



# Creating Accessible Social Media for All Users

9/13/16

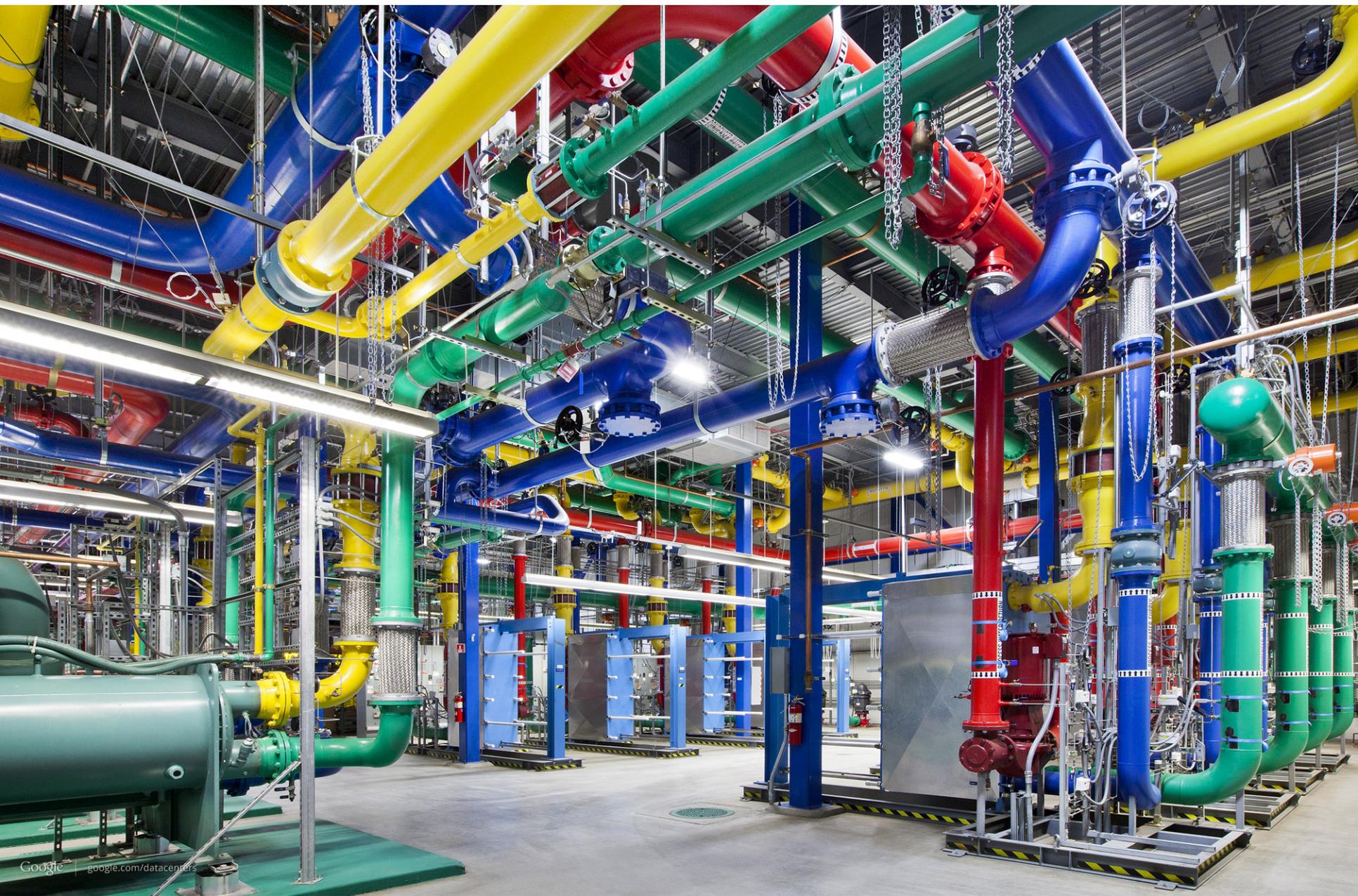
Jay Wyant

Chief Information Accessibility Officer

and

Jennie Delisi

Accessibility Analyst



# Users and Tools

- WebAIM's annual screen reader survey
- Maturing mobile
- Generational gap?

# Social Media - NOAA

“Social media provides a platform from which **content transforms into community.**”

-From [National Oceanic and Atmospheric Administration’s Social Media webpage](#)

# Social Media

## Definition/Scope for Today:

- Online communication tools
  - Chat: Facebook, Twitter, Yammer
  - Image: Instagram, Snapchat
  - Video: YouTube, Periscope
  - Network: LinkedIn
- Not covered in today's session
  - Wikis, Lync and online collaboration tools
  - E-mail (except when related to social networks)



# State of Minnesota Accessibility Standard

## MN Accessibility Standard

#Section508

#WCAG 2.0 AA

- Rehabilitation Act of 1973: [Section 508 \(section508.gov/\)](http://section508.gov/)
- [Web Content Accessibility Guidelines 2.0 \(www.w3.org/TR/WCAG/\)](http://www.w3.org/TR/WCAG/)
- [MN.IT Accessibility Webpage \(www.mn.gov/mnit/accessibility\)](http://www.mn.gov/mnit/accessibility)
  - Information technology products and services
    - Creation and use, purchasing, for vendors

# Governor Dayton's Executive Orders

[Executive Order 14-07](#) - Implementing Plain Language in the Executive Branch

[Executive Order 14-14](#) - Providing for Increased State Employment of Individuals with Disabilities



The screenshot shows the website for the Office of Governor Mark Dayton & Lt. Governor Tina Smith. The header includes the text "Office of Governor Mark Dayton & Lt. Governor Tina Smith" and the State of Minnesota logo with the motto "L'Étoile Du Nord". A navigation menu contains links for HOME, ABOUT, BLOG, NEWSROOM, RESOURCES, APPOINTMENTS, and CONTACT US. Below the menu, a breadcrumb trail reads "Home > Resources > Executive Orders". A "Resources" sidebar lists "Executive Orders", "Archives", "Flags at Half Staff", "Proclamations", and "Legislative Tracker". The main content area features a photograph of Governor Mark Dayton signing a document, with the text "Executive Orders" overlaid on the bottom right. Below the photo, a caption reads: "Here you can view executive orders issued by Governor Mark Dayton."

# Office of Accessibility

- Legislative allocation
- Policies, standards, best practices
- Training, resource coordination
- Awareness

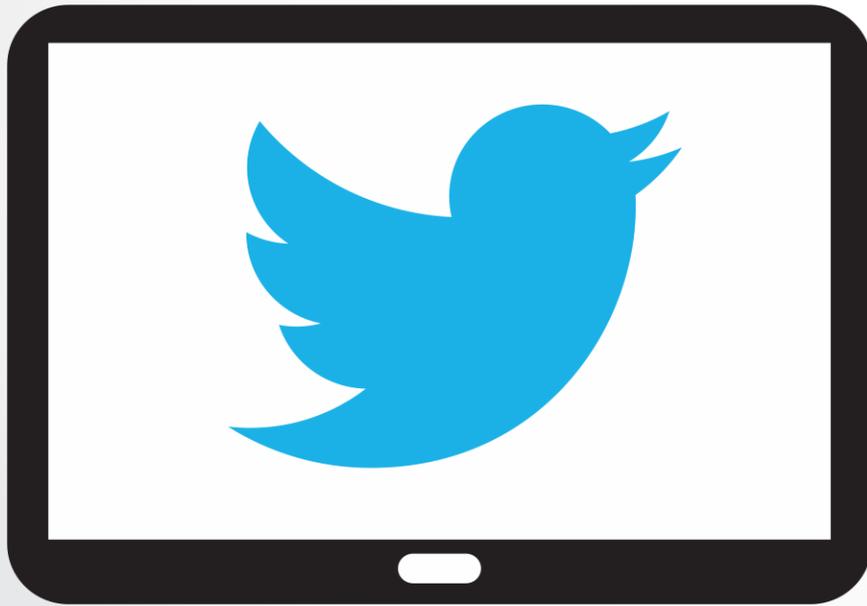


# Vendor Dependency

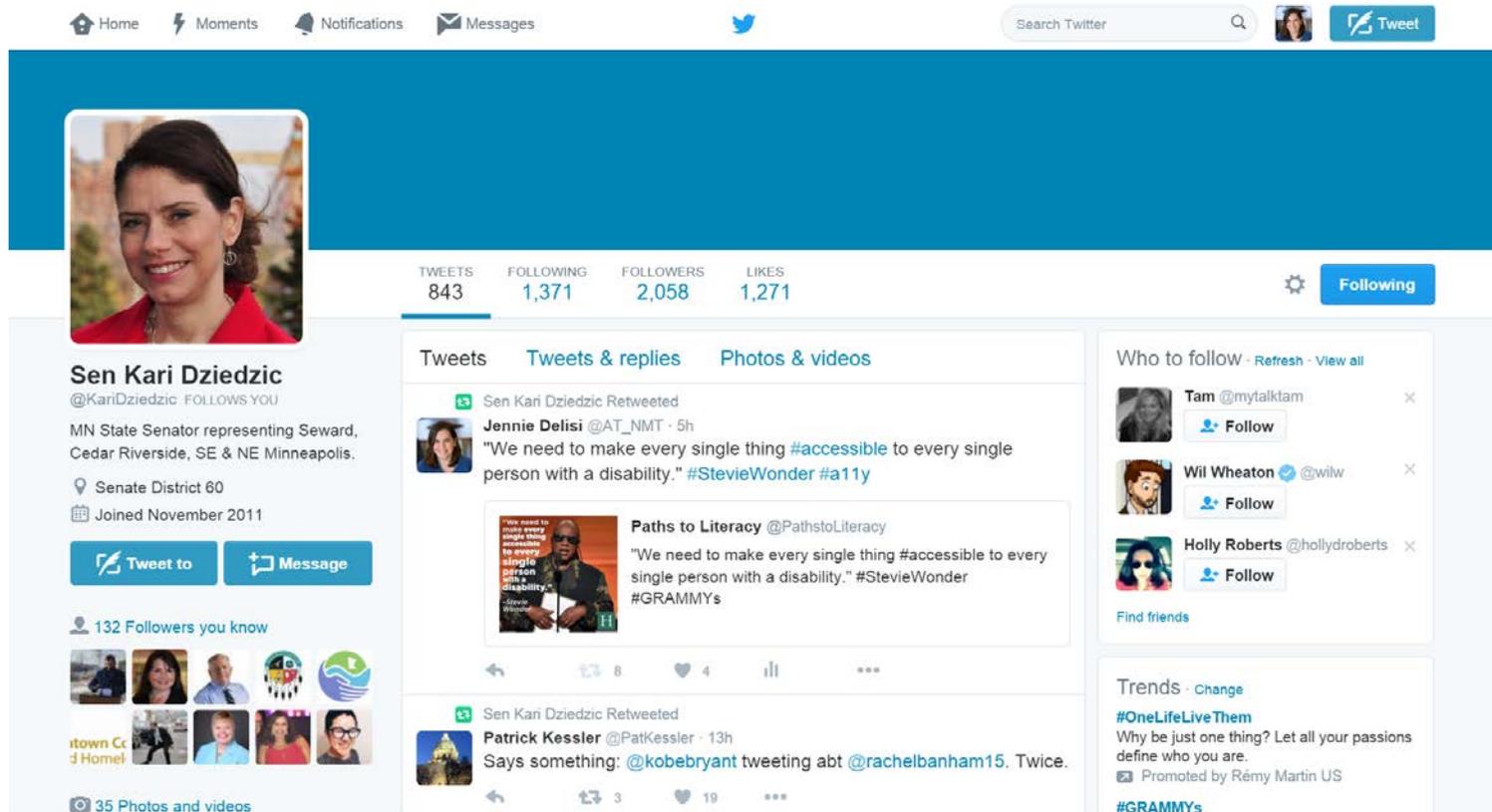
- Proprietary containers
  - Rapid development/deployment
  - Limited development environment
- Audience outreach vs. accessibility challenge
  - Should we stop using a channel?

# What We Did

- Local tech conference
  - Assembled a team
  - Created a social media page
  - Established a dialog with other social media creators
- Compared hacks with built-in accessibility
- Fundamental a11y rules apply, but implementation varies



# Social Media as a Way to Connect & Engage

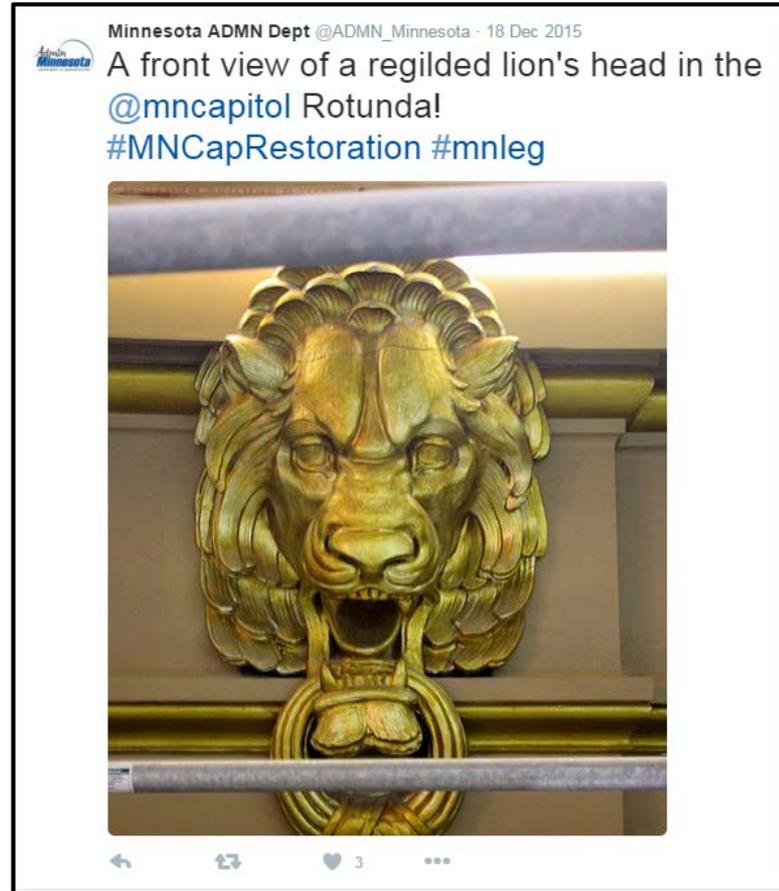


The screenshot shows a Twitter profile for Sen Kari Dziedzic (@KariDziedzic). The profile includes a profile picture of a woman with dark hair, a bio identifying her as the MN State Senator for Seward, Cedar Riverside, SE & NE Minneapolis, and her district (Senate District 60). It also shows she joined in November 2011 and has 132 followers. The main content area displays two tweets. The first is a retweet by Jennie Delisi (@AT\_NMT) from 5 hours ago, quoting a tweet by Paths to Literacy (@PathstoLiteracy) that says, "We need to make every single thing #accessible to every single person with a disability." #StevieWonder #a11y. The second tweet is a retweet by Patrick Kessler (@PatKessler) from 13 hours ago, saying, "Says something: @kobebryant tweeting abt @rachelbanham15. Twice." The right sidebar shows a 'Who to follow' section with users like Tam (@mytalktam), Wil Wheaton (@wilw), and Holly Roberts (@hollyroberts), and a 'Trends' section for #OneLifeLiveThem and #GRAMMYS.

# Alternative Access – Quick Overview

Your audience accesses your content and joins the conversation many different ways:

- Keyboard only (no mouse)
- Voice input software and apps
- Alternative mice and keyboards (e.g. Eyegaze, switches)
- Refreshable Braille Display
- A variety of text to speech tools
- And, some may use apps like [EasyChirp](#)



## Visual content described in posting

Minnesota Department of Administration Twitter Photo

# Basic Accessibility Concepts

- Use styles/structure when possible
  - Heading 1, Heading 2
- Use CamelCase
- Put hyperlinks and extra hashtags at end of post
- Use brief hyperlinks when possible
- Consider using [PIC], [VIDEO], [AUDIO], “ALT to come”



Minnesota ADMN Dept @ADMN\_Minnesota · Aug 12

Students: Want to be part of our small but tenacious Communications Team? You have until Aug. 22 to apply! [bit.ly/2b4idJb](https://bit.ly/2b4idJb)  
[#jobs](#)

## Hyperlink and Hashtag at end of post

Minnesota Department of Administration Twitter Post

# Basic Accessibility Concepts 2

- Check your color contrast
- OK to magnify 200%?
- Include information on who to contact if having difficulty accessing the information
- Think through personas



*Minnesota*  
Department of Employment and Economic Development

**Minnesota Department of Employment and Economic Development**  
 Government Administration  
 1001-5000 employees

[Home](#)



The Minnesota Department of Employment and Economic Development (DEED) is the state's principal economic development agency.

DEED programs promote business recruitment, expansion, and retention; international trade; workforce development; and community development.

**Specialties**  
 workforce development, economic development, business recruitment, business expansion, business growth, international trade, community development, business retention

<b>Website</b> <a href="http://mn.gov/deed">http://mn.gov/deed</a>	<b>Industry</b> Government Administration	<b>Type</b> Government Agency
<b>Headquarters</b> 332 Minnesota St. Suite E200 St. Paul, MN 55101 United States	<b>Company Size</b> 1001-5000 employees	

## Can They Find You If They Have Questions?

Minnesota Department of Employment and Economic Development's LinkedIn Profile Page

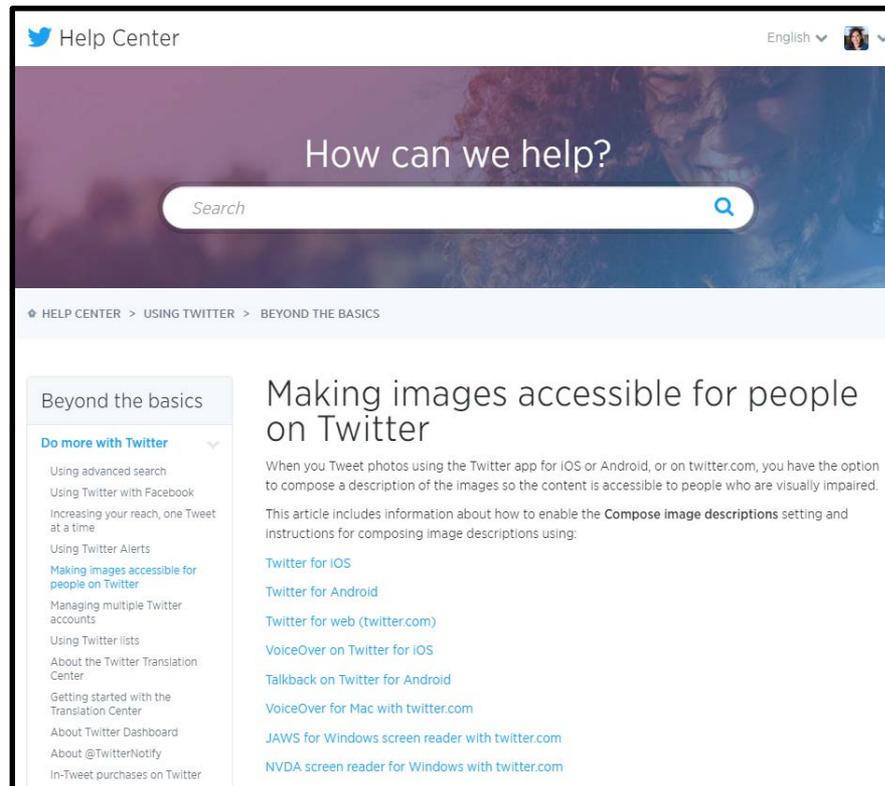
- Web and physical address listed

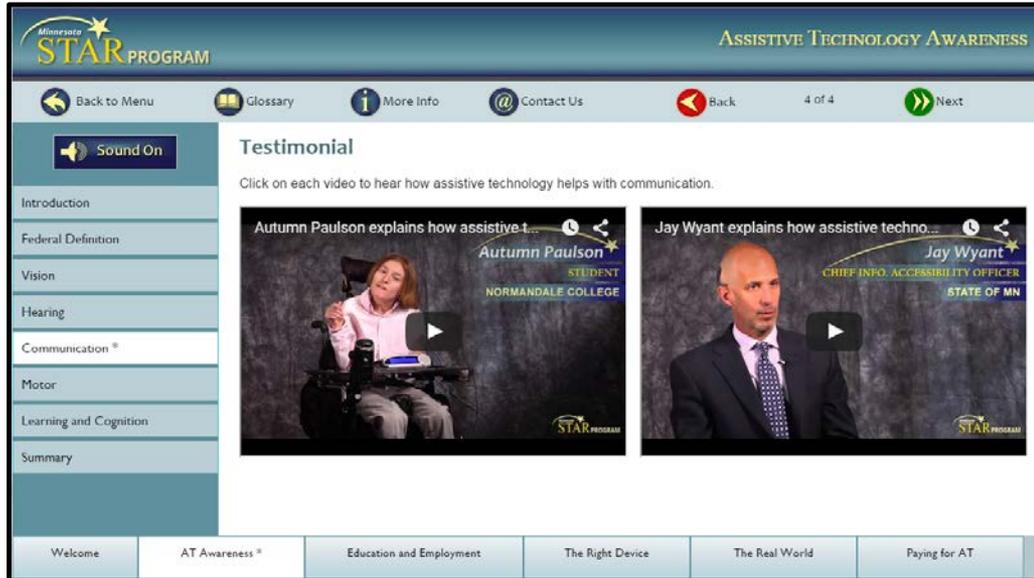
# Sometimes You Need an A11y Hack

- Use alternative text – container constraints
  - Hacks include: describe in post, website
- Use videos that have captions, add transcripts, avoid autoplay
  - Hack: post video and transcript on website
- Sometimes no test environment – posts and banners
  - Hacks:
    - Fake/Test accounts
    - Post things while testing then pull them down

# Twitter Has Image Descriptions!

- Can add alt text/image descriptions to Tweets





The screenshot shows the Minnesota STAR Program website. At the top, it says "ASSISTIVE TECHNOLOGY AWARENESS". Below that is a navigation bar with buttons for "Back to Menu", "Glossary", "More Info", "Contact Us", "Back", "4 of 4", and "Next". On the left is a sidebar menu with a "Sound On" button and categories like "Introduction", "Federal Definition", "Vision", "Hearing", "Communication\*", "Motor", "Learning and Cognition", and "Summary". The main content area is titled "Testimonial" and includes the text "Click on each video to hear how assistive technology helps with communication." Below this are two video thumbnails. The first thumbnail shows Autumn Paulson, a student at Normandale College, in a wheelchair using a communication device. The second thumbnail shows Jay Wyant, Chief Info. Accessibility Officer at the State of MN.



The screenshot shows a YouTube video player. The video title is "Autumn Paulson explains how assistive technology helps with communication." The video shows Autumn Paulson, a student at Normandale College, in a wheelchair using a communication device. The video player includes a search bar, a play button, and a progress bar. Below the video, there is a description, a "Subscribe" button, and a view count of 129 views.

## Autoplay is not for Everyone

Minnesota STAR Program's YouTube Videos are hosted on their website and they can use that link in their social media postings.

If linking to YouTube directly, let visitors know they are going to a video.

# Scheduling Posts

- Social Media Management/Scheduling Tools:  
can't schedule image descriptions
  - Apps and software like Hootsuite, Tweetdeck
  - “due to Twitter's API limitation for third party apps”
  - Still need to “hack” alt text
- Update to one interface does not equal update to all!

# Karl Groves' Awesome Alt



**Karl Groves** @karlgroves · 6m  
When everyone wonders how Trump got so popular we can all point the finger at news outlets like @CNN

**CNN politics** 2016 Washington Nation World Our Team

**Romney implores: Bring down Trump**

**Trump's next contest: Win the GOP**

**What to watch for at Thursday's Republican debate**

**Karl Groves** @karlgroves  **Following**

alt for last tweet: screenshot of CNN politics page showing Trump's face & name about 5 times. (3 more headlines with his name not shown)

# Why use plain language?

- Important for accessibility
- Shorter messages lead to higher engagement
- A clear purpose doubles as an effective call to action
- Avoid technical jargon
- Translate difficult topics for non-experts
- Write for the platform



## Translate difficult topics for non-experts

Minnesota Department of Public Safety's Facebook Album Photo doesn't assume you have lived in Minnesota your entire life. Message is also easily understood if using Text to Speech.



## Images that Support Text for Those with Reading Challenges

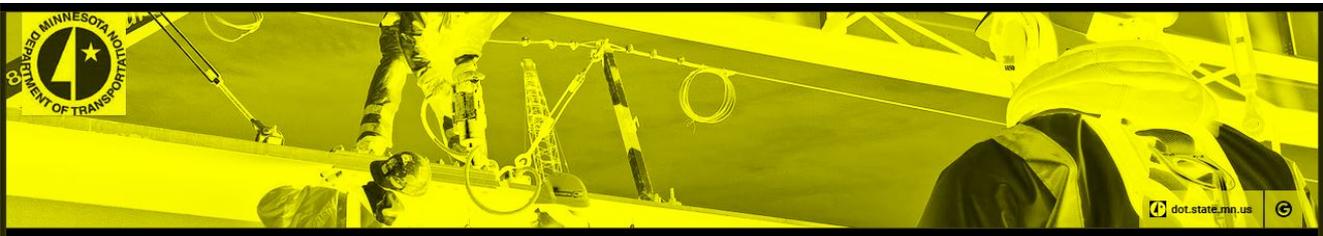
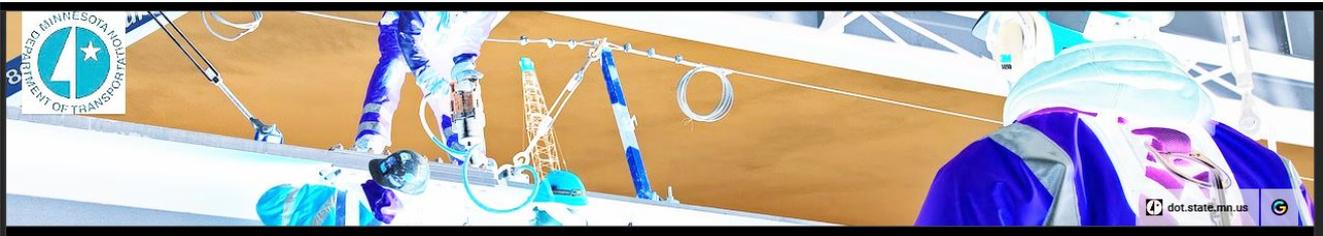
Minnesota Department of Agriculture's Facebook post uses the link's preview image to support text.

# Social Media Profile Banners

- Most do not have options for alt tags
- Don't use embedded text or pictures of text (unless the information is available elsewhere on the page)
- Some sites automatically import social media icons
  - Ensure high contrast on the banner where your social media icons will appear
- Some have overlaying text with predetermined placement and colors, i.e. name of your agency/program

# Hyperlinks

- Check text color against background colors of each site to ensure high contrast when possible
- A link in your social media posts does not always visually represent its 3 activity stages
  - Technology changes = Test often!



**Can you make out the logo and the website address in all color schemes?**

Department of Transportation YouTube Profile Photo



**Minnesota Department of Health**

*Protecting, maintaining, and improving the health of all Minnesotans*

**MDH**

**MDH** @mnhealth  
Minnesota Department of Health is the state's lead public health agency, responsible for protecting, maintaining and improving the health of all Minnesotans.

St. Paul, Minnesota  
[health.state.mn.us](http://health.state.mn.us)  
Joined March 2009

[Tweet to MDH](#)

TWEETS 5,161 FOLLOWING 909 FOLLOWERS 8,125 FAVORITES 270 LISTS 1

Tweets Tweets & replies Photos & videos

**MDH** @mnhealth · 1h  
Thank you to all the MN #Midwives who play a vital role in #NewbornScreening. #midwivesmakeadifference

Who to follow · Refresh · View all

-  Alzheimers Foundat'n @al...
-  Daniel Cornwall @DanielCo...
-  Johan Ramon @johan\_ramon

[Find friends](#)

Trends [Change](#)

## Text in Banner Art Available Elsewhere

Minnesota Department of Health's Twitter Profile Banner art includes text, but same text appears in other places on the profile page.

## **Challenging Content: 25<sup>th</sup> Anniversary Americans with Disabilities Act (ADA) Infographic**

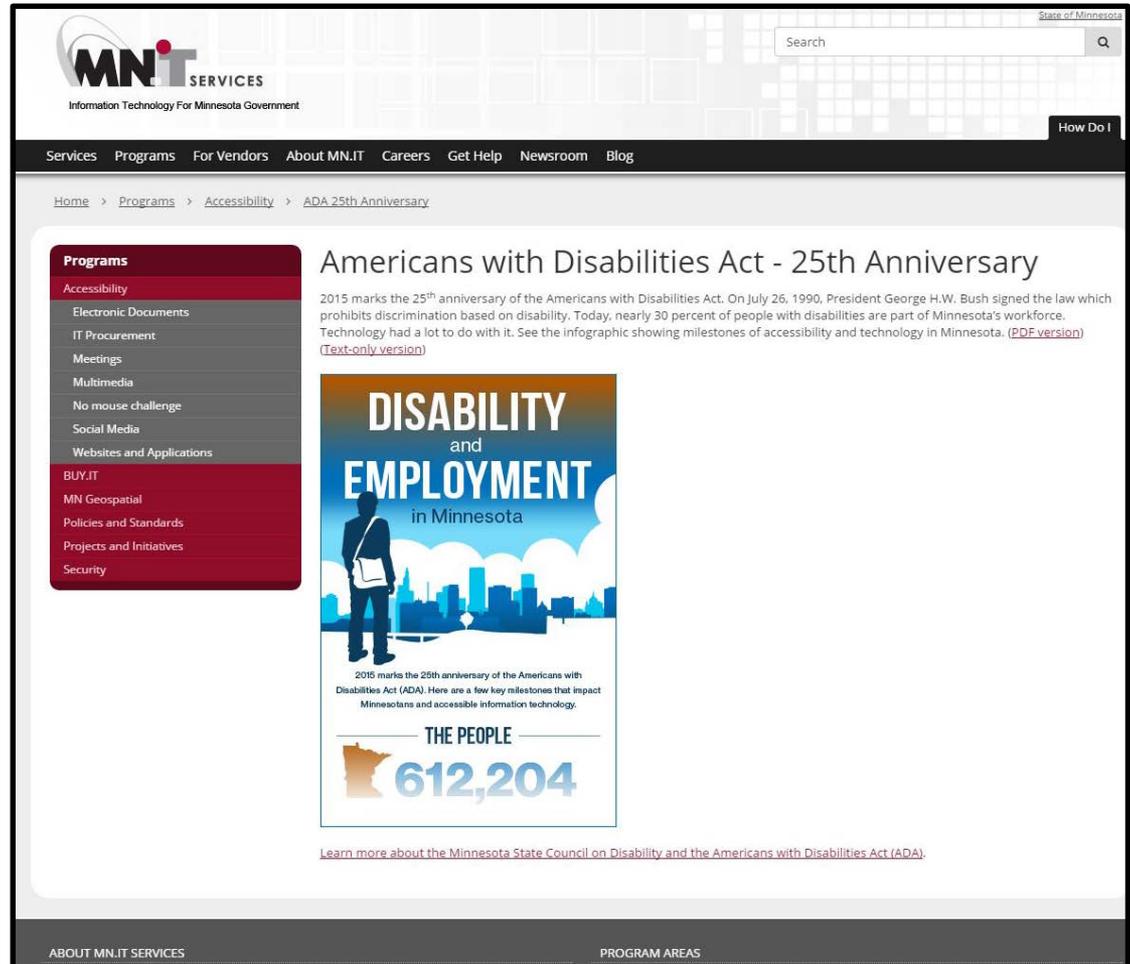
- The People
- The Law
- Employment Myth
- Technology Timeline
- Accessibility Tips



2015 marks the 25th anniversary of the Americans with Disabilities Act (ADA). Here are a few key milestones that impact Minnesotans and accessible information technology.

# Content on Website

- All infographic information hosted here
  - text-only and tagged PDF options
  - Alt text retained
- More chance for posts by others to include built-in accessibility
- Promotes other Office of Accessibility resources



The screenshot displays the MN.IT Services website. At the top, the logo for MN.IT SERVICES is visible, along with a search bar and a 'How Do I' button. The main navigation menu includes links for Services, Programs, For Vendors, About MN.IT, Careers, Get Help, Newsroom, and Blog. The breadcrumb trail shows the path: Home > Programs > Accessibility > ADA 25th Anniversary.

The main content area features a sidebar on the left with a 'Programs' menu. The 'Accessibility' section is highlighted, containing links for Electronic Documents, IT Procurement, Meetings, Multimedia, No mouse challenge, Social Media, Websites and Applications, BUY.IT, MN Geospatial, Policies and Standards, Projects and Initiatives, and Security.

The main heading is 'Americans with Disabilities Act - 25th Anniversary'. Below it, a paragraph of text reads: '2015 marks the 25<sup>th</sup> anniversary of the Americans with Disabilities Act. On July 26, 1990, President George H.W. Bush signed the law which prohibits discrimination based on disability. Today, nearly 30 percent of people with disabilities are part of Minnesota's workforce. Technology had a lot to do with it. See the infographic showing milestones of accessibility and technology in Minnesota. ([PDF version](#)) ([Text-only version](#))'.

The infographic, titled 'DISABILITY and EMPLOYMENT in Minnesota', shows a silhouette of a person walking towards a city skyline. Below the infographic, text states: '2015 marks the 25th anniversary of the Americans with Disabilities Act (ADA). Here are a few key milestones that impact Minnesotans and accessible information technology.' At the bottom of the infographic, it says 'THE PEOPLE 612,204'.

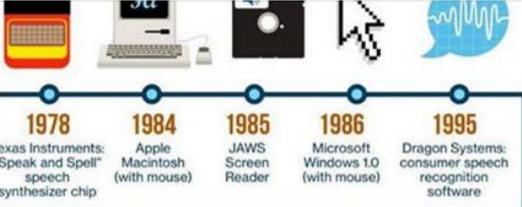
At the bottom of the page, there is a link: [Learn more about the Minnesota State Council on Disability and the Americans with Disabilities Act \(ADA\).](#)

# Postings Varied by Platform and Audience

- Length of posting
- Content focus
- Consistently linked back to webpage

**MN.IT Services**  
Published by DJ Hamm [?] · July 26 ·

We created an infographic to illustrate how accessible technology has changed throughout the years.  
Visit our ADA page to view the entire infographic: <http://bit.ly/1JBgvpl>



**ADA 25th Anniversary [Infographic]**  
MN.GOV

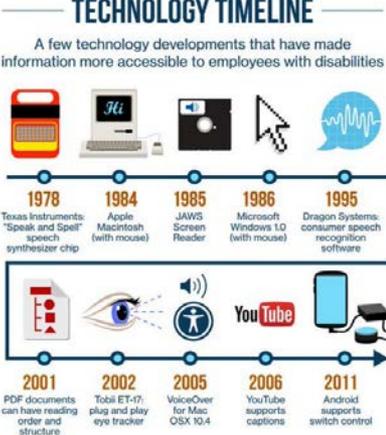
76 people reached Boost Post

Like Comment Share Hootlet

**MN.IT Services**  
@MNIT\_Services

We created an infographic to illustrate how Accessible Technology has changed.  
[bit.ly/1JBgvpl](http://bit.ly/1JBgvpl)

**TECHNOLOGY TIMELINE**  
A few technology developments that have made information more accessible to employees with disabilities



**MN.IT Services**  
Information Technology and Services  
1001-5000 employees

Home Analytics Notifications

**MN.IT Services** The Office of Accessibility, a program of MN.IT Services, joins the 25th anniversary celebration of the Americans with Disabilities Act. Check out our accessible infographic page looking back at technology and employment in Minnesota. Visit the ADA Page: <http://bit.ly/1JBgvpl> (By the way, converting this from an illustrator format to an accessible PDF is not an easy task.) less

**ADA 25th Anniversary**  
bit.ly - 2015 marks the 25th anniversary of the Americans with Disabilities Act. On July 26, 1990, President George H.W. Bush signed the law which prohibits discrimination based on disability. Today, nearly 30 percent of people with disabilities are part of...

Organic  
Targeted to: All Followers

987 impressions    6 clicks    7 interactions    1.32% engagement

Sponsor update

Like (5) · Comment · 3 months ago

Marleen Lundberg, MBA, Robyn Riley +3

Add a comment...

# Accessibility Quick Cards

- Created cards for different needs
  - Added a social media card
- Accessible PDF available for download





# Facebook Birthday Video (no captions or audio description)

## Audio description:

- Facebook video of birthday cake and messages from postings with birthday wishes. Starts with cake being "plugged in". Cake lights up. Text displays "Hey David, the party's not over." Different messages begin to display on parts of the cake, rate of message display becomes shorter/faster. Cake's candle is lit, with birthday greetings from Facebook on top of cake. Top of cake rises like a rocket. Balloon appears with like symbol from Facebook (thumbs up).

# Key Issues

- Collaborate on terms of services
- Staying current
  - New technologies
  - Compromise reach vs. accessibility?



# Thank you!

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