

Connect to All of Your Community: Engaging and Accessible Social Media

Minnesota IT Services (MNIT)

MNIT's Experts



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@mnit_services

for opportunities to engage with this presentation on Twitter!

Digital Accessibility Standard

[State of Minnesota's Digital Accessibility Standard](https://mn.gov/mnit/government/policies/accessibility/)
(<https://mn.gov/mnit/government/policies/accessibility/>)

- Includes WCAG 2.0 A and AA
- Applies to social media because it is digital content
- Considerations specific to:
 - Text (links, structures)
 - Images
 - Videos

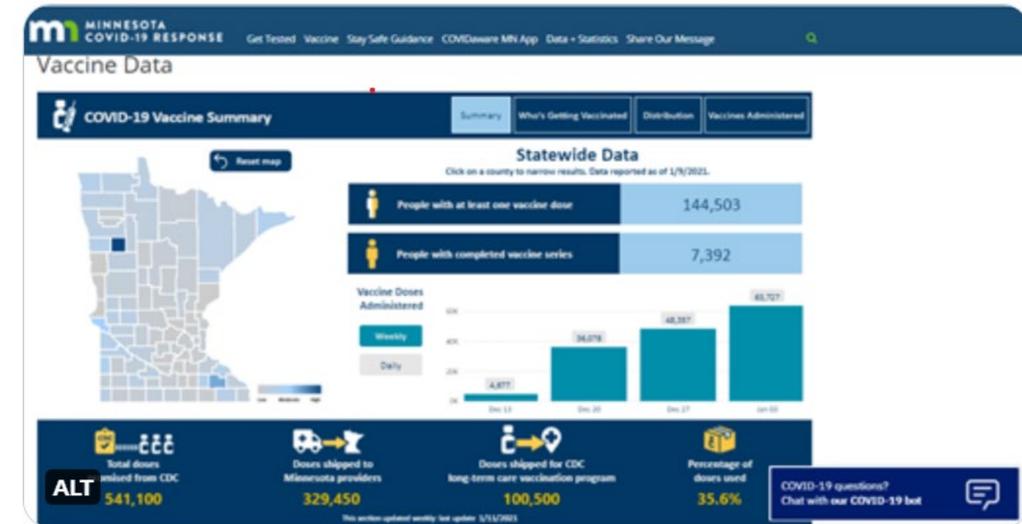


Magnification options:

- Section
- Entire window
- “Lens”

Considerations:

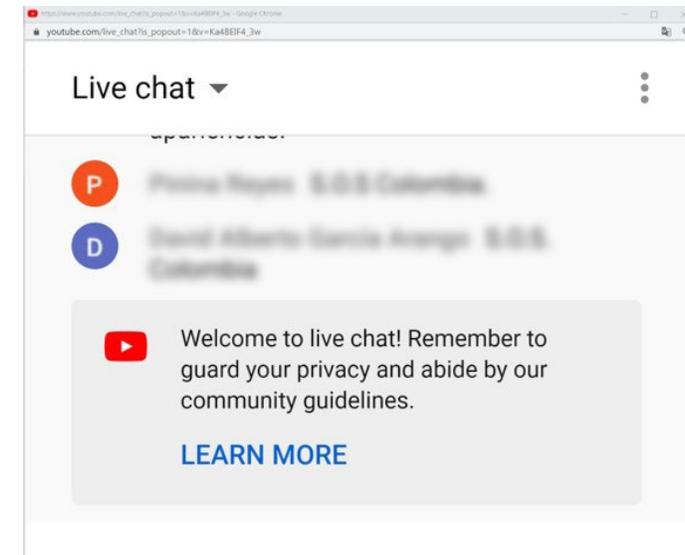
- Quality of graphics
- Graphics within a video
- Ability of channel to support magnification of specific images
- Interactive events: can chat be controlled separately from the Live Stream window? Devices used for joining.



4:12 PM · Feb 11, 2021 · Twitter Web App

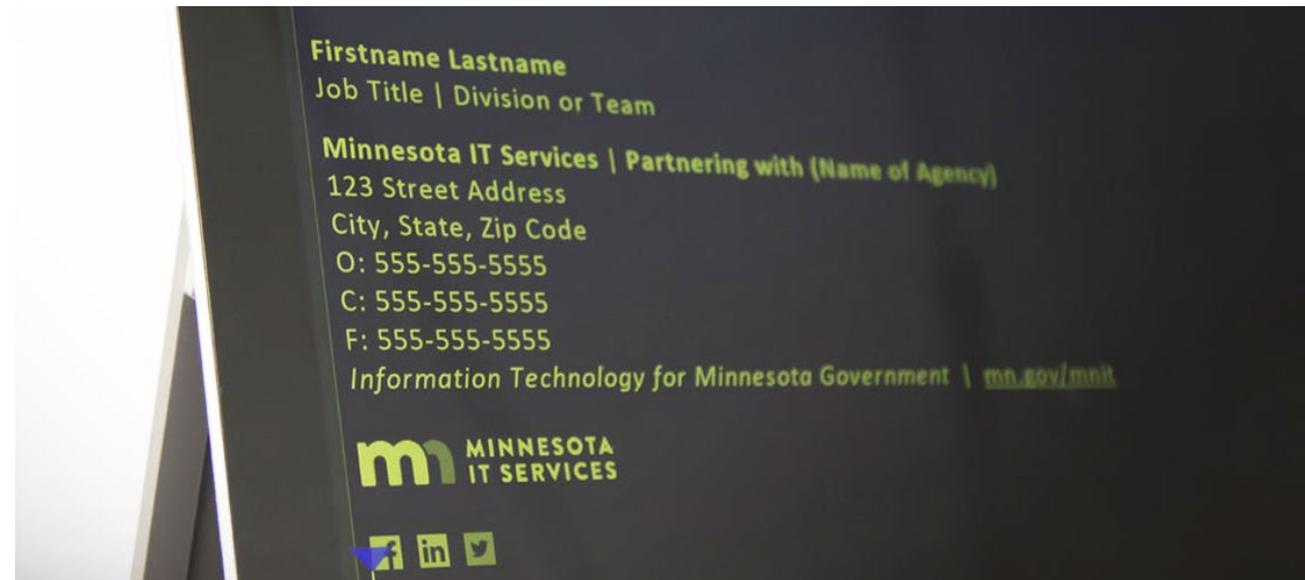
Magnification Examples

- YouTube live event, and want to follow the comments (on a phone, on a desktop – 1 or 2 monitors)
- Desktop example: option to pop-out chat, can magnify both separately



Color Scheme Changes

- Yellow on black
- High contrast themes
- Adjusting for color deficiencies



Color Scheme Example

Consider emojis/emoticons in different color schemes



Right Arrow



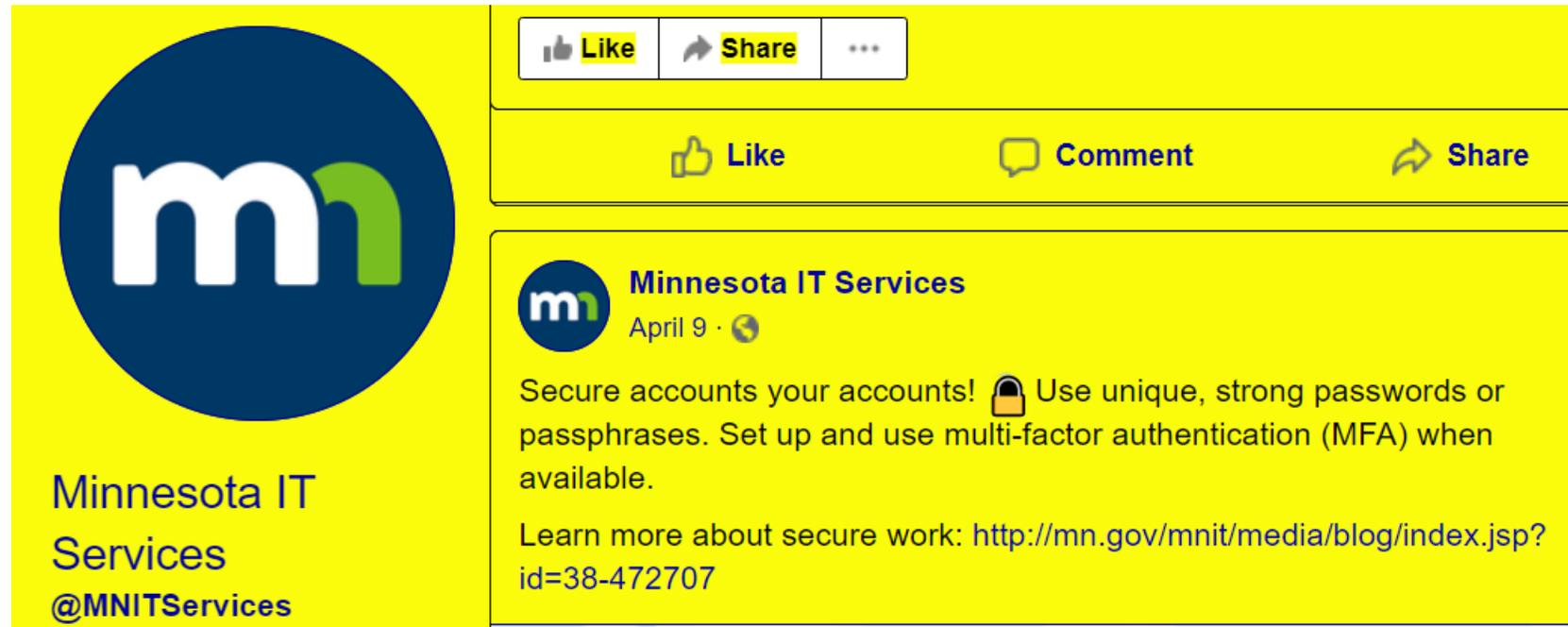
Police Car Light



Kissing Face



Backhand Index
Pointing Down



A screenshot of a social media post from Minnesota IT Services. The post features a yellow background. On the left is a circular profile picture with a dark blue background and a white 'm' logo with a green accent. Below the profile picture, the text reads 'Minnesota IT Services' and '@MNITServices'. To the right of the profile picture are three buttons: 'Like', 'Share', and a three-dot menu. Below these buttons are three more buttons: 'Like', 'Comment', and 'Share'. The main text of the post reads: 'Secure accounts your accounts! 🔒 Use unique, strong passwords or passphrases. Set up and use multi-factor authentication (MFA) when available.' Below this text is a link: 'Learn more about secure work: <http://mn.gov/mnit/media/blog/index.jsp?id=38-472707>'.

“Alternative Access” Methods

Alternative Access =

ways to use your computer or mobile device
without a traditional keyboard and/or mouse.

- Voice input, example: Dragon Naturally Speaking
- Switches
- Eye gaze



“Alternative Access” Bad Tweet Example

← Tweet

 Jennie Delisi
@AT_NMT

MT @MNIT_Services: @StateTech Magazine featured our #NoMouseChallenge in an article today!
bit.ly/1Jc3Xsc #GAAD #a11y #accessibility



Minnesota State Employees Spend 15 Minutes Without a Mouse
The North Star state's employees take the “No Mouse Challenge” to gain awareness of technology accessibility.
statetechmagazine.com

9:33 AM · May 29, 2015 · Twitter Web Client

||| View Tweet activity

5 Retweets 3 Likes

Make it easy to get to
the call to action

Jennie of 2015:

← Tweet

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statetechmagazine.com

9:33 AM **12** 29, 2015 · Twitter Web Client

||| View Tweet activity

5 Retweets 3 Likes

Better “Alternative Access” Tweet Example

Goal: Make it easy to get to the call to action

Jennie of 2021:

← Tweet

Jennie Delisi
@AT_NMT

Fun part of today's [#mEnabling21](#) presentation: [@samspearsevans](#) providing audio description and music for a slide show playing during the break. Great example of accessibility leadership! [#a11y](#)

11:24 AM · Apr 21, 2021 · Twitter Web App

||| View Tweet activity

1 Retweet 2 Likes

🗨️ ↻ ❤️ ↗️

← Tweet

Jennie Delisi
@AT_NMT

Fun part of today's [#mEnabling21](#) presentation: [@samspearsevans](#) providing audio description and music for a slide show playing during the break. Great example of accessibility leadership! [#a11y](#)

11:24 AM 5 21, 2021 · Twitter Web App

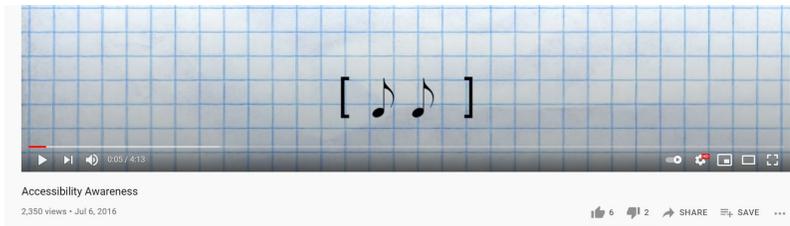
||| View Tweet activity

1 Retweet 2 Likes

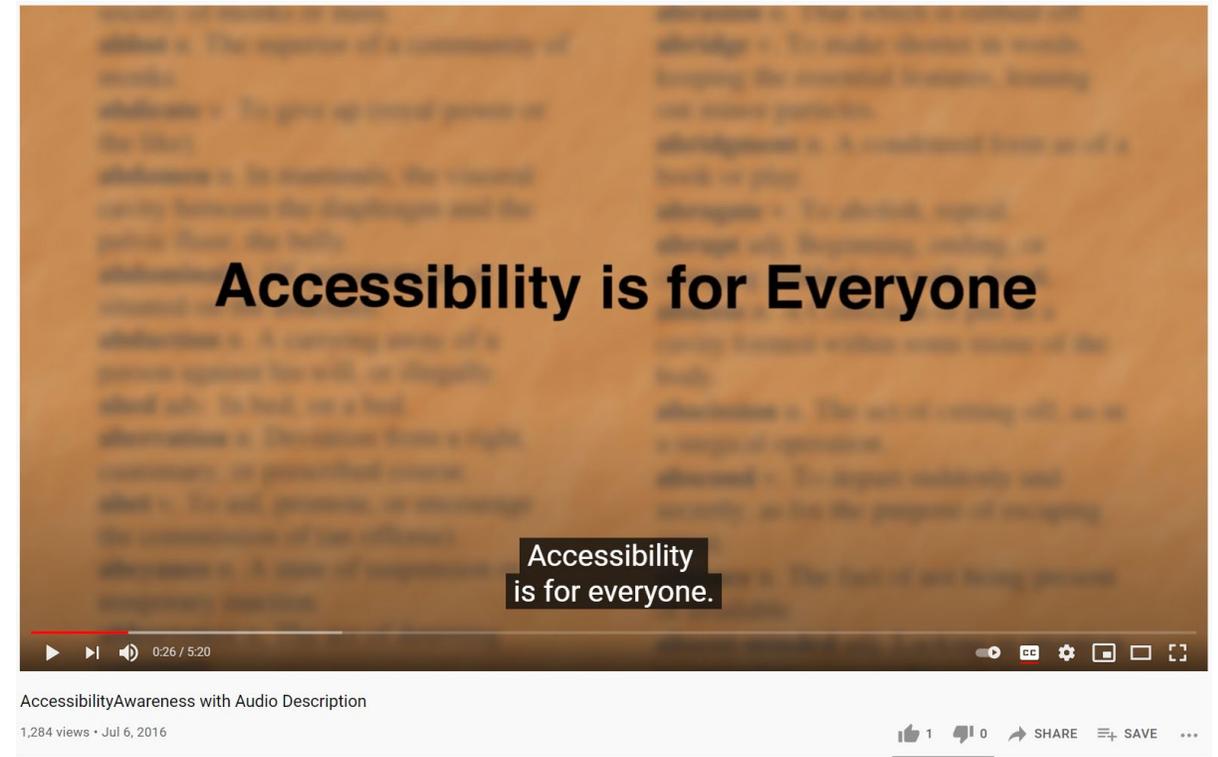
🗨️ ↻ ❤️ ↗️

Visuals-Only Videos

What if you cannot see the screen?



Create a version with audio, share a link.



Different Visual Presentations of Audio

Caption example

← Tweet

 Minnesota IT Services 
@MNIT_Services

VIDEO: MNIT's staff share stories about how they responded to COVID-19 or worked with state agency partners to meet the needs of our state 



MNIT's Connected Culture: COVID-19 Ed...  
Watch later Share

MORE VIDEOS It's a lot of really good teamwork and that's been paramount.

MNIT's Connected Culture: COVID-19 Edition
Last year, MNIT's staff shared incredible about how they responded to COVID-19 or worked with state agency partners to meet the needs of our state. Our partn...
[youtube.com](#)

5:00 PM · Jan 31, 2021 · Hootsuite Inc.

Sign language example

 Minnesota CDHH
@MnCDHH

Replying to @MnCDHH

DeafBlind friendlier version:
[Translate Tweet](#)



 Governor's Office Briefing 4-30-2021
Watch later Share

Jimmy Seldon
MORE VIDEOS

Governor's Office Briefing 4-30-2021
[youtube.com](#)

12:41 PM · Apr 30, 2021 · Twitter Web App

Transcript Examples

- Website
- PDF
- In-app like YouTube

Video with In-Player Transcript Example



Transcript

04:16 please really I would say it's a testament for what we can

04:13 do at any given time, at any given moment, and what all of our

04:19 team members and our organization really when they

04:23 come together on a common cause, what we can accomplish.

04:25 And I think that's absolutely awesome. And for me, that is

04:28 something I'm so proud of.

04:29 [music ends]

English ▾

Multiple Access Options



Transcript

00:00 how to wash your hands properly

00:02 [Music]

00:29 [Music]

00:33 you've got clean hands for up to date

00:37 information about covin 19 visit

00:39 health.mo.gov

English (auto-generated)

All Washing Recently uploaded

CLEANING HANDS

Cleaning Hands With Hand Sanitizer

How to Wash Your Hands

4,816 views · May 18, 2020

8 0 SHARE SAVE ...

mnhealth
15K subscribers

SUBSCRIBE

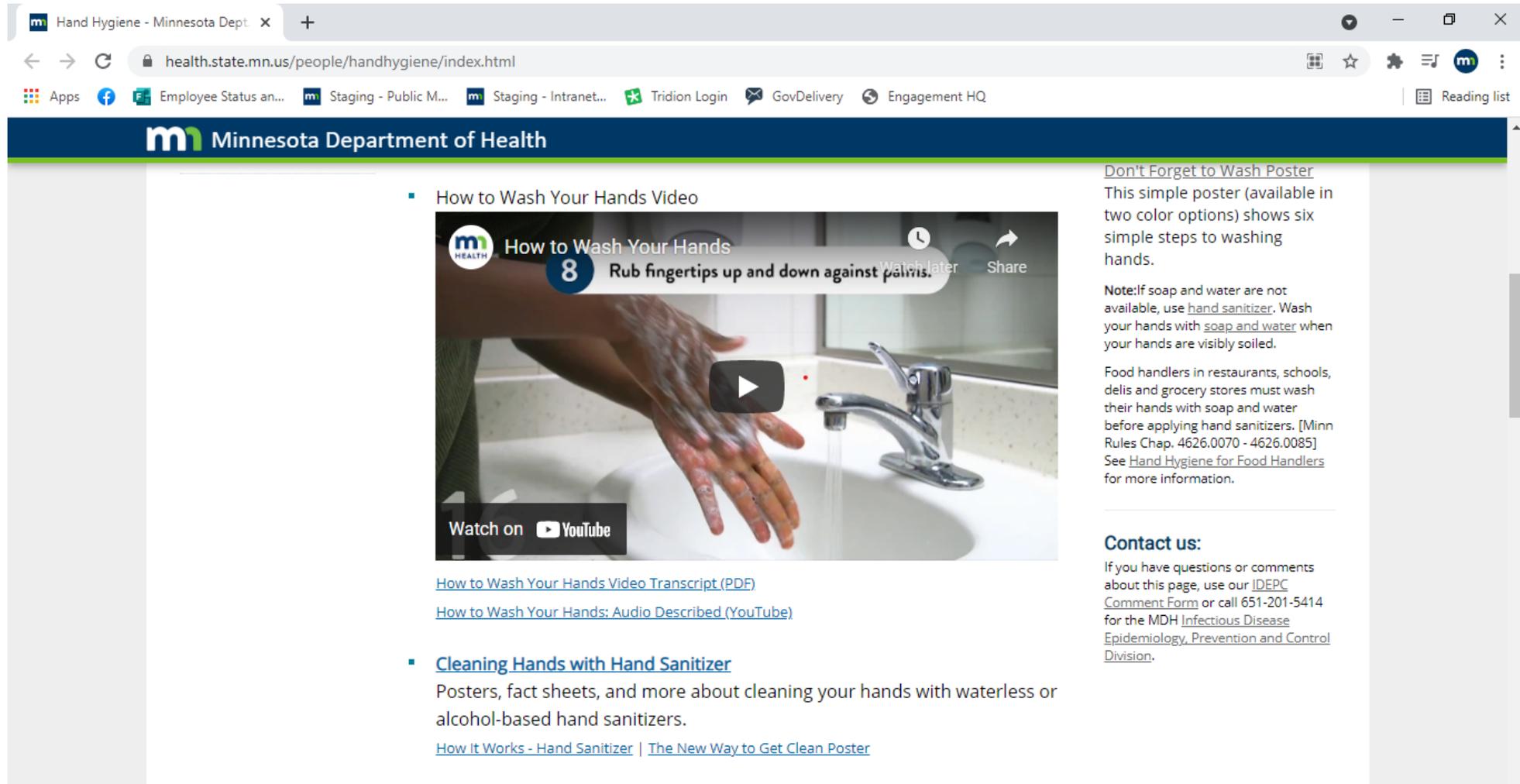
ASL Version: <https://youtu.be/WQsNExCB6E4>

Multiple Languages: <https://www.youtube.com/playlist?list...>

Washing your hands is the best way to stop germs from spreading. Learn more about hand hygiene at: <https://www.health.state.mn.us/people...>

SHOW LESS

Offering All Options in One Place



The screenshot shows a web browser window with the URL health.state.mn.us/people/handhygiene/index.html. The page header features the Minnesota Department of Health logo and name. The main content area is titled "How to Wash Your Hands Video" and includes a video player showing a person's hands being washed with soap. The video player has a play button and a "Watch later" button. Below the video player are two links: [How to Wash Your Hands Video Transcript \(PDF\)](#) and [How to Wash Your Hands: Audio Described \(YouTube\)](#). To the right of the video player is a section titled "Don't Forget to Wash Poster" with a description of the poster and a note about using hand sanitizer. Below this is a "Contact us:" section with information about how to get more information.

Hand Hygiene - Minnesota Dept. x

health.state.mn.us/people/handhygiene/index.html

Apps Employee Status an... Staging - Public M... Staging - Intranet... Tridion Login GovDelivery Engagement HQ

Minnesota Department of Health

- How to Wash Your Hands Video



How to Wash Your Hands
8 Rub fingertips up and down against palms.

Watch on YouTube

[How to Wash Your Hands Video Transcript \(PDF\)](#)
[How to Wash Your Hands: Audio Described \(YouTube\)](#)

- [Cleaning Hands with Hand Sanitizer](#)
Posters, fact sheets, and more about cleaning your hands with waterless or alcohol-based hand sanitizers.
[How It Works - Hand Sanitizer](#) | [The New Way to Get Clean Poster](#)

[Don't Forget to Wash Poster](#)
This simple poster (available in two color options) shows six simple steps to washing hands.

Note: If soap and water are not available, use [hand sanitizer](#). Wash your hands with [soap and water](#) when your hands are visibly soiled.

Food handlers in restaurants, schools, delis and grocery stores must wash their hands with soap and water before applying hand sanitizers. [Minn Rules Chap. 4626.0070 - 4626.0085] See [Hand Hygiene for Food Handlers](#) for more information.

Contact us:
If you have questions or comments about this page, use our [IDEPIC Comment Form](#) or call 651-201-5414 for the MDH [Infectious Disease Epidemiology, Prevention and Control Division](#).

Considerations for Those Not Accessing Visuals

#SocialMedia

- Text
- Hashtags, links, @ mentions
 - Say “link” before each one
- Alt text
- Audio of videos
- Autoplay
 - control where you can;
 - use [Video] - let's users know that content may autoplay



Minnesota IT Services
@MNIT_Services

No shade! Only three more days to stop by our booth at the [#MNStateFair](#) for a chance to learn about cybersecurity and state technology, and win these stunners or other swag from our digital prize wheel!

<image description> volunteers wear sunglasses at the MNIT booth.



10:01 AM - Aug 21, 2019 - Unauthenticated

Screen Reader Example

Same tweet as before
from 2015

← Tweet

 **Jennie Delisi**
@AT_NMT

MT @MNIT_Services: @StateTech Magazine featured our #NoMouseChallenge in an article today!
bit.ly/1Jc3Xsc #GAAD #a11y #accessibility



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statetechmagazine.com

9:33 AM · May 29, 2015 · Twitter Web Client

||| View Tweet activity

5 Retweets 3 Likes

Screen Reader Reads Each Element on a Separate Line

Visited Link AT_NMT

Visited Link Jennie Delisi

@AT_NMT

Visited Link May 29, 2015

More button menu collapsed menu

MT

Visited Link @MNIT_Services:

Link @StateTech

Magazine featured our

Link #NoMouseChallenge

in an article today!

Link bit.ly/1Jc3Xsc

Link #GAAD

Link #a11y

Link #accessibility

Link Minnesota State Employees Spend 15 Minutes Without a Mouse

The North Star state's employees take the "No Mouse Challenge" to gain awareness of technology accessibility.

statetechmagazine.com

group start 5 Retweets, 3 likes, Liked

Cognitive Accessibility, and Others

- Gifs that cannot stop
- Jarring content – startle responses, PTSD
 - Autoplay:
 - control where you can;
 - use [video] - let's users know that content may autoplay
- Flashing content – may cause seizures



Planning for Accessibility

Start with Your Page

- Provide an easy-to-find method to contact you.
- Include your organization's Contact Us webpage or other methods of how to reach you in the bio of your social media platform.



The image shows a screenshot of the Twitter profile for Minnesota IT Services. The profile name is "Minnesota IT Services" with a verified account icon and 4,614 tweets. The profile picture is a circular logo with the letters "m" and "i" in white and green. The banner image features a person wearing a blue shirt, a white cap with the "mi" logo, and a yellow face mask, rolling up their sleeve. The banner text reads "ROLL UP YOUR SLEEVES, MINNESOTA" and includes icons for a lightbulb, a group of people, a paw print, and the text "STAY SAFE MN". A blue "Edit profile" button is visible in the top right corner of the profile area.

Minnesota IT Services ✓
4,614 Tweets

mi

**ROLL UP YOUR SLEEVES,
MINNESOTA**

STAY SAFE MN

[Edit profile](#)

Minnesota IT Services ✓
@MNIT_Services

Minnesota IT Services (MNIT) is the IT agency for MN's executive branch. Banner text: Roll up your sleeves, Minnesota.

St Paul, MN mn.gov/mnit Joined December 2009

704 Following 2,608 Followers

Twitter

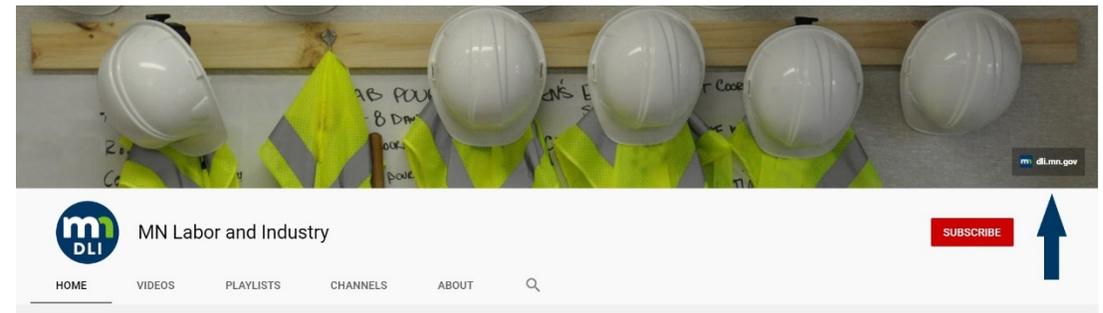
- [Update your Twitter bio](#) to include the information.

Facebook

- Depending on the category of your organization, you can add the additional text to your [Facebook page information](#).

LinkedIn

- [Edit your LinkedIn page](#) to create a tagline, or include more information in the description of your page.



Easy Wins: Alt Text

- Alt text versus image description:
 - Alt Text
 - Image description
- Practice good alt text.

Context Matters



- Option A: Four people, people smiling, people standing.
- Option B: Commissioner Tomes and Minnesota IT Services staff working at the state fair booth.
- Option C: Four people smiling behind a Minnesota IT Services booth that includes a monitor playing a video, two iPads, and a table with handouts.

It's a Learning Process

- Try: [@alttextreminder](https://twitter.com/alttextreminder)

 **Minnesota IT Services**  @M... · May 12

Any device that connects to the internet is vulnerable to risks.

The best defense is to keep device security software, web browser and operating systems up to date. cisa.gov/sites/default/...
#CyberSafeMN

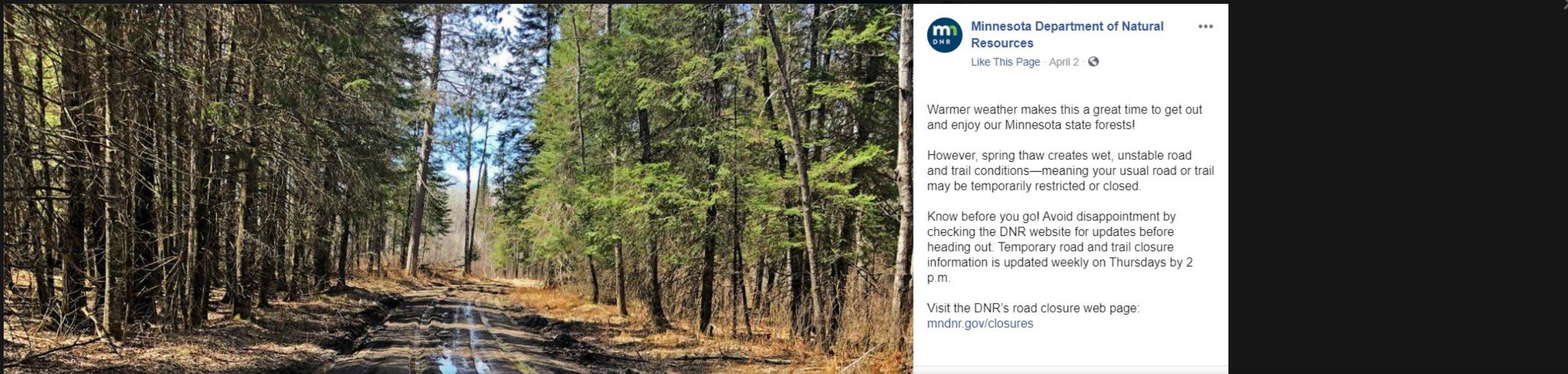


Your tweet has at least one image without a description

Wed 5:00 PM

Easy Wins: Order

- Collect all the details: link, hashtags, mentions



DevTools - www.facebook.com/MinnesotaDNR/photos/a.421759708020731/1638901039639919/?type=3&theater

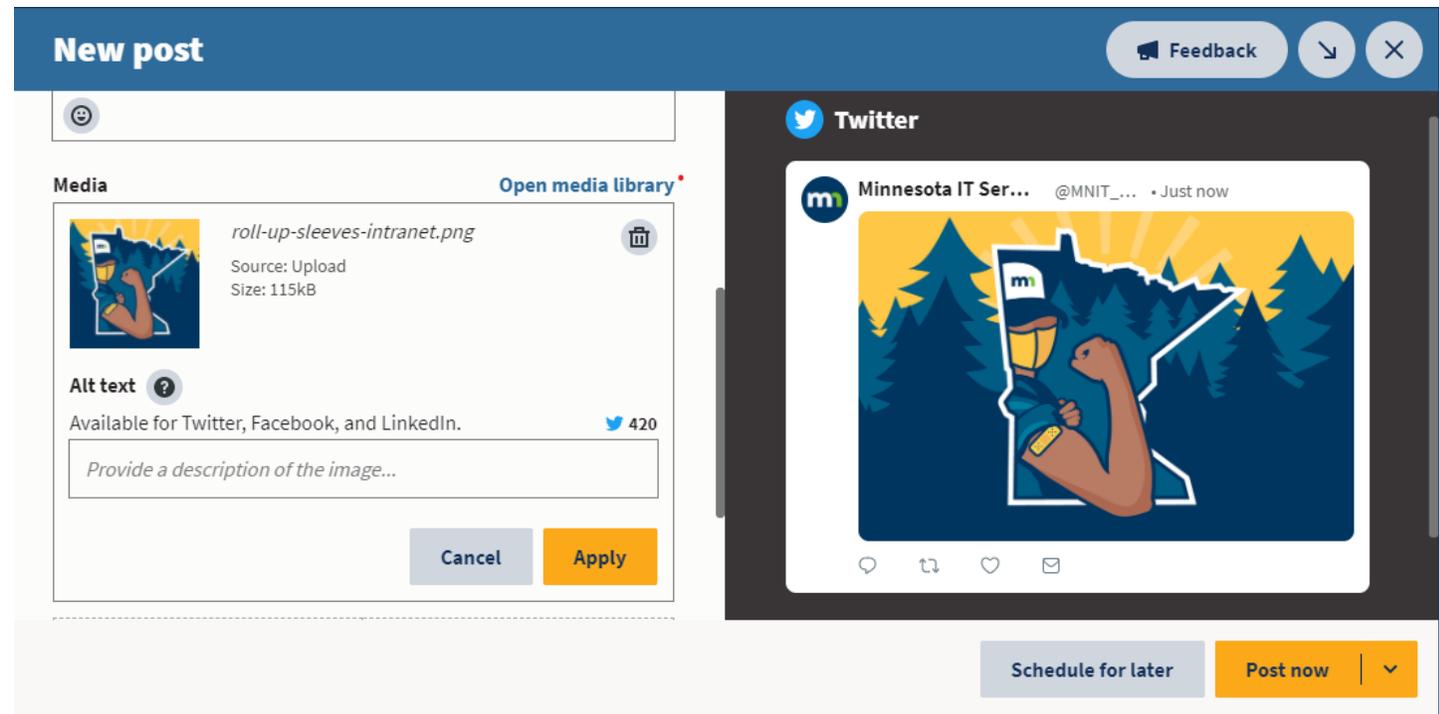
Elements Console Sources Network Performance Memory Application Security Lighthouse

```
▼ <div class="_2-sx" style="width: 1038px; height: 1039px;">
```

```
...  == $0
```

A good tool helps with planning:

- Coordination between teams
- Alt text embedded in the tool
- Schedule across channels



Share Your Knowledge

- Use your collaboration groups
- Minnesota has:
 - Design Leadership Team
 - Quarterly Social Media “Coffee”
 - Microsoft Teams channel dedicated to social media leads
- Take shared ownership in learning
- When sharing materials, include:
 - Transcripts
 - Alt text
 - Draft content
- Don't forget to share across jurisdictions.

Thank you for attending!



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Learn more:

Follow @mnit_services on Twitter

[Subscribe to Minnesota's Office of Accessibility newsletter](#)