Why Make Social Media Accessible? 4, 5

Individuals most in need of digital access unless we take simple steps to ensure content meets accessibility standards. Consider this:

• The World Health Organization (WHO) reports that 1 billion people have some form of disability.
• Different social media sites are easier to navigate for individuals with disabilities depending on the assistive technology in use.

Five, overarching functions of a body part. Partial or total loss of control or sensation.

Within this group, minority and low-income individuals in particular deem these forms of outreach as very important. Consider creating a routine digest of tweets (which is more accessible and easier to read than a busy timeline) that can be sent to email subscribers.

Three social media accessibility teams and share them with your followers. Be considerate depending on the assistive technology in use.

LinkedIn

• Make sure your content is consistent across platforms.

Vine & Instagram

• Vine videos can be embedded in a website where they can be captured and described with tools like the Player.

Pinterest

• Add alt text to your pins. It's a picture, video, audio file with the prefixes [PIC], [VIDEO], and [AUDIO].

Blogs

• Choose a blog template with a simple layout and few columns. Choose a blog template with a simple layout and few columns.

Sources


YouTube

• Reduce the size of music, sound effects, and backgound source, which may be problematic for people with hearing impairments.

• When possible, embed YouTube videos on your site with an accessible YouTube player that will not use captions by default.

• Ensure the video has closed captions and audio descriptions (or a link to a version that has audio descriptions). A full transcript with audio description is useful for people with hearing and visual impairments.

• You can automatically generate captions for videos less than 10 minutes long. However, the resulting captions may be inaccurate.

• Limit it to your own content or your source content.

Twitter

• Use plain text. Avoid hashtags.

• Use an accessible YouTube player that will use captions by default.

Where Can I Refer Others For Accessible Social Media Tools? 6

• Easy Rider is an accessible version of Twitter that provides consistent layout, verbier navigation, supports accessibility features, and is able to adapt to the screen size of the user's device.

• Add features like mouse navigation. It is supported on iOS, Android, and Windows. It is best to create your own captions or out-source captioning.

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• Different social media sites are easier to navigate for individuals with disabilities depending on the assistive technology in use.

• People with disabilities in using and creating accounts on various social media platforms.

What Types of Disabilities Should I Consider?

• Visual
• Motor
• Auditory
• Cognitive
• Speech

• Some visual impairments or voice loss that cannot be corrected with medical means.

• Partial or total loss of control or function of a body part.

• Impaired ability to receive, process, store, and/or provide information.

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• Auditory impairment, hearing loss, or deafness.

• Cognitive disabilities, learning disabilities, or processing impairments.

How do you make social media accessible?

We’re not alone. Five overwhelmingly “Golden Rules” of accessible social media content that apply to all channels.

Golden Rules of Social Media Accessibility

1. Be reachable. Add contact info to your profile such as a web address, phone number, and email address so users can reach your organization with questions.

2. Be redundant. Post content on multiple channels to provide many points of entry. Different social media sites are easier to navigate, but not universally so.

3. Be a source. Learn about the accessibility issues, tools, and tips from social media accessibility teams and share them with your followers. Periodically testing your content for accessibility is also helpful and can be done with built-in tools on most smart phones or computers.

4. Be spare. Write in plain language, and limit use of acronyms, hashtags, and abbreviations. Use Clear Contrast for titles—capitalize the first letter of compound words (as in #MyHealth360)—to make them easier to read for everyone.

5. Be considerate. Consider the user’s perspective. Information presented visually or aurally needs corresponding text components, such as alt text, text descriptions, captioning, transcripts, and audio descriptions. If you can’t make it accessible within the social media channel, provide it on your website so users can find it from the social media site to the accessible version.

Accessibility Tips for Social Media Channels

Facebook

• Post images online by adding descriptive photos to your posts.

• Provide links to your video channel within the description or comment section if the video isn’t accessible.

• Ensure your video channel is accessible by embedding closed captioning. Make sure if the content is inaccessible? Tell your audience with a brief statement, such as:

“the video is purely informative.”

• “The video auto starts and/or isn’t captiooned.”

• GIFs can trigger issues for individuals sensitive to flashing. If you use a flashing GIF, make sure the image doesn’t take up a large portion of the screen and any flashing occurs fewer than three times per second.

• Avoid using only uppercase for familiar acronyms.

CDC is a common, well-known acronym. However, divisions and centers within the CDC are not familiar to most users. Without the full name some technology, like a screen reader, will read the full name and the acronym, so the user can associate the two.

Twitter

• Ensure consistent profile layout to have strong color contrast between the background, profile image, and logo information.

• Add profiles when sharing multimedia content to provide clarity. Use [PIC], [VIDEO], and [AUDIO] for media files.

• Use a tweet as a description to provide content and link to an accessible version of the reference.

• If a tweet or @mention can’t be written into the text in an accessible way, place them at the end. Defining any confusing elements with the end increases comprehension of the Twee.

• Use descriptive link text in video captioning to indicate audio (e.g. music, tone of voice, sound effects) and visual elements (e.g., text, actions within a scene by an individual).

LinkedIn

• Add alt text to your logo and any flashing occurs fewer than three times per second.

• GIFs can trigger issues for individuals sensitive to flashes. If you use a flashing GIF, make sure the image doesn’t take up a large portion of the screen and any flashing occurs fewer than three times per second.

• Provide descriptive link text to every image.

• Use descriptive link text to every image.

• [Pic] indicates a picture, video, or audio file with the prefixes [PIC], [VIDEO], and [AUDIO].

• Add alt text to your pin. It’s a picture, video, audio file with the prefixes [PIC], [VIDEO], and [AUDIO].

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