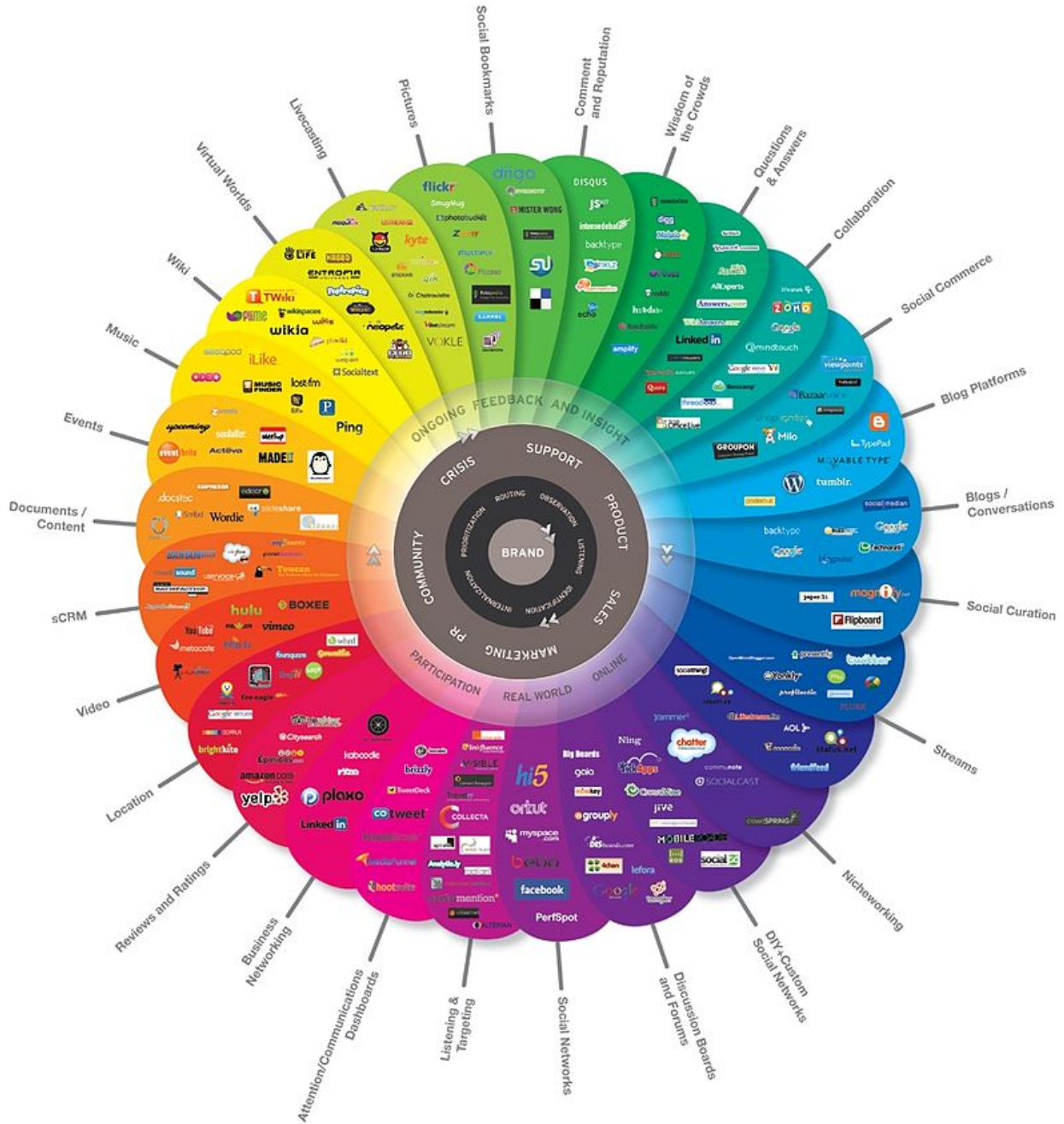


Social Media Accessibility



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Tips for Creating Accessible Social Media

- If you create content, present it in multiple ways.
 - I.E, if you have video content, also present captions
- Post content to multiple sites.
 - Some sites such as Instagram are inherently inaccessible, in order to reach as many people as possible post to a number of places.
- Use all of the options available to you.
 - If you are loading video into Facebook, take advantage of the option to embed captions.
- Give people options, don't have your video automatically play in their Facebook feed, or have music automatically play on Tumblr.
 - It can be overwhelming to people with Asperger's and ADHD and is confusing to people using a screen reader.
- If posting images provide alt text for them.
 - This can be done in the caption section.
- If you aren't able to create an accessible version in one platform, but are in another, post in the first, and then also share the link to the second more accessible option.



Facebook is probably the most well-known social media platform, people of all ages use it to connect with each other as well as connecting to organizations and businesses. People can post comments about themselves, share videos and play games.

Facebook has committed to providing access to all users and has modified their site to allow keyboard navigation, screen readers to read the content and various other features. There are a few things that we need to do to make posts accessible due to their commitment.

- 1) Photos. Provide alt-text for all photos that are uploaded
- 2) Videos. Provide Captions for all videos that are uploaded

Adding Alt-text to Photos

1. After the photo has been uploaded double click on it.
2. In the upper right corner of the enlarged photo there will be an “add a description” link. Click on the link to open the editor
3. Add the description along with any other information, and click the done editing button.

Adding Captions to Videos

To add captions to a video as you upload it:

1. After you click Post, click Edit This Video.
2. Click Choose File to select a SubRip (.srt) file from your computer. You can add files in additional languages after you save the video.
3. Click Save.



Every day hundreds of thousands of videos are shared on YouTube.

There are several ways to add captions to a YouTube video, you can send the video out to get it captioned professionally and upload the caption file, you can take the transcript of the video and paste it into the editor and have YouTube sync the words to the video or you can have YouTube create auto captions and then edit the captions for accuracy.

Uploading a Caption File

1. In the Video Manager find the video that you want to add the caption to, click on the drop down beside edit and select Subtitles and CC
2. Select Add New Subtitles and CC
3. Select English
4. Select Upload a File
5. Select Subtitles File, and Choose File
6. Find the file on your computer and click on Open and then Upload

7. You will see the captions along with the timecodes in the editor pane. This is a good time to double check that everything has been captioned accurately, particularly any difficult names or words. Once you are satisfied with the captions click on Publish.

Uploading a Transcript File

1. In the Video Manager find the video that you want to add the caption to, click on the drop down beside edit and select Subtitles and CC
2. Select Add New Subtitles and CC
3. Select English
4. Select Upload a File
5. Select Transcript File, and Choose File
6. Find the file on your computer and click on Open and then Upload
7. You will see the captions in the editor pane. This is a good time to make sure the text is accurate. Once you are satisfied with the transcript click on Set timings. It will take a bit of time for the system to set the timings with the video.

YouTube AutoCaption

The YouTube auto-captions are not sufficient without being edited!

1. YouTube will automatically caption any video that is clearly spoke in a supported language. It can take several hours to several days for the process to run depending on the number of videos that are being captioned and the length of the video.
2. Once you see the CC in the lower right of the video player you will know that the auto caption feature has run, at this point in time you can edit the captions.
3. In the Video Manager find the video that you want to add the caption to, click on the drop down beside edit and select Subtitles and CC
4. Under published select English
5. Select edit
6. Listen through the video and type any edits that are necessary.
7. When finished click on Publish



LinkedIn

LinkedIn is a Social Media platform for business. It allows for professionals to share business ideas, job postings, and connect with industry experts.

LinkedIn is a reasonably accessible platform itself, with headings and keyboard navigation. They are working on adding keyboard shortcuts. Most of the content on LinkedIn is text based and reads well with a screen reader.

Key points to remember when posting to LinkedIn:

1. Keep it simple, if you need to use acronyms spell out the word instead. After hearing several acronyms in a row it can get confusing.
2. Ensure any of the links you provide are accessible. That is impossible when it is third party content, but, if it is content that you have created then ensure full accessibility.

3. Fully describe any links you provide so that users know the content they are about to access. It is very frustrating to follow a link you think would be relevant only to find it has nothing to do with what it says it does.



Twitter allows users to send messages (tweets) to other users. Originally limited to 160 characters, twitter now allows users to share photos and videos. Twitter has evolved as a social media platform over the 10 years that they have been in business. Originally they were a fairly inaccessible platform, however, now they are fairly accessible. Users have also created their own alternate programs to read and create tweets in accessible formats. Our main concern is with creating accessible content. Here are the things you can do to create the most accessible tweets possible:

1. Spell out any acronyms.
2. Put any hashtags at the end of the tweet.
3. Describe any photos or videos that you are posting.
4. Keep it simple but be clear in your description.
5. If you are creating a new hashtag use CamelCase.



Instagram is a relatively new Social Media platform that is popular with users under the age of 35. Instead of typing tweets, Instagram users take photos of what they are doing and post them or send them to friends. Users are also able to take very short videos and post them. The visual content makes this platform fairly inaccessible for those with visual disabilities. There are few options to make posts more accessible which are listed below

Adding Alternative Text

When posting an image to Instagram, users are able to add a caption which can act as an alternative text. Adding alternative text to photos can only be put in place by the person uploading the content, and unfortunately user's captions often do not describe the image or video. Vision-impaired users require the person uploading the image or video to add descriptive captions to describe the image.

Adding a Text Transcript

Due to the lack of support for closed captions and audio description on videos, people uploading content must provide a text alternative in the caption of the video for hearing impaired and blind users.



Tumblr

Tumblr is a multimedia microblogging platform. It features an easy to use layout that allows users to create and maintain their own blog. It has a few accessibility obstacles, but those can be overcome by the tips below.

Tips to improve accessibility:

1. Specify a title when you post a link. If you're specifying links via html, the code is `link name`
2. Format text properly. For examples: instead of using `<i>` and `</i>` to mark italic text, use `` and `` and instead of using `` and `` to mark bold text, use `` and `` and instead of using `<s>` and `</s>` to mark struck-out text, use `` and ``
3. Write alt-text for all images/screenshots.
4. Ensure any links are distinguishable not just by colour but by underline as well.
5. If you would like music to play on your page have it set so that the user can turn it on if they wish, but initially when they load the page it is off. It can be challenging for screen reader users to navigate to the area on the page to turn the music off while the music is playing at the same time the screen reader is reading.
6. Do not put animated gifs in the sidebar(s), header, footer, or any other general place of your theme of your blog that will show up on every single page / post, etc.



Pinterest

Pinterest functions as a digital bulletin board where users can pin items that they want to keep for later. Boards can be shared with other users. Users can pin photos, web pages, and multimedia content.

The main accessibility concern with Pinterest is providing alt-text for images and videos that are pinned. Even if there is text in the image, such as an inspirational quote, a screen reader cannot read the text, it is just an image of the text. To fix that add alt text:

1. After you have pinned the item click on Edit on the top of the page
2. In the description tab type in the description of the image or the text that is displayed in the image
3. Click on save.

Resources

<https://hackpad.com/Federal-Social-Media-Accessibility-Toolkit-xWKKBxzGubh#:h=What-You-Will-And-Won>

<http://www.queensu.ca/accessibility/how-info/social-media-accessibility>

<https://www.facebook.com/help/261764017354370>

<https://support.google.com/youtube/answer/2734796?hl=en>

<http://www.mediaaccess.org.au/web/social-media/instagram>

<http://www.mediaaccess.org.au/web/social-media/twitter>

<http://fuckyeahaccessibility.tumblr.com/>