Creating Accessible Social Media for All Users

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and

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Users and Tools

- WebAIM’s annual screen reader survey
- Maturing mobile
- Generational gap?
“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/)
- Web Content Accessibility Guidelines 2.0 (www.w3.org/TR/WCAG/)
- MN.IT Accessibility Webpage (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
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
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
A front view of a regilded lion's head in the @mncapitol Rotunda!
#MNCapRestoration #mnleg

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 #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
**Can They Find You If They Have Questions?**

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

- Web and physical address listed

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<tr>
<th>Minnesota Department of Employment and Economic Development (DEED)</th>
<th>Government Administration</th>
<th>1001-5000 employees</th>
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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

**Website**
http://mn.gov/deed

**Industry**
Government Administration

**Type**
Government Agency

**Headquarters**
332 Minnesota St. Suite E200 St. Paul, MN 55101 United States

**Company Size**
1001-5000 employees
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
AutoPay 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

When everyone wonders how Trump got so popular we can all point the finger at news outlets like @CNN

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
Ice and snow can easily block the regulator vent on your natural gas meter. A blocked regulator vent can easily malfunction and disrupt the flow of natural gas into your home, which could possibly cause a dangerous natural gas buildup. That means your home could explode. Learn how to ensure your meter operates properly this winter in our latest blog: https://dps.mn.gov/blog/Pages/default.aspx #DPSblog

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.
The MDA has a resource page with information on flood clean-up and recovery for anyone affected by yesterday’s storms.

http://www.mda.state.mn.us/about/aer/flooding.aspx

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

@mnhealth

Minnesota Department of Health is the state’s lead public health agency, responsible for protecting, maintaining and improving the health of all Minnesotans.

MDH

Thank you to all the MN #Midwives who play a vital role in #NewbornScreening. #midwivesmakeadifference

Who to follow

- Alzheimers Foundat'n @al...
- Daniel Cornwall @DanielCo...
- Johan Ramon @johan_ramon

Trends

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: 25th 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
Postings Varied by Platform and Audience

- Length of posting
- Content focus
- Consistently linked back to webpage
Accessibility Quick Cards

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

Accessibility Matters  www.mn.gov/mnit/accessibility
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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