



## **Accessible Social Media**

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IDEAS 2018

# AMAC Accessibility

AMAC creates practical solutions that work, with a focus on utility, ease of use, and high quality.

- **Accessibility Consulting** focuses on organizational accessibility needs with evaluation, technical assistance, customer support, and web accessibility solutions.
- **Braille Services** produces customized projects from both print materials and electronic text including partial books and chapters or graphics
- **Captioning Services** makes classrooms, meetings, labs and other audio environments fully accessible for deaf or hard-of-hearing.
- **Professional E-Text Producers** provide high-quality e-text in many formats such as PDF, DOC, DAISY, and HTML.
- **Certified Assistive Technology team** provides on-site and remote assessments, demonstrations, training and technical assistance for education, work, and daily living environments.
- For more information: [www.amacusg.org](http://www.amacusg.org)



# Tools for Life

Tools for Life, Georgia's Assistive Technology Act Program, is dedicated to increasing access to and acquisition of assistive technology (AT) devices and services for Georgians of all ages and disabilities so they can live, learn, work and play independently and with greater freedom in communities of their choice.





**disABILITY  
LINK**  
the center for rights & resources



**Disability  
Resource  
Center**



**MULTIPLEchoices**  
Center for Independent Living



Georgia's Assistive  
Technology Act Program



**C4ATX**

Center4ATEXcellence



The Middle Georgia Center for Independent Living, Inc.



WALTON



**options**  
for Independent Living

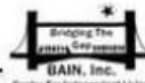
**LIFE**

Living Independence For Everyone  
Health, Housing, and the 50 States



**Coastal  
Regional  
Commission**  
OF GEORGIA

AREA AGENCY ON AGING



**BAIN, INC.**  
Center for Independent Living

# Professional Development



Tools for Life offers online professional development to help you learn more about assistive technology strategies and solutions as well as the most recent information on AT devices and disability related issues and trends.

Webinar content and materials are developed and presented by one of the Tools for Life team members along with other regional and national leaders in the assistive technology community.

To join the TFL mailing list to receive our email announcements, visit [www.gatfl.gatech.edu](http://www.gatfl.gatech.edu)



# AT Solutions Lab



# Accessibility in Social Media



- Easier now than it used to be
- Invest in your content and invest in your followers
- Get to the important points
- It is **YOUR** responsibility

**DON'T  
PANIC**





**Video**

# Video Best Practices



- Captions
- ASL Interpretation
- Audio Description
- Avoiding Flashing/Strobing Imagery



# Guidelines for Captioning



- Required for most media (a transcript can be provided for audio only items like conference calls)
- Captions are text synchronized with the video
- YouTube has made this very easy (wasn't always the case)
- To “burn in” or not to “burn in?”

**Remember:**

Captions are useful for  
many people with and  
without hearing related  
disabilities

# More Captioning Tips



- Think about placement on the video
- Transparency
- Contrast
- Font- sans serif, avoid bold, all caps and italicized text





# Audio Description Best Practices



- Don't over describe
- Use “quiet moments”
- Be objective
- “Talking head” videos don't need audio description
- Names and images should be described
- Text doesn't need description as long as it's included in the speech



**Audio  
Description**

# Audio Description + Captioning

<https://www.youtube.com/watch?v=SPoVZtoVbOo>

# Audio Description

[https://www.youtube.com/watch?v=07j4\\_aP8dWA](https://www.youtube.com/watch?v=07j4_aP8dWA)

# Tools for Media Creation



- iMovie
- Adobe Premiere
- Final Cut Pro
- YouTube App
- Skill levels vary



**DON'T  
PANIC**



# General Tips



- Videos can be easy to edit with the right tools
- Start small
- Make a transcript of any audio
- Use YouTube for quick and easy captioning
- Audio descriptions can be added as an extra sound track easily
- Don't be afraid to outsource, if the price is right

# Pop Quiz!



# Question 1

Is sign language  
required for video  
accessibility?

## Question 2

Can I post the video  
and have other people  
transcribe it for me?

# Question 3

Should my audio  
description run the  
entire video?



# Resources and Standards



- World Wide Web Consortium
  - <https://www.w3.org>
- Web Content Accessibility Guidelines
  - <https://www.w3.org/TR/WCAG20/>
- AMAC Accessibility Solutions and Research Center
  - <http://www.amacusg.org>



## Other (Accessible) Social Media

# Facebook

- 1.13 billion people log in daily
- Many posts are images with no description
- Automatic alt-tagging
- Mobile version is easier to navigate than browser version
- Takes trial and error to get it “right”
- Exposure varies based on the algorithm



# Facebook Best Practices



- Don't post videos that are uncaptioned
- Add image descriptions at the bottom of your post
- Don't post too much
- Experiment and use the analytics tools at your disposal
- Facebook Live can be problematic with accessibility

# Twitter

- Easy to navigate with a screen reader
- Post as much as you like
- Posts are generally accessible, linked items can be problematic
- Be sure to respond and interact with your followers





# Instagram

- Mostly images, videos of up to 60 seconds
- There is currently no way of adding captions, transcribe spoken work in the description
- Great way to share messages in ASL
- Images **MUST** be described for non-visual users



# Snapchat

- Images and continuous 10 second video up to 1 minute
- Can make a “story”
- Accessibility can be problematic
- No way of adding descriptions, captions or other alternate access



# Wordpress



- Can be very accessible
- Built in alt-text that is very easy to use
- Remember, if you share a video, be sure it's accessible
- Blog posts are easily accessed visually, or by screen readers for those with print disabilities





**How Do I Create Content?**

# Tools for Content Creation



With the right tools,  
social media can be  
accessible for both  
consumers and creators  
of content

**Questions?**  
**Comments?**  
**Small Jokes?**

# The Tools for Life Team



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# TOOLS *for* LIFE

Georgia's Assistive Technology Act Program



# Disclaimer



Disclaimer: Produced by Tools for Life (TFL), which is a result of the Assistive Technology Act of 1998, as amended in 2004. TFL is a program of the Georgia Institute of Technology, College of Design, AMAC Accessibility Solutions and Research Center and was made possible by Grant Number H224C030009 from the Administration for Community Living. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of HHS.