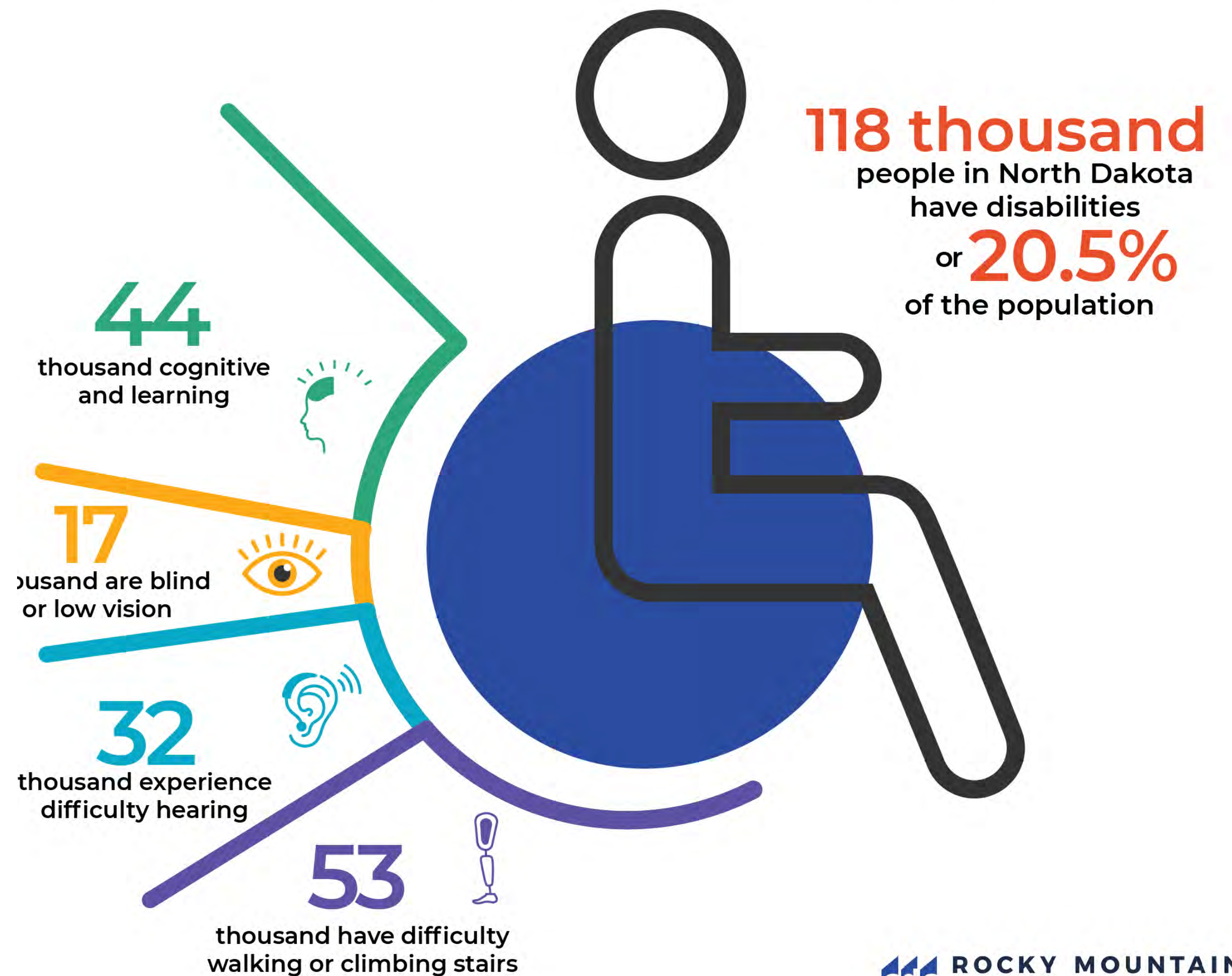


Fear of  
stereotypes &  
discrimination.  
Underdiagnosed  
or misdiagnosed

# American Disabilities



# Disabilities in North Dakota







# Social Media Statistics

Percent (%) of American adults using social media platforms:

- YouTube – **73%**
- Facebook – **68%**
- Instagram – **35%**
- Pinterest – **27%**
- LinkedIn – **25%**
- Twitter – **24%**

**Most are daily users**

**Most use more than one of the major platforms**

Why is accessible social  
media important?



# Accessible Social Media Importance

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- **Effectiveness and Reach**

Most people now use social media

Quickly covers large geographical area

Inaccessible content excludes a large portion of social media users

If they can't see/hear/understand the call to action, they can't act

Accessible content leads to loyal customers/followers

- **Habitual and Ingrained**

People look to social media for breaking news, events, information

Often check social media before seeking alternatives

- **Mobile**

Communication and updates on the go

# Social Media Importance

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- **Interactive**

Users can ask questions, tag others

Users can provide updates to organizations; social media listening

People with disabilities use social media to connect and build community

Social media may be an individual's only means of social engagement

- **Impact Cultural Expectations and Demonstrate Inclusivity**

Inclusion communicates value

Lead by example

Develop expertise and become a go-to



# Screen Reader

- Software for PCs
- Apps for smartphones
- Built-in to operating systems





# Creating Accessible Content



# Text Posts: Plain Language

- Short, simple and to the point
- Conversational
- Familiar language
- Actionable

EXAMPLES > BEFORE AND AFTER

## Monthly Due Date

*This example was created for training and is not official agency text.*

### ✗ Before

We must receive your completed application form on or before the 15th day of the second month following the month you are reporting if you do not submit your application electronically or the 25th day of the second month following the month you are reporting if you submit your application electronically.

### ✓ After

If you submit  
your form:

We must  
receive it by:

Electronically

25th of the  
second month

Not  
electronically

15th of the  
second month

# Text Posts: Acronyms

- **Not considered Plain Language**
- **Bad screen reader compatibility**
- **Avoid if possible**
- **Spell out at least once**
- **Put period between letters**
- **Test with a screen reader**



**CDC** ✓ @CDCgov · 23h

Outbreak response in action: #CDC staff are actively responding to the ongoing #2019nCoV outbreak in CDC's Emergency Operations Center (EOC). CDC works 24/7 to keep Americans safe from public health threats. For #coronavirus updates & to learn more: [cdc.gov/ncov](https://cdc.gov/ncov)



55

222

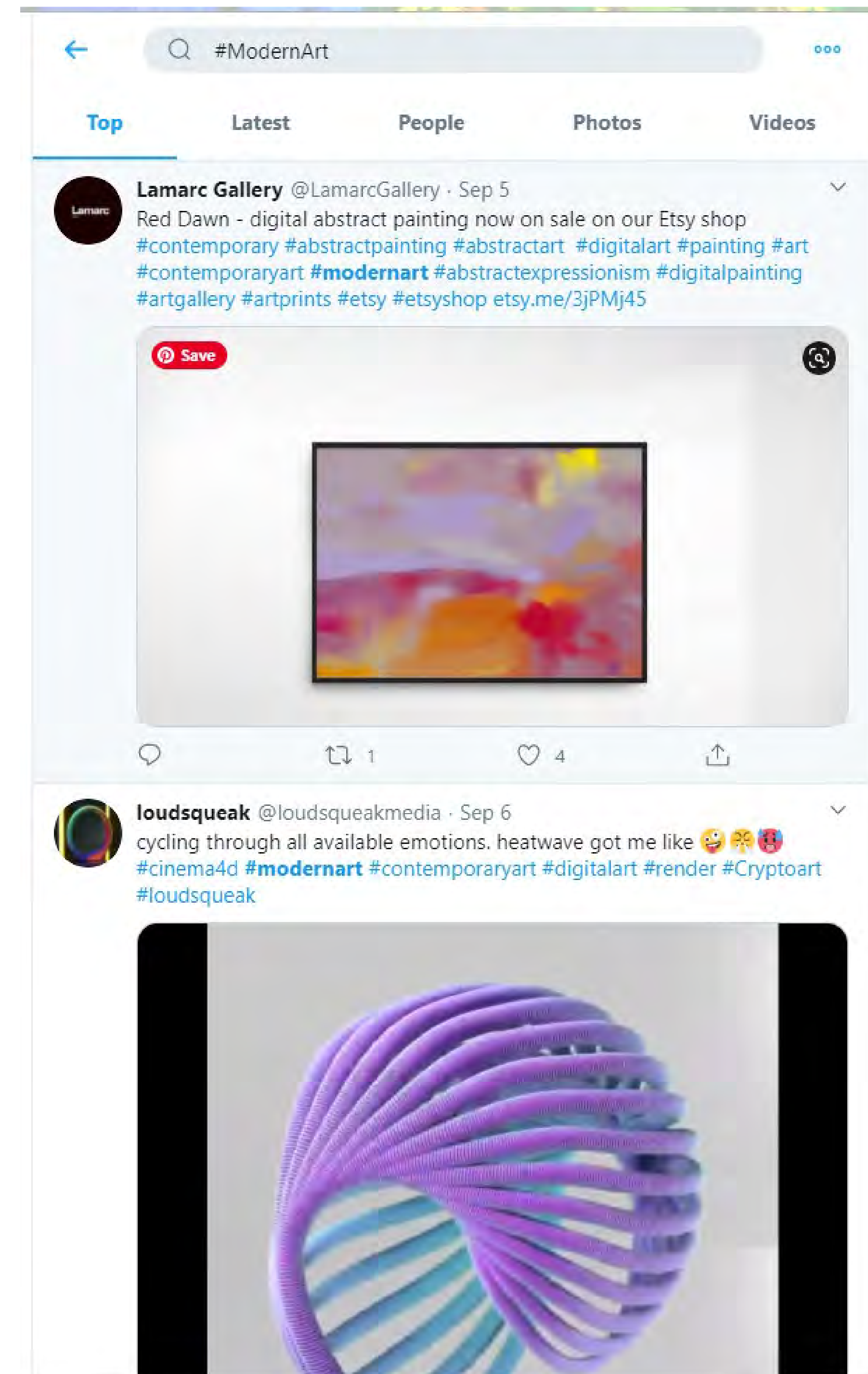
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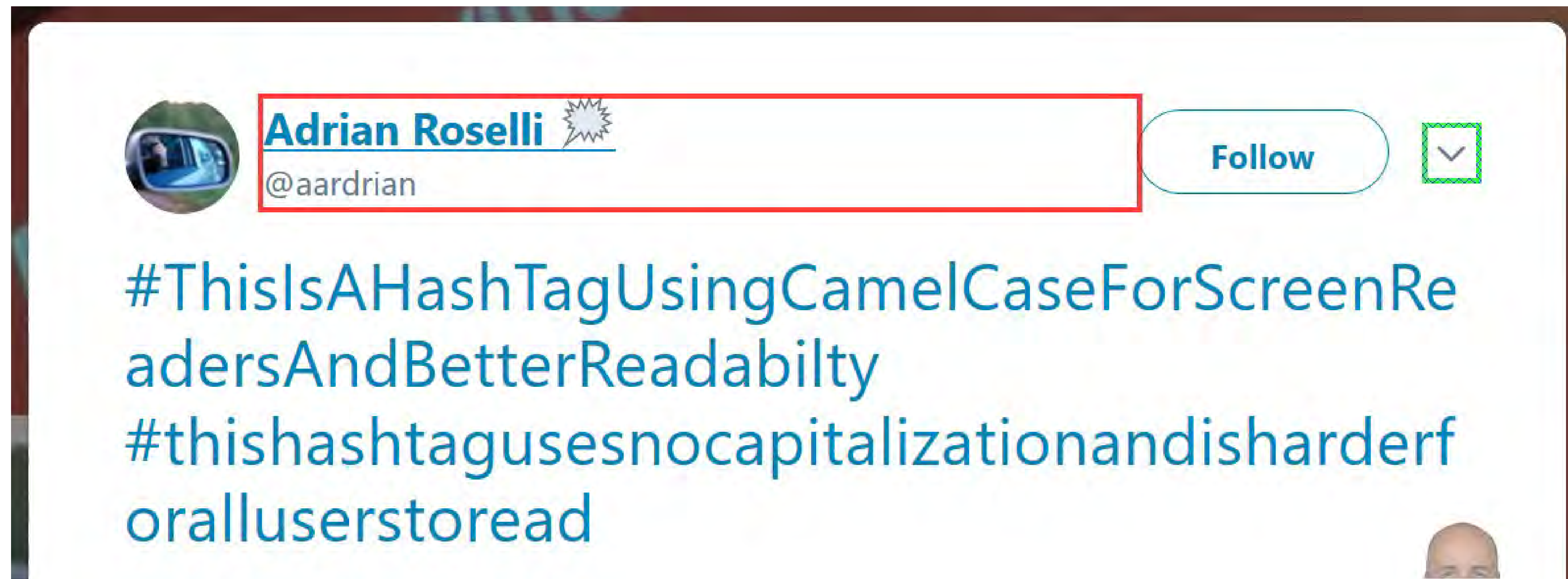


# Text Posts: Hashtags

- **Categorization and discovery**
  - Searchable by users
  - Aggregates in real time
- **Camel Case**
  - Easier to read
  - Better interpretation by screen readers



# Text Posts: Hashtags – Camel Case





# Text Posts: Links

- **Screen Readers**

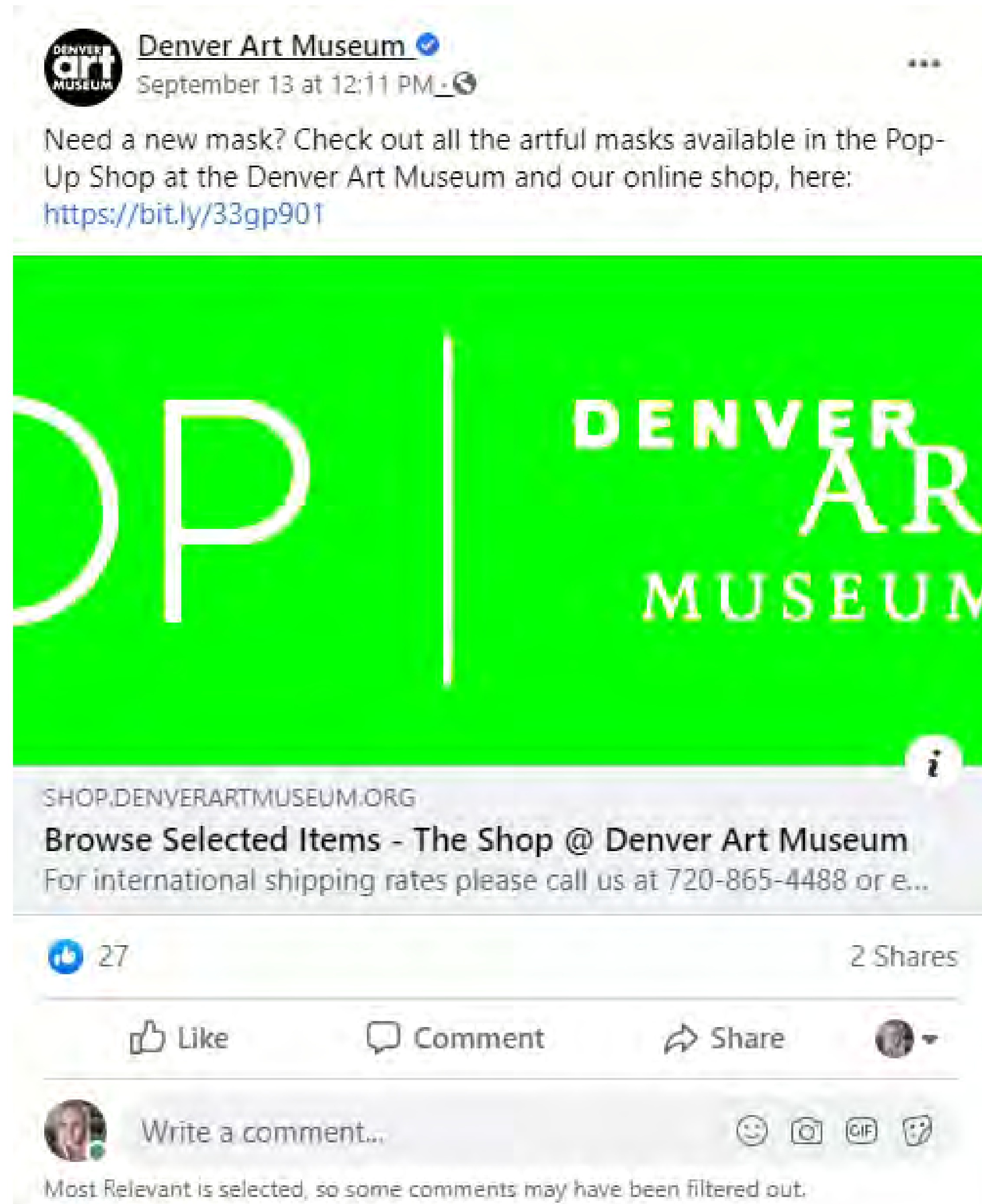
Will read every character

- **Link Shorteners (bitly.com)**

Free

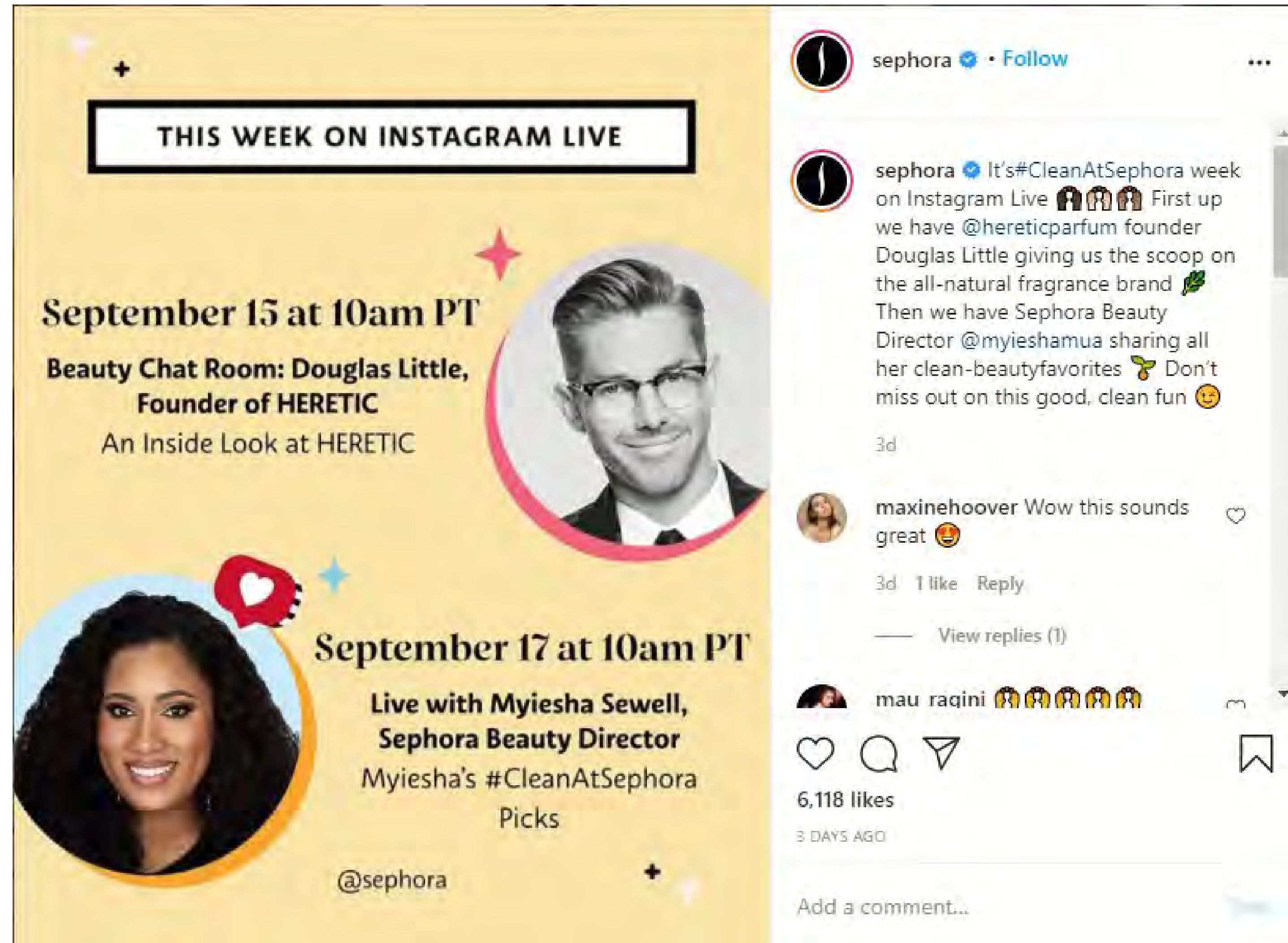
Better interpretation by screen readers

Tracks link clicks



# Text Posts: Emojis

- Never use in place of a word
- Bad screen reader compatibility
- Put at end of main content





# Text Posts: Structure

1. Message content
2. Hashtags and mentions
3. Link



ADA National Network  
@ADANational

"For the first time, movies will have to meet inclusion standards in order to contend for best picture at the Oscars and disability representation is a significant piece of the puzzle." Read more from [@disabilityscoop: disabilityscoop.com/2020/09/10/aca...](https://disabilityscoop.com/2020/09/10/aca...)  
[#Disability](#) [#Inclusion](#) [#TV](#)



Academy Awards Make Push For Increased Disability Represen...  
For the first time, movies will have to meet inclusion standards in order to contend for best picture at the Oscars and disabilit...  
[disabilityscoop.com](https://disabilityscoop.com)

3:38 PM · Sep 11, 2020 · Hootsuite Inc.

3 Retweets 3 Quote Tweets 10 Likes



Tweet your reply



# Image Posts: Alt Text

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1. Meaningful
2. Concise
3. Contextual



Example 1: Belgian homemade waffles covered in blueberries and rainbow-colored sprinkles on pink plates with embroidered napkins and a cup of tea with milk and a teapot all laid on hexagon white tiles.

Example 2: Appetizing breakfast of waffles with toppings and tea.



# Image Posts: Alt Text

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## Art Related

Fragmented marble sculpture of three nude women, with missing heads, and their arms around each other.

## General Description

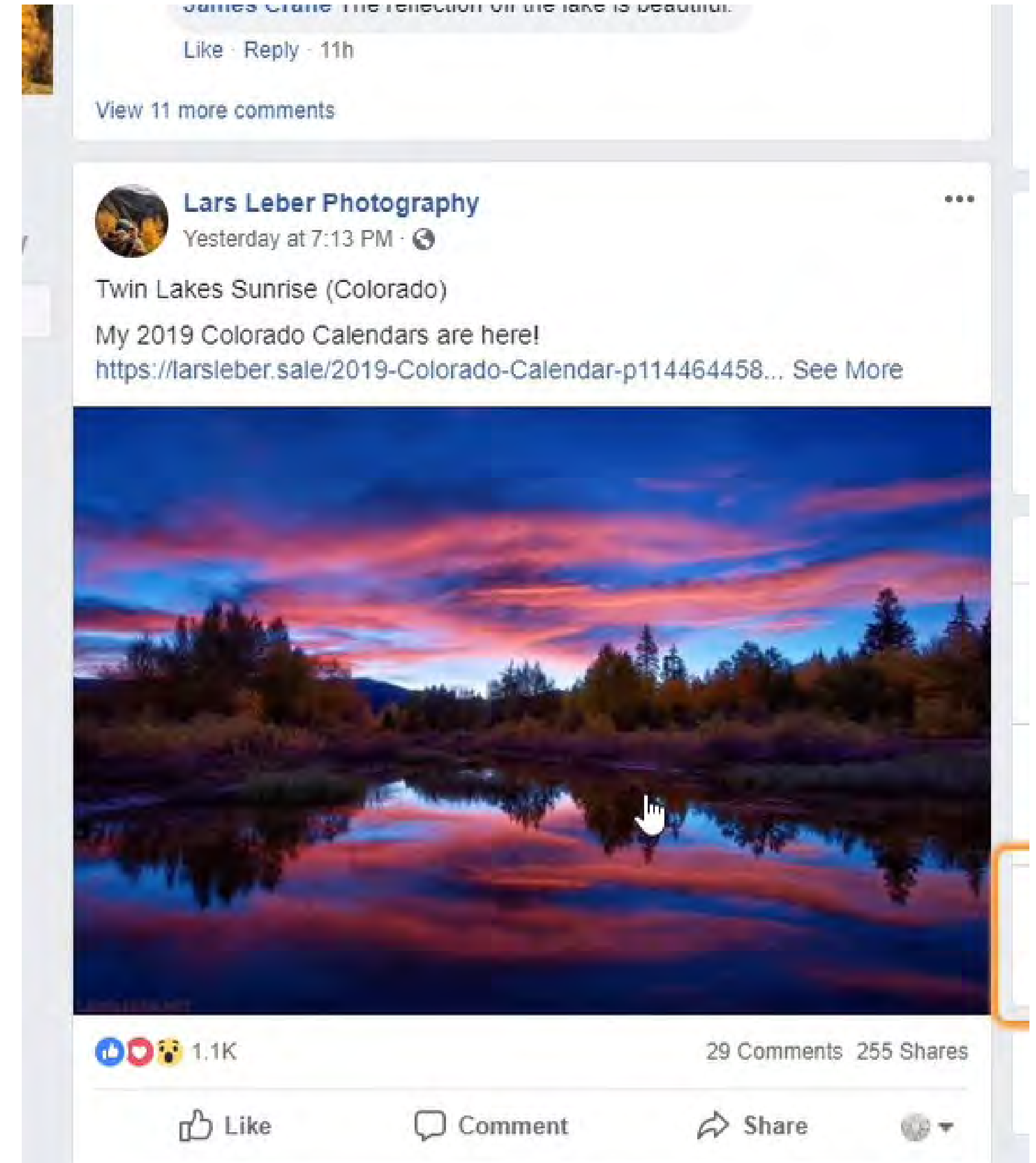
Marble statue of three nude women standing in line.





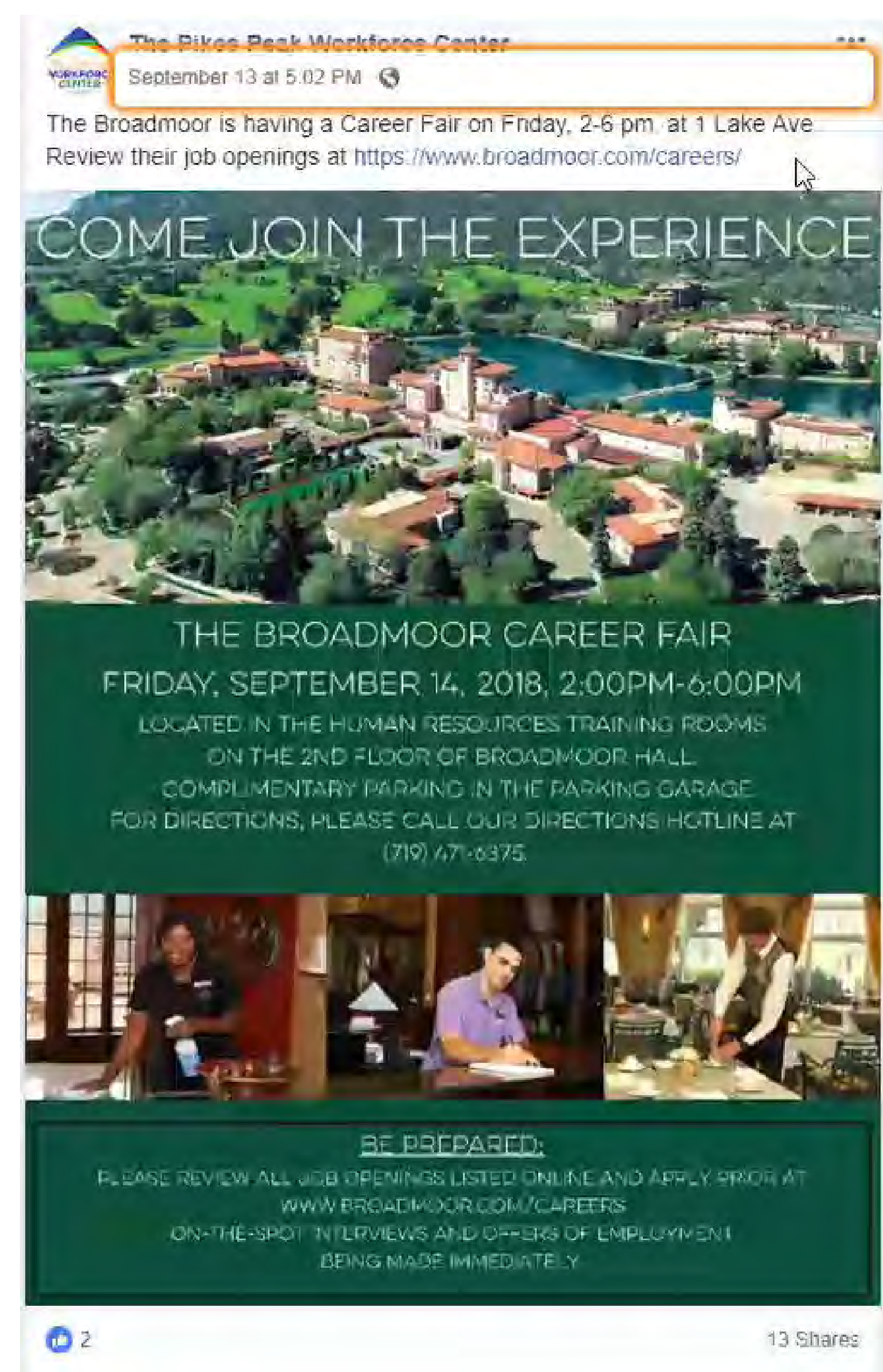
# Image Posts: Computer Generated Alt Text

1. Inaccurate
2. Doesn't account for context



# Image Posts: Pictures of Text

1. Add identical text in body of post
2. Do not rely on pictures of text
3. Not screen reader friendly





# Image Posts: Integrated Alt Text

## 1. Incorporate description into post text



# Video Posts: Captions

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- **Open captions**

- Overlaid on the video itself

- Cannot be turned on or off

- **Closed captions**

- Separate track from the video

- Can be turned on and off

- **Added Benefits**

- Improves searchability

- Improves comprehension

- Allows audience to watch with no sound

- **Best practices**

- Synchronized with video

- 99% accuracy

- Don't cover important visual content

- Capitalize and punctuate

- Don't change or correct what is said

- Include unspoken information

- Music

- Sound effects

- Speaker identification



# Video Posts: DIY Captions

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- **Social media platform**

Facebook

YouTube

- **Programs (SRT file)**

CADET: Caption and Description Editing Tool (free)

CaptionTube (free)

MacCaption & CaptionMaker (paid)

# Video Posts: Outsourced Captions

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- **Advantages**

- Guaranteed turnaround, accuracy

- Inexpensive

- **Disadvantages**

- Potential burden on small or no budget

- **Vendors**

- 3Play Media

- Automatic Sync Technologies

- Rev.com

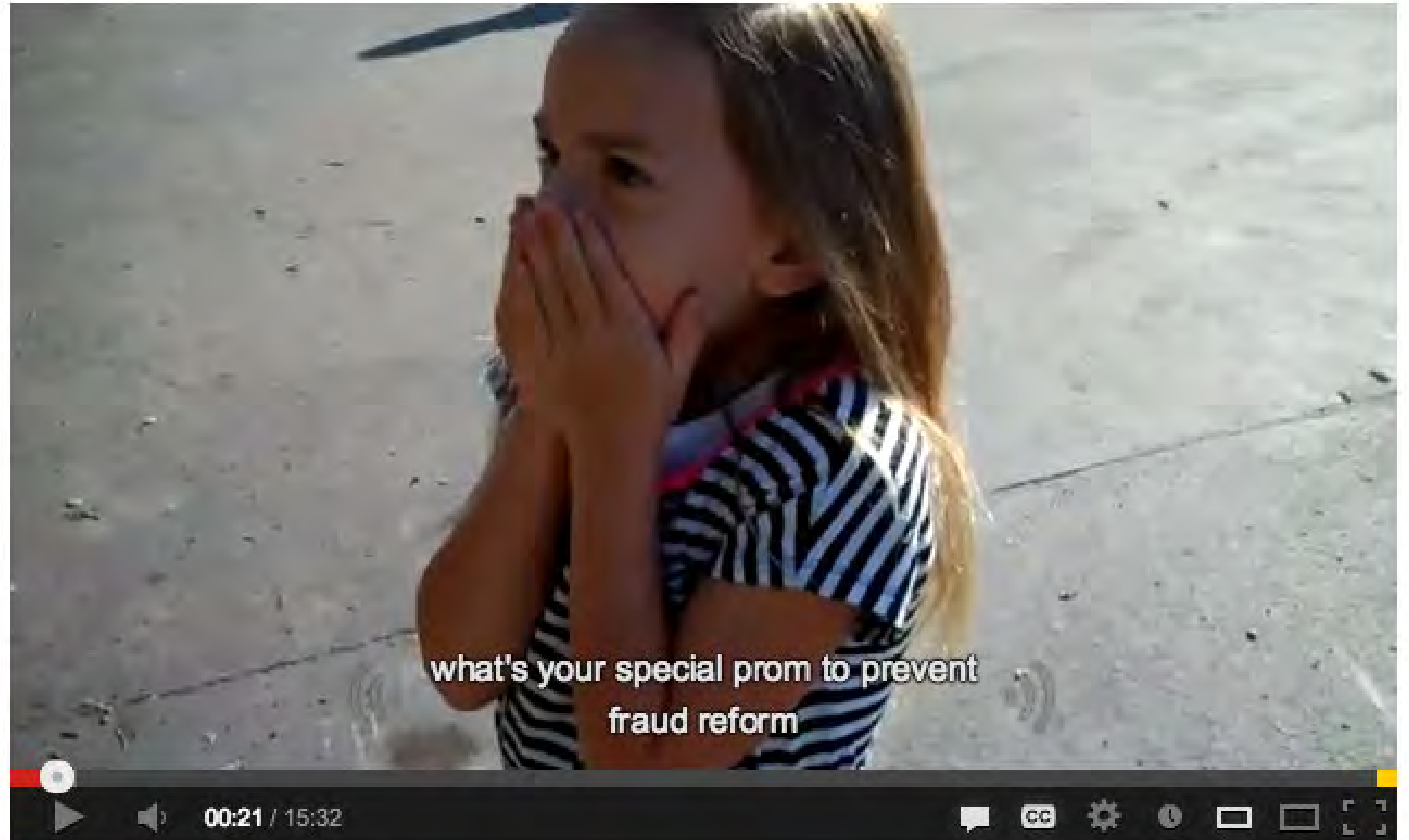


# Video Posts: Automatic Captions

3. “That’s your special friend butterfly who came to say ‘hello’ to you”

What YouTube heard:

- YouTube
- Facebook
- Online services  
DocSoft (paid)



# Video Posts: Live Stream Captions

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- **Captions for live streaming video**
  - YouTube
  - Facebook
  - Twitter
  - Instagram
- **Communication Access Real Time (CART)**
- **Usually vendor provided service**
- **Can be done remotely**
- **Not all platforms support it**

# Social Media Platform Specifics



# Platform Specifics: Facebook

## Alt Text

- Alt-text field doesn't always work
- Auto-generated alt-text is unreliable
- Best to include alt-text in body of post

## Videos

- Captions can be uploaded or created
- Use third party service for live videos
- Caption live videos after they end
- Supposedly generates automatic captions

## Facebook Accessibility

- Official page for help and updates
- facebook.com/help/accessibility



Friday Accessibility Fail turned Friday Fix!

We've been receiving reports all day about a seller on Amazon.com selling counterfeit accessible parking placards, saying they make great "gag gifts."

In a demonstration of the power of public voices, the listing has been taken down!

[Image: Link preview of now deleted "Hanicap Parking Permit" for sale on Amazon. The description reads, "Universal Handicap Parking Permit 9 inches tall x 4 inches wide. Fits easily into plastic protective sleeve. Expiration date Dec 31, 2024. Not state specific.]

Handicap Parking Permit

[https://www.amazon.com/dp/B07YVQN5HX/ref=cm\\_sw\\_r\\_cp\\_api\\_l\\_ALQKEb8NFY4QE](https://www.amazon.com/dp/B07YVQN5HX/ref=cm_sw_r_cp_api_l_ALQKEb8NFY4QE)



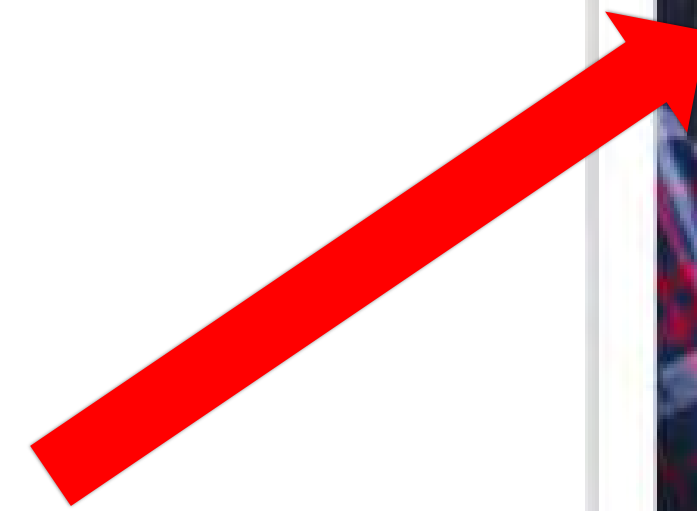
★★★★★ (15 Reviews)

Handicap Parking Permit


\* Universal Handicap Parking Permit 9 inches tall x 4 inches wide \* Fits easily into plastic protective sleeve \* Expiration Date Dec. 31, 2024 \* Not State Specific \*

amazon.com

# Facebook Alt-text



Create Post


 Rocky Mountain ADA Center

Public





Here's where the main content of my post will be!


Edit

Add Photos/Videos




Add to Your Post



 **Boost Post**

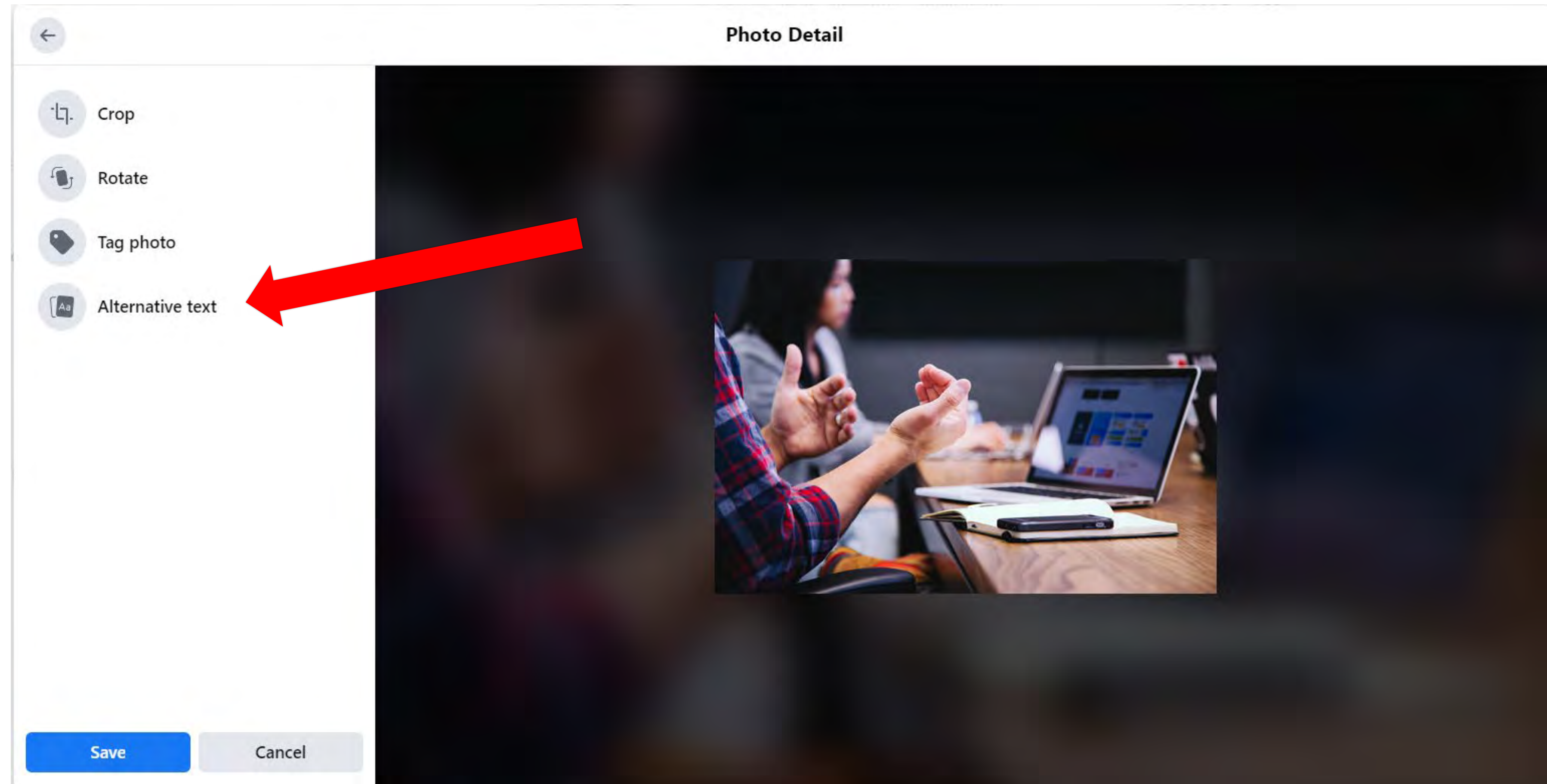
Get more people to see and engage with your post. You'll choose settings after you click Post.

☐

 Post scheduling and additional options are available in [Publishing Tools](#).

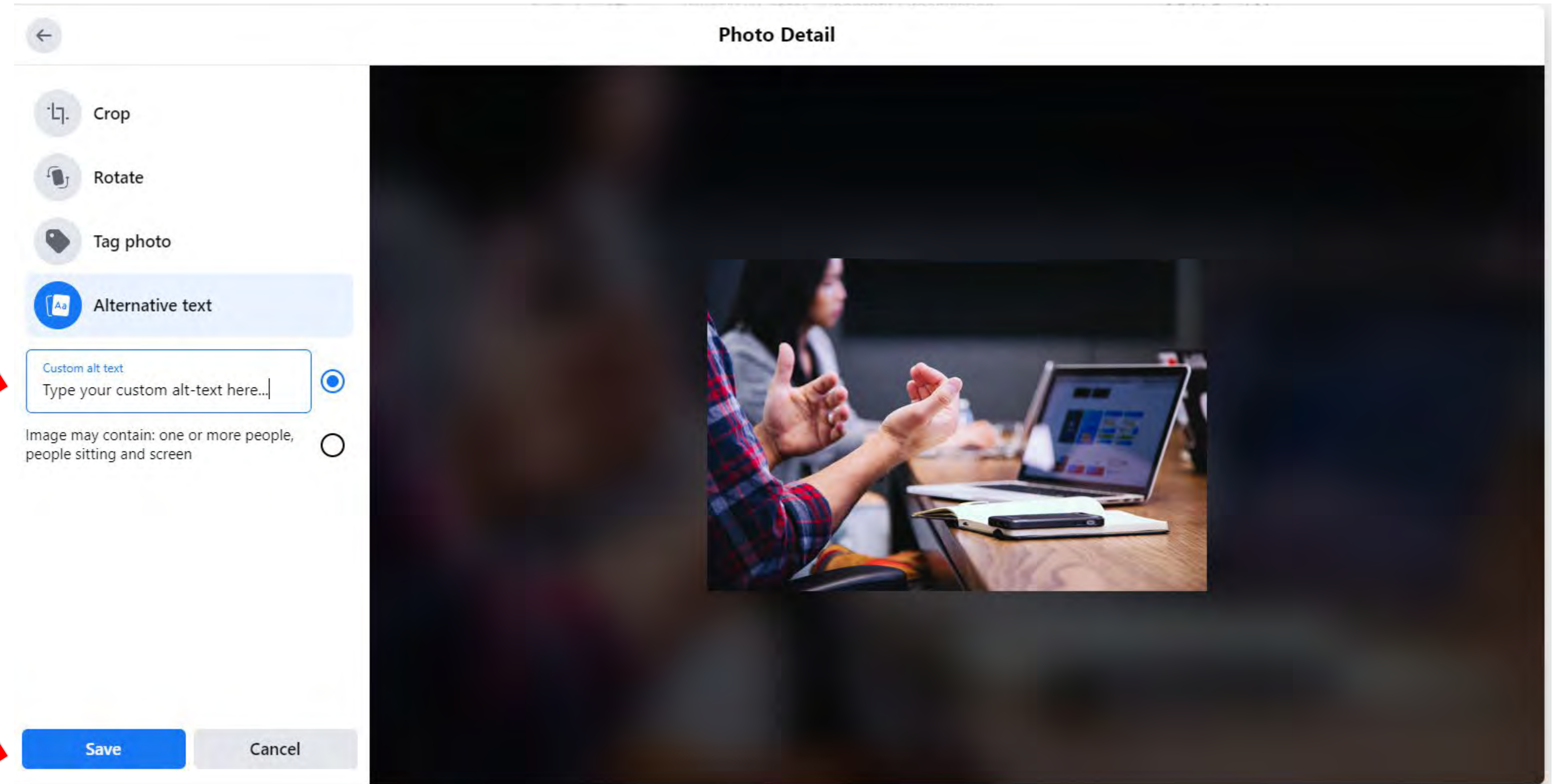
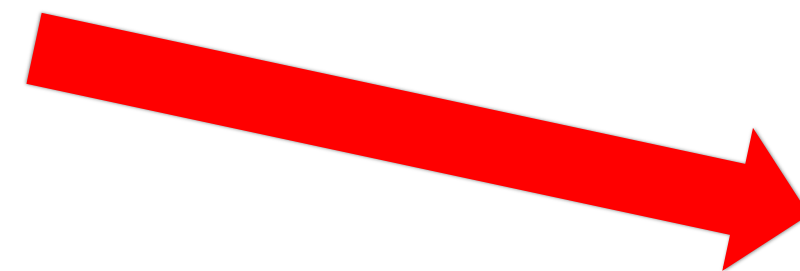
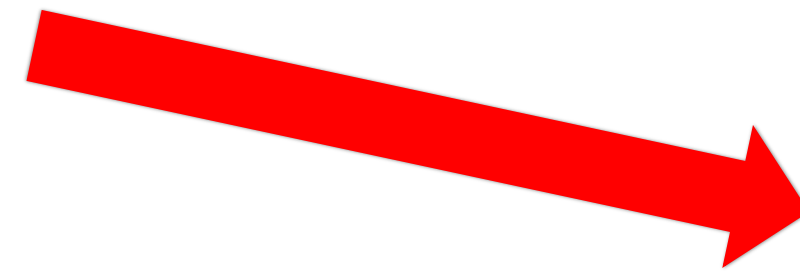
Post

# Facebook Alt-text





# Facebook Alt-text



# Platform Specifics: Instagram

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## Alt Text

- Can be added to pictures but not videos
- Hard to access alt-text field

## Hashtags

- Increased number of hashtags for effectiveness
- Include them at the end

## Mobile Only

- Mobile only upload makes it harder to ensure accessibility in text

## Videos

- Does not provide captioning options within the platform
- Add captions when editing video
- Short length allows for descriptive text

# Instagram Alt Text





# Platform Specifics: Twitter

## Alt Text

- Works well
- No computer-generated alt text

## Video

- Unable to caption videos on platform
- Closed captions not supported
- Must use open captions

## Character Limitation

- Reason for hashtags and mentions in the middle of text
- Makes it more challenging to compose message
- Thread capability helps
- People often post pictures of text

Taylorsville City Retweeted



**NWS Salt Lake City** ✓  
@NWSaltLakeCity

There's another storm on its way, but snow amounts will be much less in the valleys for this event than the past storm. However, the timing of the snow will bring another snowy commute Thursday morning. Stay tuned in for storm updates. [#utwx](#)

## More Snow for the Thursday Morning Commute

### Location

Northern Utah, including:

- The Wasatch Front
- Cache Valley
- High elevation roadways across the northern half of Utah

### Confidence

- **High** for significant snow in the northern mountains Wednesday through Friday
- **High** for at least some snow in northern valleys Wednesday night and Thursday morning resulting in a messy morning commute
- **Medium to low** for timing of valley snow to rain changeover Thursday afternoon

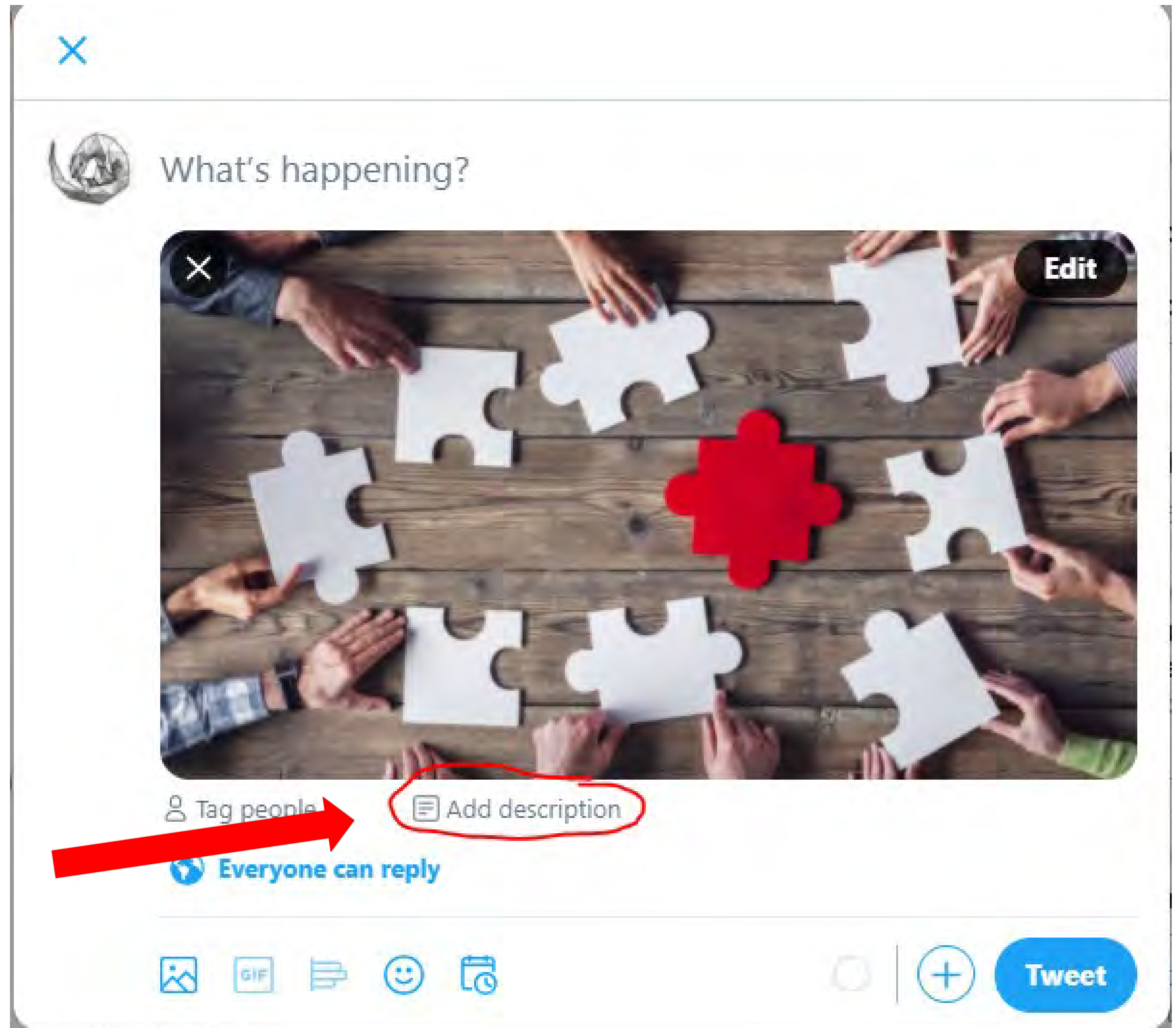
### Impacts

- Valley road snow possible for the Thursday morning commute
- Higher elevation roadways significantly impacted, including Parley's Summit, Sardine Summit, Logan Summit, and Mayflower Summit.

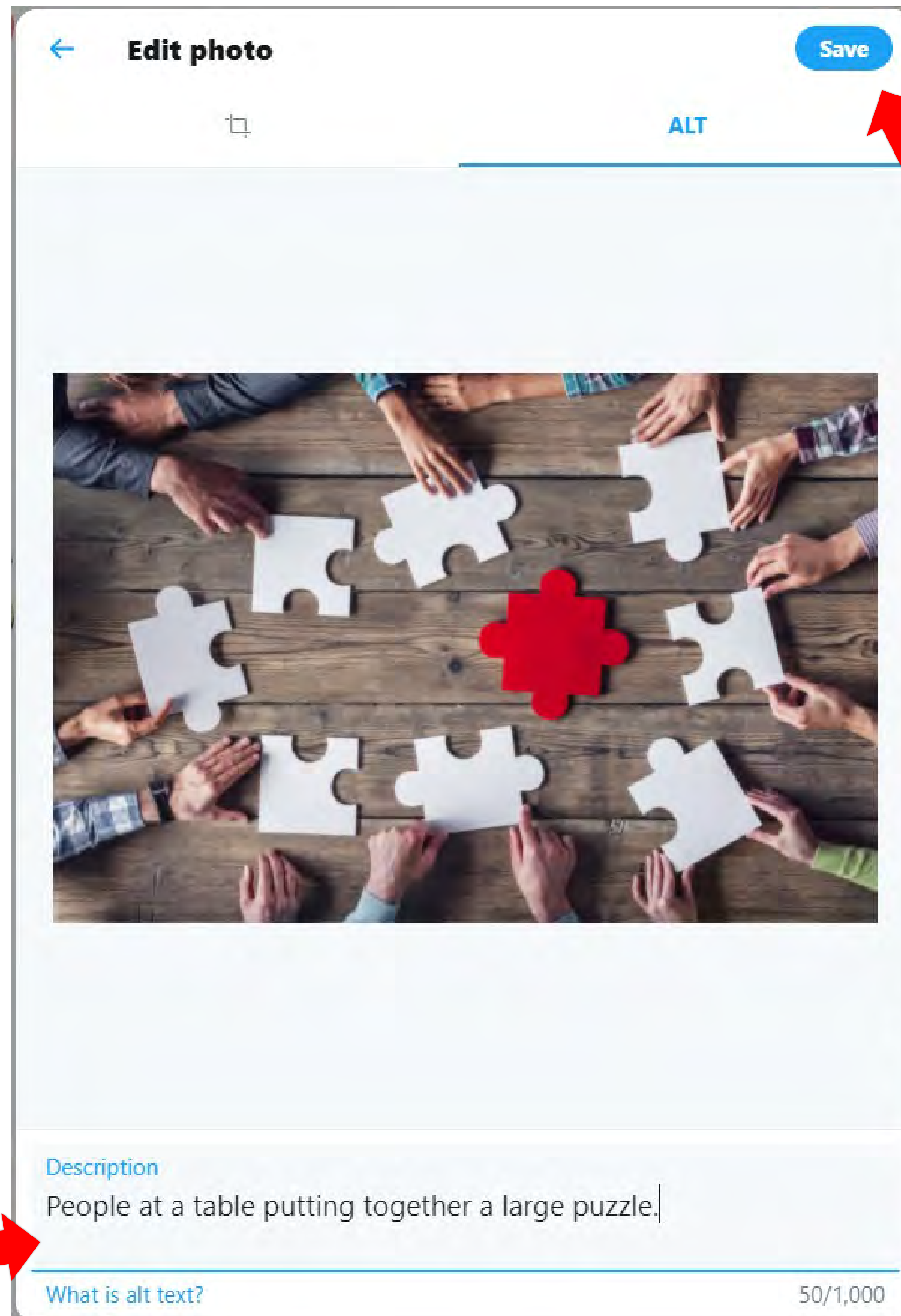


Check road conditions from UDOT before you go at:  
<http://udottraffic.utah.gov/RoadWeatherForecast.aspx>

# Twitter Alt Text



# Twitter Alt Text



Description

People at a table putting together a large puzzle.

[What is alt text?](#)

50/1,000

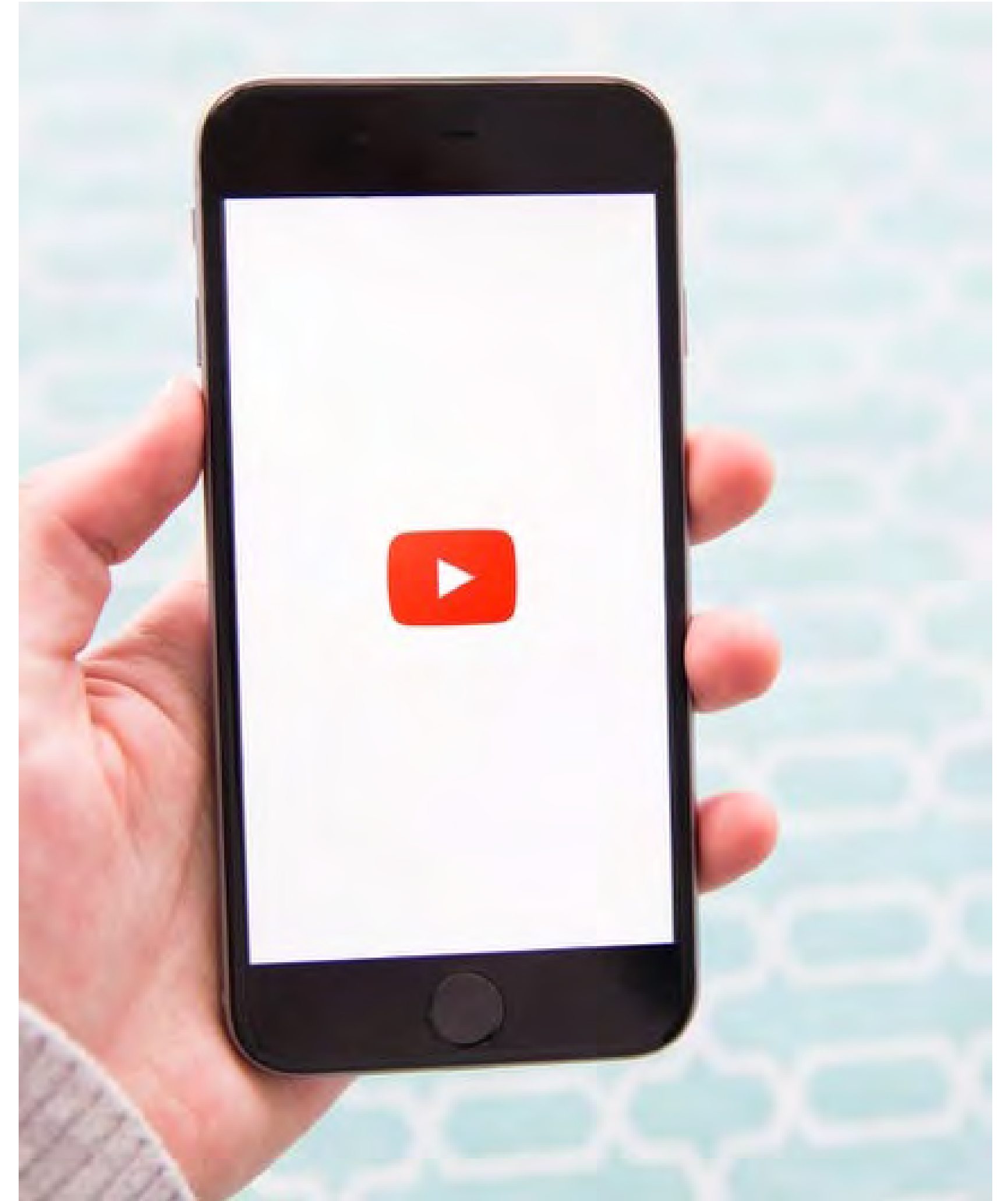


# Platform Specifics: YouTube

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## Video Captions

- Upload an SRT file
- Correct auto generated captions
- Create manually within platform



# YouTube Captioning References

- [YouTube Help guide](#)
- [Tutorial Videos](#)
- [National Center on Disability and Access to Education](#)

# Platform Specifics: LinkedIn

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## Alt Text

- Can do from desktop but not mobile
- Uncertain how reliable
- No auto-generated alt text

## Video

- Supports .srt files for captions
- Caption files must be added on desktop

## Text

- No limit on characters
- Mentions can be in main text
- Hashtag use improving

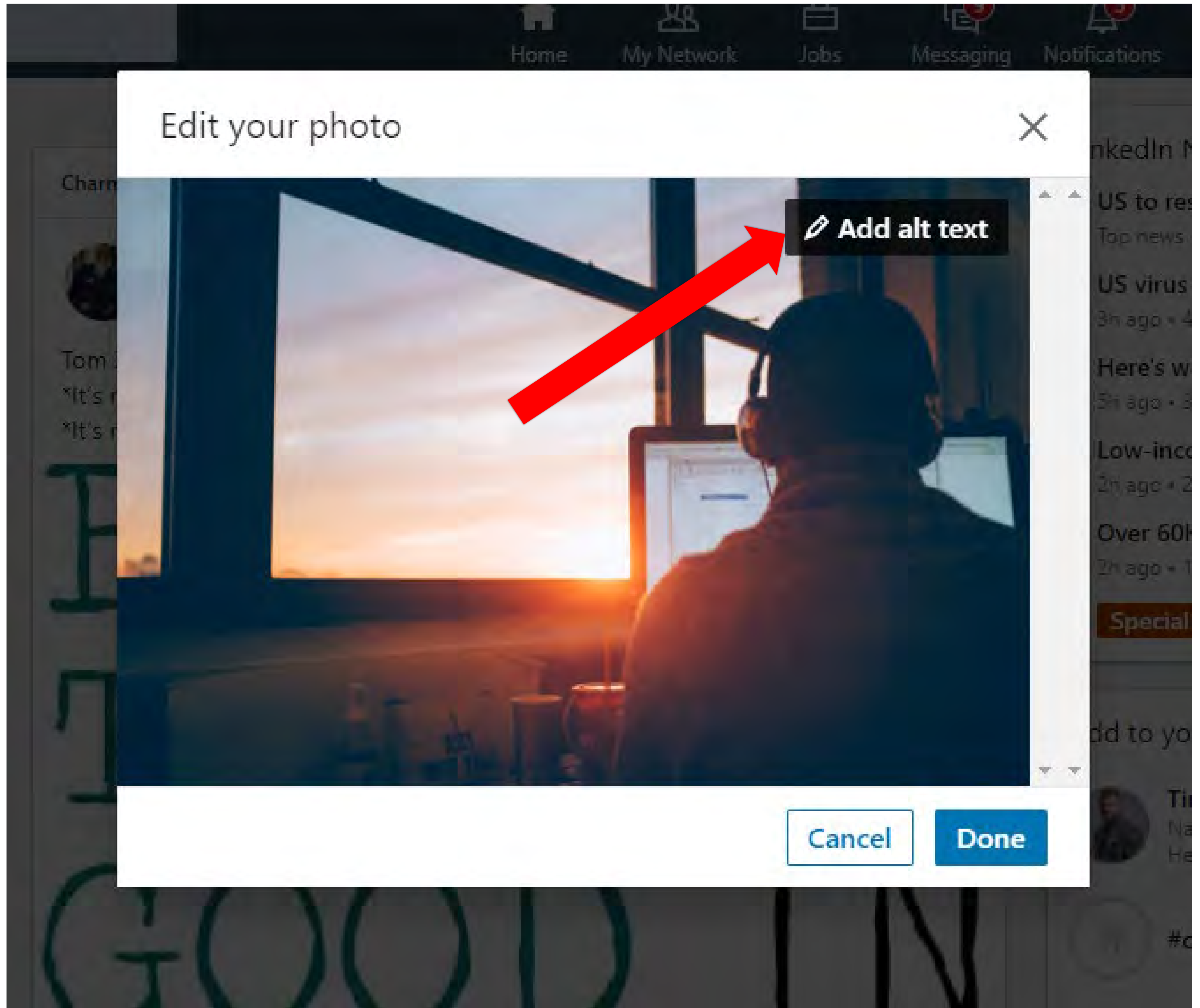
## LinkedIn Accessibility Support

- [a11y-feedback@linkedin.com](mailto:a11y-feedback@linkedin.com)
- [linkedin.com/help](https://linkedin.com/help)



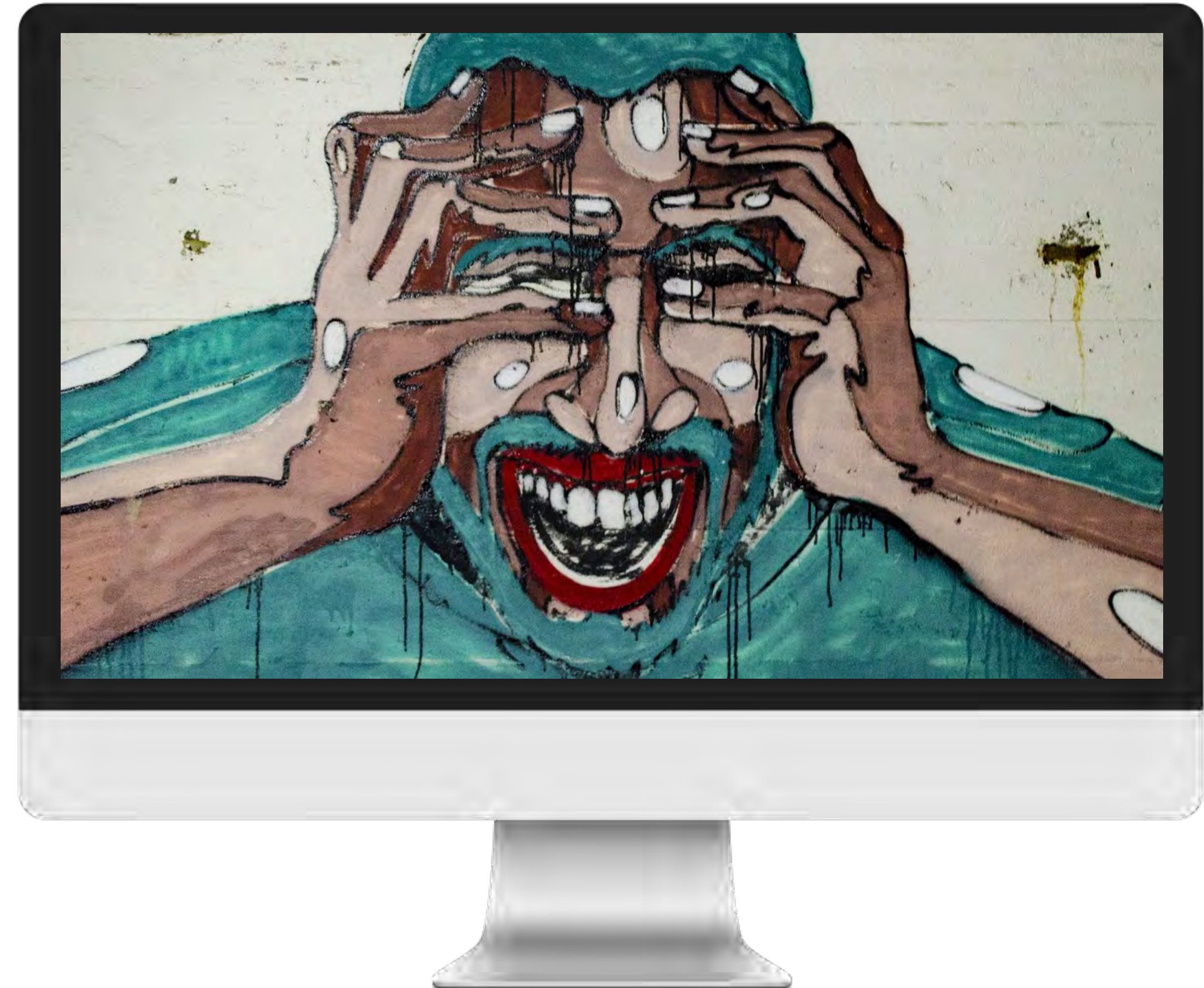


# LinkedIn Alt Text



# Prioritize and progress over time

- Start with new content
- Include in your budget
- Prioritize what you update





Emily Shuman

# Contact me.

I'm happy to help with any accessibility questions or problems you come across. Feel free to reach out!

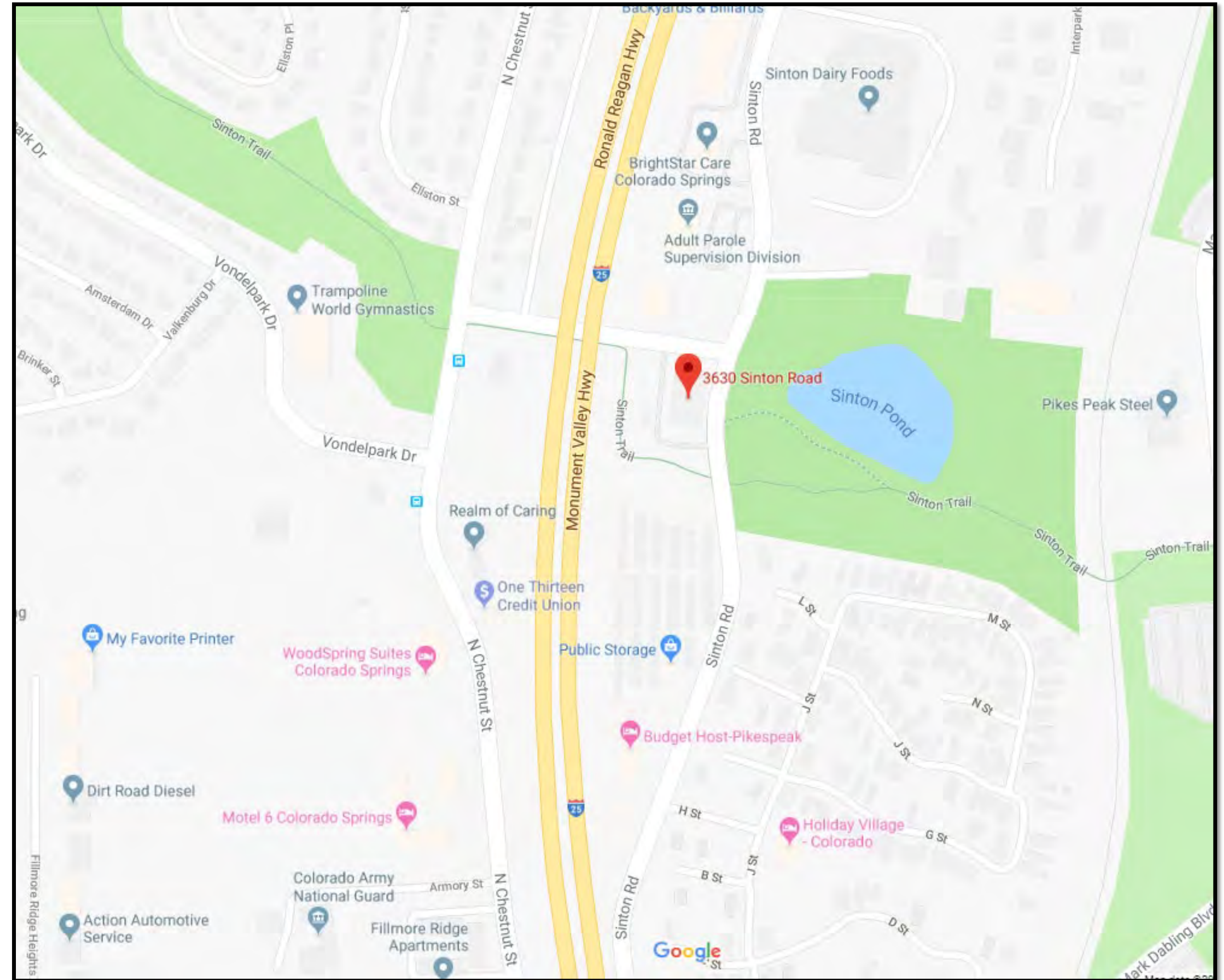
✓ **3630 Sinton Road, Suite 103**  
**Colorado Springs, CO 80907**

✉ **eshuman@mtc-inc.com**

🕒 **719-433-7637**



Search: Rocky Mountain ADA Center





Questions?