Accessibility Best Practices

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Agenda

- What is accessibility?
- Reasons to incorporate accessibility best practices
- Five ways to improve accessibility
- Available resources
WHAT?
What Is Accessibility?

“When a person with a disability is afforded the opportunity to acquire the same information, engage in the same interactions, and enjoy the same services as a person without a disability in an equally integrated and equally effective manner, with substantially equivalent ease of use.”

The Office for Civil Rights (OCR) at the U.S. Department of Education definition
Americans with Disabilities Act (Section 508)

This **federal law** requires individuals with disabilities **equal access** to electronic information and data **comparable to those who do not have disabilities**.
Assistive Technology (AT)

Assistive technology (often abbreviated as AT) is any item, piece of equipment, software or product system that is used to increase, maintain, or improve the functional capabilities of individuals with disabilities.

Common types of assistive technology include:

- Screen readers
- Screen magnifiers
- Alternative input devices

VIDEOS OF USERS WITH ASSISTIVE TECHNOLOGY: https://www.kent.edu/webteam/accessibility-training-videos
Who determines the standards?

Web Content Accessibility Guidelines (WCAG)

Web Content Accessibility Guidelines (WCAG) is developed through the World Wide Web Consortium (W3C) process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.
Web Content

WCAG documents explain how to make web content more accessible to people with disabilities.

- Web "content" generally refers to the information in a web page or web application, including:
  - Natural information such as text, images, and sounds.
  - Code or markup that defines structure, presentation, etc.

For additional information please visit: [http://www.w3.org/WAI/intro/wcag](http://www.w3.org/WAI/intro/wcag).
WCAG 2.1 Four Principles

- **Four principles** in WCAG 2.0 and 2.1 (2.1 includes 2.0) house **13 guidelines**.
  - All have three success-criteria levels ranging from:
    - A (basic compliance)
    - AA (biggest and most common barriers)
    - AAA (most complex).
  - These principles are now incorporated into Section 508 compliance.

<table>
<thead>
<tr>
<th>PERCEIVABLE</th>
<th>OPERABLE</th>
<th>UNDERSTANDABLE</th>
<th>ROBUST</th>
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<tr>
<td>Information and user interface components must be presentable to users in ways they can perceive.</td>
<td>User interface components and navigation must be operable.</td>
<td>Information and the operation of the user interface must be understandable.</td>
<td>Content must be robust so it can be interpreted by user agents, including assistive technologies.</td>
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1.1 Text Alternatives

1.2 Time-Based Media

1.3 Adaptable

1.4 Distinguishable

2.1 Keyboard Accessible

2.2 Enough Time

2.3 Seizures & Physical Reactions

2.4 Navigable

2.5 Input Modalities

3.1 Readable

3.2 Predictable

3.3 Input Assistance

4.1 Compatible
Top Issues

- **IMAGES**
  - Images should not be used as buttons or links without corresponding text that links as well.
  - Most images should have alternative text (alt text)
  - Images should be sized and saved for web.
    - Visit [http://www.kent.edu/node/291981](http://www.kent.edu/node/291981) for image specs.

- **LINKING**
  - Avoid using generic links like “Click Here”
  - Instead of descriptive links, such as “View Degree Requirements”

- **TABLES**
  - Tables should not be used for layout purposes; use only for tabular data
    - Always select row one as the header row
    - A heading above the table or a caption is required

- **HEADINGS**
  - Use section headings (Heading 2, Heading 3, etc.) as architectural elements to separate sections and not as aesthetic design elements to outline sections of text pages
    - *Ex. Users with sight disabilities can use them to jump to specific sections*
Top Issues Identified

- **Using PDF, PowerPoint or Word files** for text that could easily appear as part of a web page it should be turned into web content.
- **PDF files** should only be used for forms or documents that are meant to be printed.
  - Add (PDF) to the end of links that lead to a PDF files.
- **Transcripts** or closed captioning should be provided for videos
Why?

Impairments with visibility, mobility, hearing, cognition and language are recognized as disabilities.

Individuals with disabilities, according to the U.S. Department of Justice (DOJ), make up more than 55 million Americans — 18% of our population.

Individuals with disabilities shouldn’t face challenges when navigating a website or app.

Therefore, the U.S. Access Board created web standards for the Rehabilitation Act Section 508 compliance, and the W3C’s Web Access Initiative (WAI) created the Web Content Accessibility Guidelines or WCAG 2.1.

The Department of Justice and some courts apply them under the Americans with Disabilities Act.
Accessibility Best Practices

Why incorporate accessibility best practices in your social media strategy?
Accessibility Best Practices

According to the World Health Organization (WHO):

1.3 billion people across the globe has a visual impairment.

466 million people worldwide are deaf or hearing impaired.
Accessibility Best Practices

Being intentional about accessibility will help you:

- Reach more people
- Reinforce ADA compliance
- Create a more inclusive digital presence
HOW?
1. Be Copy Conscious

- Avoid using flowery language
- Make sure to include all the pertinent information
- Link back to a webpage that contains with the same information
- Stick with the stylings of the respective platforms. Avoid using **ALL CAPS** or fancy **fonts**
2. Go Easy On The Emojis

Thinking about starting a post with a string of emojis?

Think about it again.

Screen readers or text-to-speech programs will read the assigned description of each emoji making it more difficult to comprehend the post.
Emoji Usage

Instead try these tactics to make emoji usage more inclusive:

• **DO**: Use emojis in moderation. Try two or three to help maintain the readability of your post.
• **DO**: Place emojis at the end of your posts instead of the beginning or in the middle.
• **DO**: Know how your emojis will be described. Review emoji descriptions at emojipedia.org.
• **DON’T**: Use emojis as bullet points.
3. Hashtags

- Use **#CamelCase** (also known as **#TitleCase**) for hashtags.
  - Meaning: Capitalize each letter of a new word within the hashtag
  - Text-to-speech programs use punctuation and capital letters to differentiate words.
4. Captioning

- **Include captioning with videos**
  - Closed captioning: Gives the audience the option to keep captions on or turn them off.
  - Open captioning: Captions are burned into the video

- **YouTube and Vimeo provide captioning options for videos.**
  - Upload a video into YouTube, download .srt file for the captions, then upload the video directly to the platform of choice.

- **Other captioning resources:** Clipomatic, Mixed Captions, Kapwing.com
5. Add Alternative Text (Alt Text)

- Include a description of your images so screen readers can interpret the image.
  - If an image or graphic includes flat text, be sure include the copy within the alt text.
- Facebook, LinkedIn, Instagram and Twitter all provide options to add alt text.
Alt Text for Images

Alt text is not always required. The context of the image determines if it is required.

How to determine if alt text is needed is determined by the use of the image:

- **Logos** - pertinent visual features should be included in alt text
- **Functional images/Information graphics** – visual queue, alt text is not needed if text is displayed by the graphic
- **Decorative images** – i.e. mega menu, alt text is not required

Resources:
- Definitions of the various types of images is available
  - [http://www.w3.org/WAI/tutorials/images/](http://www.w3.org/WAI/tutorials/images/).
- The alt text decision tree is a great resource for determining if alt text is required.
  - [http://www.w3.org/WAI/tutorials/images/decision-tree/](http://www.w3.org/WAI/tutorials/images/decision-tree/).
Alt Text for Images in Drupal

Images added via the body field:
- Click on the image icon in the WYSIWYG
- Enter the alternative text in the image properties window.

When uploading images:
- When adding images through the “media” field for a hero image you will be prompted to insert alt text.
- This is a required field to complete before saving your uploaded image.
Alternative Text: Facebook
Alternative Text: Instagram
Alternative Text: Hootsuite
Other tips

- Use apps like **VoiceOver** (Apple) or **TalkBack** (Android) to test how a post will sound to a screen reader.

- Use a private account to test content

- **Color contrast**: Make sure text is easy to read!
  - Text may be difficult to read if it’s placed on a background that is patterned or a similar color.
Resources

• How To Be More Accessible On Social Media (Siteimprove)

• Federal Social Media Accessibility Toolkit Hackpad (Digital.gov)

• Five Easy Ways To Make Your Social Media More Inclusive (Sprout Social)

• Social Media Accessibility Checklist (TheRealAlexa.com)

• Accessible Social Group (Facebook)
Questions?