Accessible Social Media

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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.
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
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
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 + Captioning

https://www.youtube.com/watch?v=SPoVZtoVbOo
Audio Description

https://www.youtube.com/watch?v=O7j4_aP8d

WA
Tools for Media Creation

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