

Accessible Social Media

Tools for Life

Center for Inclusive Design and Innovation

College of Design | Georgia Tech

AT3 Webinar | February 2020

CREATING THE NEXT®

Today's Webinar



We Need Your Feedback



At the end of this webinar, please fill out the survey and provide us with feedback.

The link to the survey will be available at the end of this webinar session.

About Your Presenters

Danny Housley

- Assistive Technology Acquisition Manager for Tools for Life
- Formerly AT and Social Media Specialist at disABILITY Link in Atlanta, GA
- Worked at the CIL for 5 years
- Lifelong advocate
- Avid social media user



About Your Presenters (2)

Tori Holder

- Outreach Specialist for Tools for Life
- Background in Communication and Journalism
- Manages all Tools for Life social media platforms



Accessibility in Social Media

- Easier now that it used to be
- Invest in your content and invest in your followers
- Get to the important points
- It is YOUR responsibility!

**DON'T
PANIC**

Video

Best Practices for Video

- Captions
- ASL interpretation
- Audio description
- Avoid flashing/strobing imagery



Guidelines for Captioning

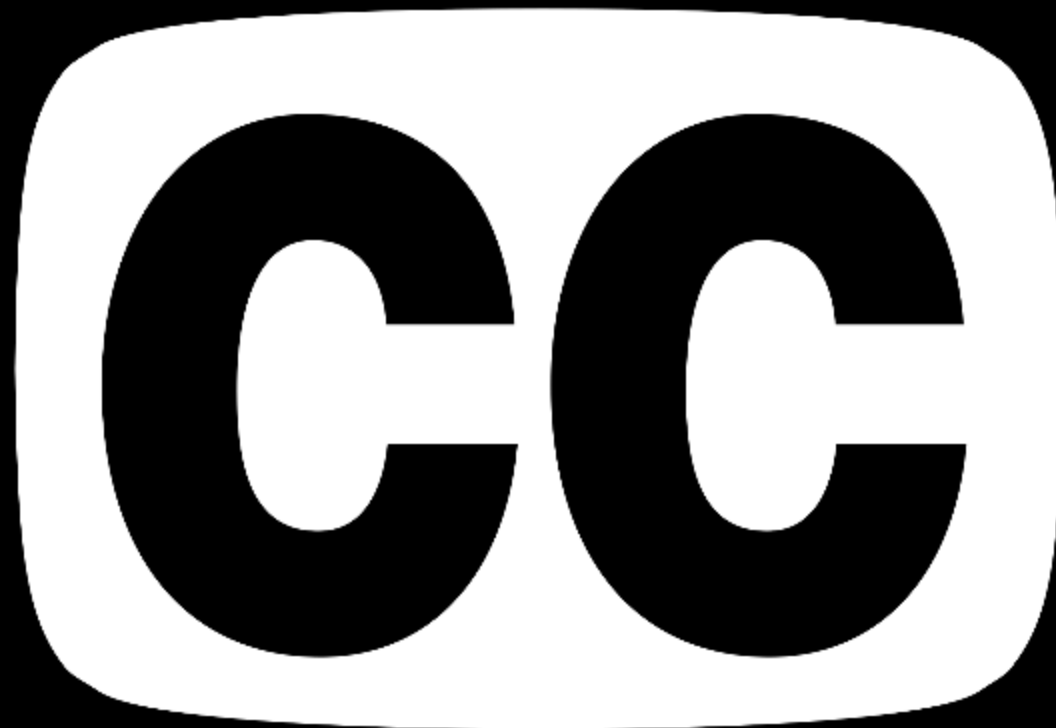
- Required for most media
 - A transcript can be provided for audio only items, like conference calls
- Captions are text synchronized with the video
- YouTube has made this very easy
- To “burn in” or not to “burn in?”

Remember:

Captions are useful for many people with and without hearing related disabilities.

More Captioning Tips

- Think about placement on the video
- Transparency
- Contrast
- Fonts
 - Sans-Serif
 - Avoid **BOLD** text
 - Avoid *Italicized* text



Audio Description Best Practices

- Don't over describe
- Use "quiet moments"
- Be objective
- "Talking head" videos don't need audio description
- Names and images should be described
- Text doesn't need description, as long as it's included in the speech



Audio Description + Captioning

<https://www.youtube.com/watch?v=SPoVZtoVbOo>

Audio Description

https://www.youtube.com/watch?v=O7j4_aP8dWA

Tools for Media Creation

- iMovie
- Adobe Premiere
- Final Cut Pro
- YouTube app
- Skill levels vary with each



Just Remember:

**DON'T
PANIC**

General Tips

- Videos can be easy to edit with the right tools
- Start small
- Make a transcript of any audio
- Use YouTube for quick and easy captioning
- Audio descriptions can be added as an extra soundtrack easily
- Don't be afraid to outsource, if the price is right

Pop Quiz



Question 1

Is sign language required for video accessibility?

Question 2

Can I post the video and have other people transcribe it for me?

Question 3

Should my audio description run the entire video?

Resources and Standards

- World Wide Web Consortium
 - <https://www.w3.org>
- Web Content Accessibility Guidelines
 - <https://www.w3.org/TR/WCAG20>
- Center for Inclusive Design and Innovation
 - <https://www.amacusg.gatech.edu>

Other (Accessible) Social Media

Facebook

- 1.66 billion people login daily
- Many posts are images with no description
- Automatic alt tagging is now available, but it is very basic and not always accurate
- Mobile app is easier to navigate than browser
- Takes trial and error to “get it right”
- Exposure varies based on the algorithm



Facebook Best Practices

- Don't post videos that are not captioned
 - Auto captions are an option, but these are not always accurate
- Edit alt text to images
 - Must be done after image is posted
- Don't post too much
- Experiment and use the analytics tools at your disposal
- Facebook Live can be problematic with accessibility

Twitter

- Easy to navigate with a screen reader
- Post as much as you like!
- Add image descriptions before posting
 - Once something is tweeted, it cannot be edited. You will have to delete and tweet again
- Posts are generally accessible, though linked items can be problematic
- Be sure to respond and interact with your followers



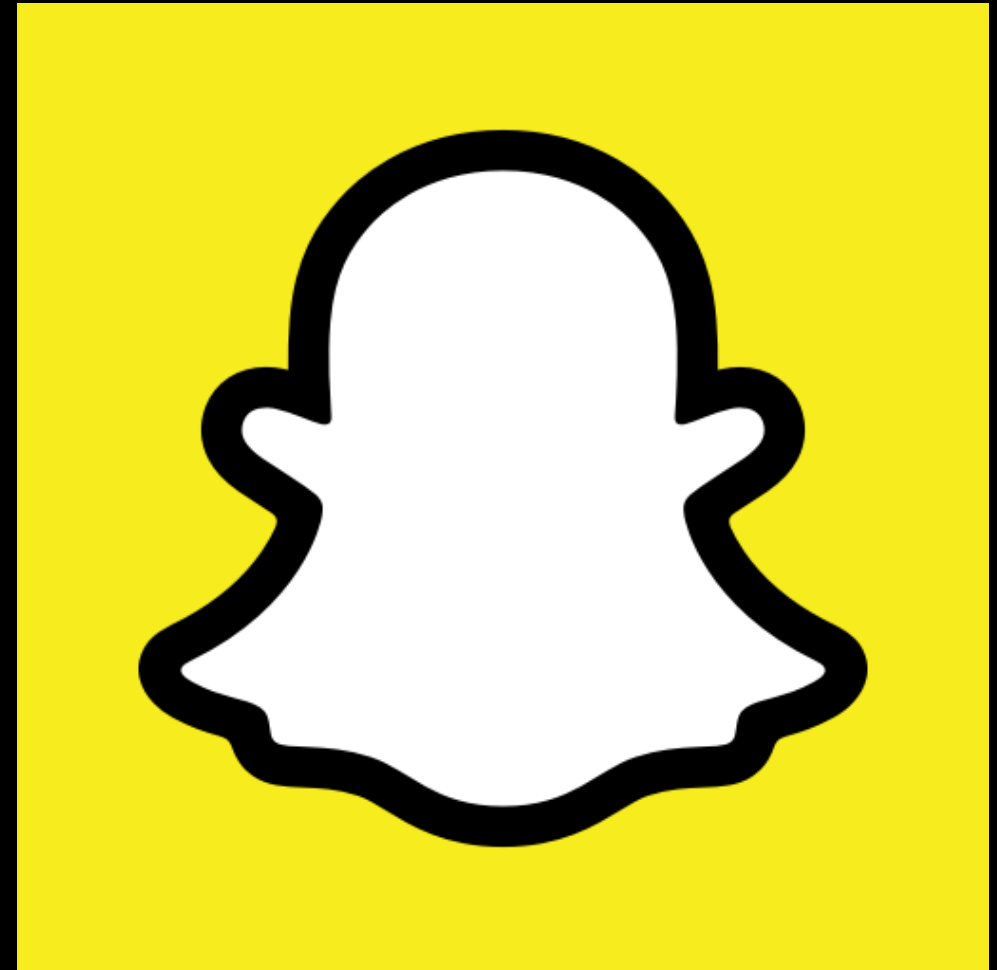
Instagram

- Mostly images and videos up to 60 seconds
- There is currently no way to add captions after posting
 - Transcribe spoken word in description of post
- Great way to share messages in ASL
- Alt text can be added after posting



Snapchat

- Images and 10-second videos
- Can make a “story”
- Accessibility can be problematic
 - Images and videos shared directly to contacts disappear instantly, and stories disappear after 24 hours
- No way of adding descriptions, captions, or other alternate access



Wordpress

- Can be very accessible
- Built-in alt text that is very easy to use
- Remember that if you share a video, be it is accessible!
- Blog posts are easily accessed visually or by screen readers for those with print disabilities



How Do I Create Content?

Tools for Social Media Content Creation



With the Right Tools

Social media can be accessible for both consumers and creators of content with the right tools and good practices!

Webinar Survey Link



Please follow this link for a survey and to provide feedback of today's webinar.

<https://www.surveymonkey.com/r/PHDG3ZF>

Questions?



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