



Professional Development

americanjobcenter®

# Accessible Social

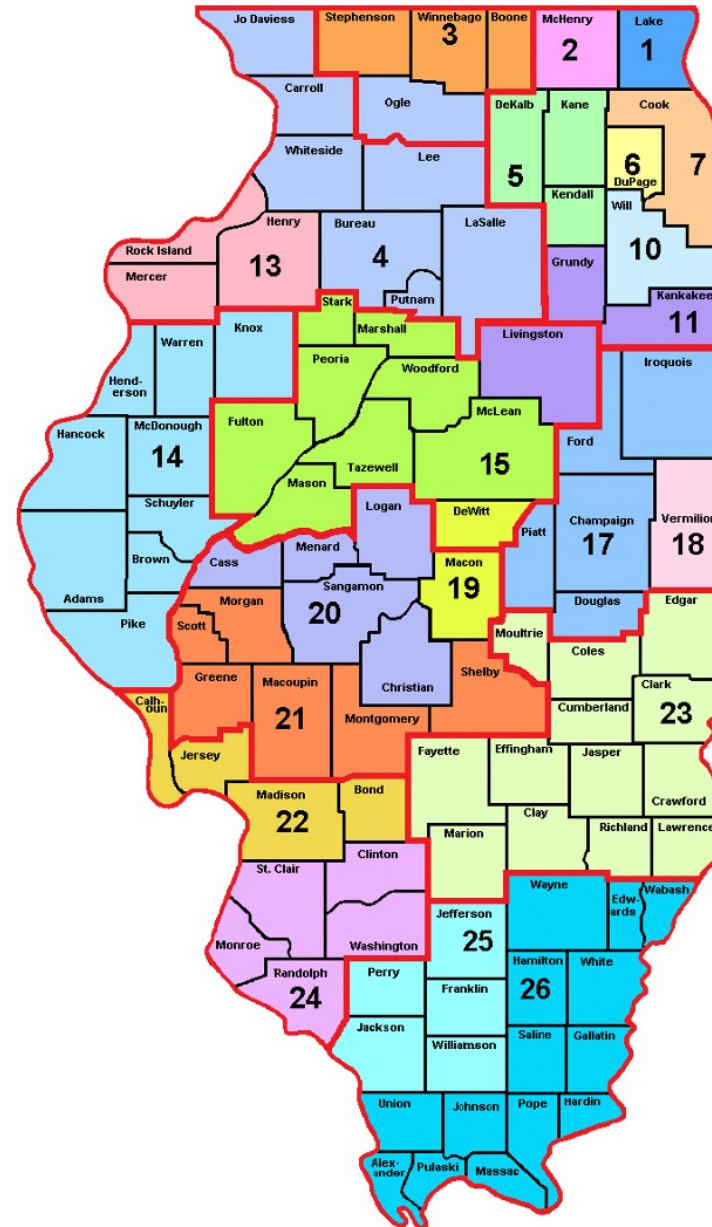
October 19, 2022



## Kiersten Baer

- **Digital Communications Manager**
- **Illinois Center for Specialized Professional Support**
- **[kmbaer@ilstu.edu](mailto:kmbaer@ilstu.edu)**
- **309-438-1838**

# Where is Your Local Area?



# Which partner do you best represent?





## Alexa Heinrich

- **Social Media Manager, St. Petersburg College**
- **[www.TheRealAlexa.com](http://www.TheRealAlexa.com)**
- **[hello@therealalexa.com](mailto:hello@therealalexa.com)**

# **Disability and Accessibility**

The background of the slide features a repeating pattern of various emojis in a light blue color. The emojis include a wide range of expressions and symbols, such as smiling faces, crying faces, faces with hearts, faces with sunglasses, faces with masks, faces with symbols like dollar signs, and faces with various other features like horns or a tongue sticking out. The overall aesthetic is clean and modern, with a focus on human emotion and communication.

**DISABILITY**



**15%**







# Assistive Technology

- **Screen Readers:** software programs that allow blind and low vision users to read the text that is displayed on a screen with a speech synthesizer or Braille display.
- **Text-to-Speech Programs:** technology that is used to change data into spoken words.

**Why should accessibility  
be a priority when creating  
social media content?**



# **Disability is Diverse**

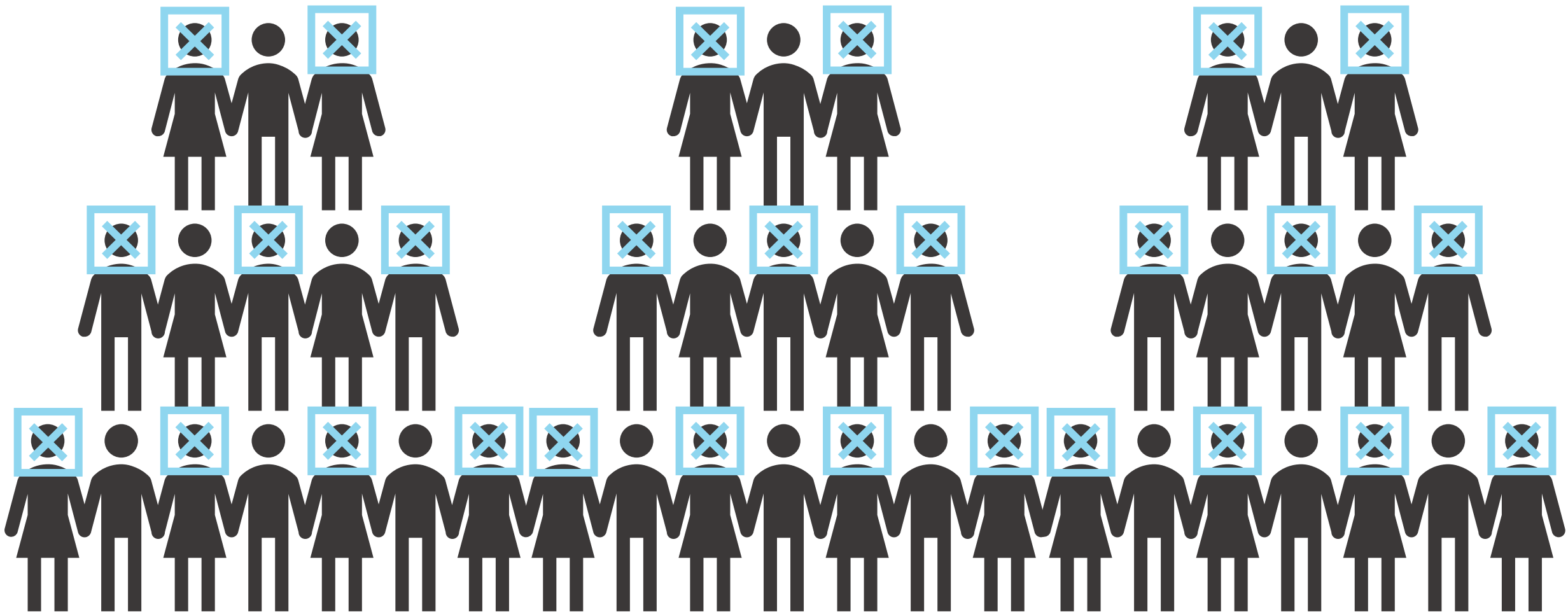
**It comes in different forms:**

- **Permanent**
- **Temporary**
- **Situational**
- **Episodic**



# **Why Accessibility Matters**

- **Marketing Impact**
- **Legality and Compliance**
- **Disability Affects Everyone**
- **Compassion for Others**



POLITICS



## Supreme Court allows blind people to sue retailers if their websites are not accessible



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### Election Results

[President](#) | [Senate](#) | [House](#)

[California](#) | [L.A. County](#)

[Orange](#) | [Ventura](#)

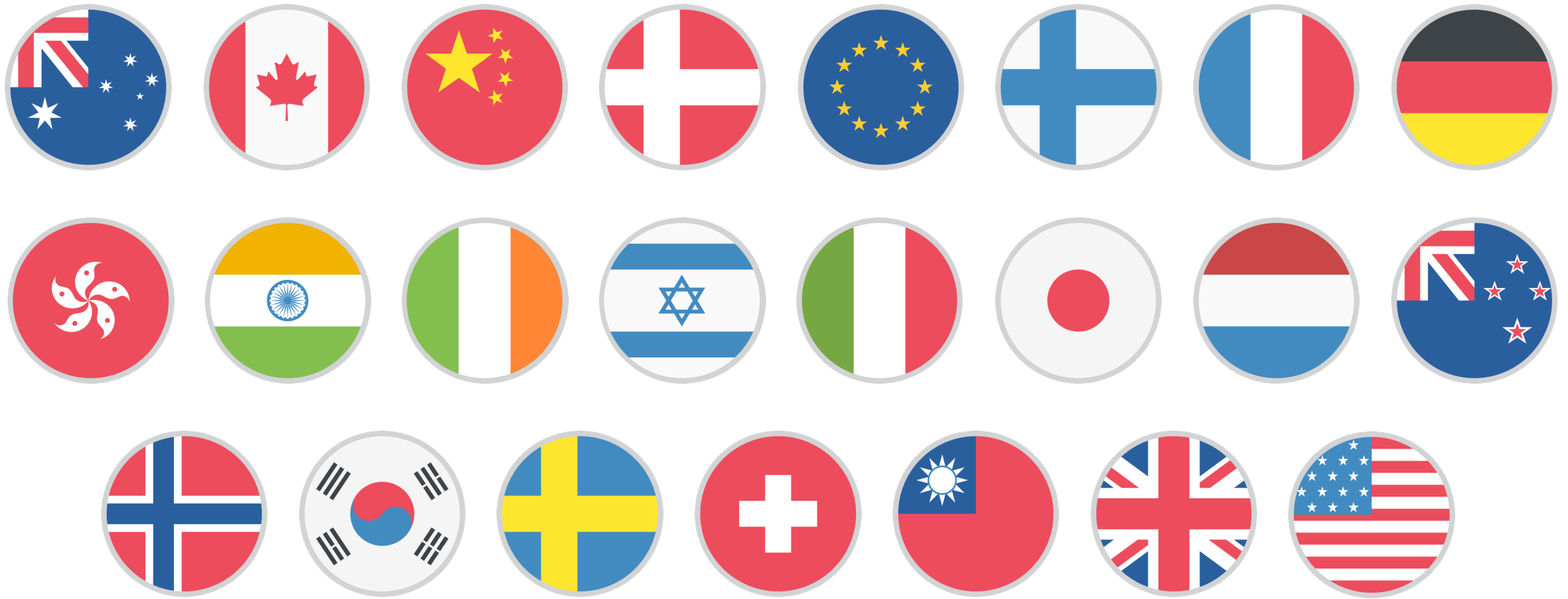
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### CORONAVIRUS AND PANDEMIC >

[California hits 1 million coronavirus cases as L.A. County urges travel quarantine](#)

[Thanksgiving travel will be light, with most Southern Californians driving](#)

[Super-spreading wedding party demonstrates](#)



# **Web Content Accessibility Guidelines (WCAG)**

**[www.w3.org](http://www.w3.org)**



# Your Message

---



**How do you create an  
accessible experience  
on social media?**

# Copy and Formatting

instead of this:

**#octopiareawesome**

write hashtags like this:

**#OctopiAreAwesome**



# #CamelCase

is easier for literally **everyone** to read





**Accessible Social**

@CarlCamelCase



This is the path a »» » » » » » » » » Please stop formatting your screen reader follows » » » » » » » » » tweets to look like this just when you force your »» » » » » » » » » for the sake of viral memes. tweets into two columns. »» » » » » It's not accessible. Thanks.

9:24AM · Nov 4, 2021



**spongemock**  
@TheSpongeMock



Instagram: "Today we're introducing face filters"

Snapchat: "tODAY wE'rE iNTrODuciNG fAcE FiLteR5"



4:42 PM · May 17, 2017 · TweetDeck







**Abandoned House**  
**Old House**  
**Haunted House**  
**Derelict House**





**raised hand**



**raised hand: light skin tone**



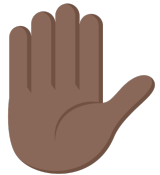
**raised hand: medium-light skin tone**



**raised hand: medium skin tone**



**raised hand: medium-dark skin tone**



**raised hand: dark skin tone**





**Accessible Social** 🔒

@CarlCamelCase



Having a great time on vacation in Colorado 🏔️ gonna get some prime skiing in tomorrow 🏂 before ending the day with hot cocoa 🍵 by the fire with my BFF 👧👦

11:28 AM · Mar 17, 2022 · Twitter for iPhone



**Accessible Social** 

@CarlCamelCase

Keys to a great keynote speech:



don't be afraid to crack jokes



going off-script is okay



have confident body language

11:26 AM · Mar 17, 2022 · Twitter for iPhone

# emojipedia.org



Search Emojipedia

eg heart 🗡️ arrow beach 💖 fireworks birthday 🤖

## Categories

- 😊 Smileys & People
- 🐾 Animals & Nature
- 🍷 Food & Drink
- ⚽ Activity
- 🏠 Travel & Places
- 💡 Objects
- 🏴 Symbols
- 🚩 Flags

## Most Popular

- 🎄 Christmas Tree
- ❤️ Red Heart
- 😓 Pleading Face
- ✨ Sparkles
- 🎅 Santa Claus
- 😭 Face with Tears of Joy
- 🎁 Wrapped Gift
- 😓 Smiling Face with Tear
- 🔥 Fire

## Latest News

- 🗨️ Who is Mx Claus?
- 📱 iOS 14.2 Emoji Changelog
- 😭 Mask Wearing Emoji Now S...
- 👉 First Look: New Emojis in iO...
- NEW 217 New Emojis In Final List...
- 📱 Samsung One UI 2.5 Emojis ...
- 📅 When are the 2020 Emojis C...
- 🤖 Android 11.0 Emoji Changelog

## 👍 Thumbs Up

### Emoji Meaning

A thumbs-up gesture indicating approval.

*Thumbs Up* was approved as part of [Unicode 6.0](#) in 2010 under the name "Thumbs Up Sign" and added to [Emoji 1.0](#) in 2015.

### Copy and Paste

Copy and paste this emoji: 👍

### Also Known As

- 👍 Like
- 👍 Thumbs Up
- 👍 Yes

### Apple Name

👍 Thumbs Up

### Unicode Name

👍 Thumbs Up Sign

Apple



## Categories

- 😊 Smileys & People
- 🐾 Animals & Nature
- 🍷 Food & Drink
- ⚽ Activity
- 🏠 Travel & Places
- 💡 Objects
- 🏴 Symbols
- 🚩 Flags

SurveyMonkey

Impress the heck out of everyone with survey data



Learn more

## Most Popular

- 🎄 Christmas Tree
- ❤️ Red Heart
- 😓 Pleading Face
- ✨ Sparkles
- 🎅 Santa Claus
- 😭 Face with Tears of Joy



# Best Practices for Emoji

- Use them in **moderation**
- Double-check their **description** before using them
- Place them at the **end of posts and tweets** to avoid clarity issues
- Try to **resist changing the color** on customizable emoji unless a specific skin tone is necessary for context



Minnesota Timberwolves

@Timberwolves



that's ✨ **REIGNING FIBA WORLD CUP MVP** ✨  
Ricky Rubio to you...



Ricky Off The Glass



Carolina Panthers

@Panthers



Been waitin' for this one

Turn it up 🎧

tickets on sale: [bit.ly/2UU9tPA](https://bit.ly/2UU9tPA)



Daimler Trucks NA





**Accessible Social** 

@CarlCamelCase



*Custom fonts are so fun!* They give your content extra pizzazz! **And you can even bold your text.**

Unfortunately, not all assistive devices can read these alternative characters, making them inaccessible.

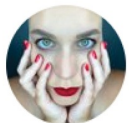


**Accessible Social** 🔒

@CarlCamelCase



s o m e u n i c o d e c h a r a c t e r s e t s  
d o n ' t g e t s k i p p e d o v e r b u t  
i n s t e a d c o m e o u t a s  
c o m p l e t e g o b b l e d y g o o k



Alexa Heinrich (she/her)

@HashtagHeyAlexa

Ignore this tweet. I'm testing something.

**lackadaisical**

*lackadaisical*

lackadaisical

**lackadaisical**

**lackadaisical**

7:46 PM · Sep 23, 2021 · TweetDeck



lackadaisical (from:hashtagheyalexa)



Top

Latest

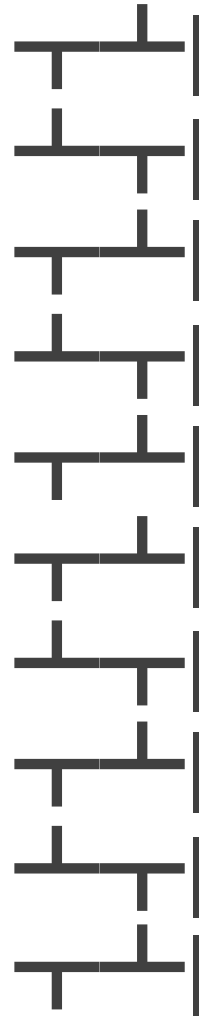
People

Photos

Videos

**No results for  
"lackadaisical  
(from:hashtagheyalex  
a)"**

The term you entered did not bring up any results. You may have mistyped your term or your [Search settings](#) could be protecting you from some potentially sensitive content.



Psssst!

☹️ -  
☹️

“An unpopular opinion  
that many agree with.”



Alexa   
@alexa99



☆。★。☆。★

。☆。☆。☆

★。 \ | /。★

#Happy4thOfJuly 

★。 / | \。★

。☆。☆

☆。★。☆★

Try saying, "Alexa, play 'Fireworks'"  
today.

9:30 AM · 7/4/21 · [Sprinklr](#)



Pennsylvania   
@PennsylvaniaGov

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| GOOD |
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Happy [#PennsylvaniaDay](#)

9:13 AM · Jul 20, 2021 · Twitter Web App

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(•\_•) > Γ ■ - ■

(Γ ■ \_ ■) (y)

# Desktop Twitter



Canva   
@canva

just

↓

↓

↓

here → → → → → to say

← ← ← ←

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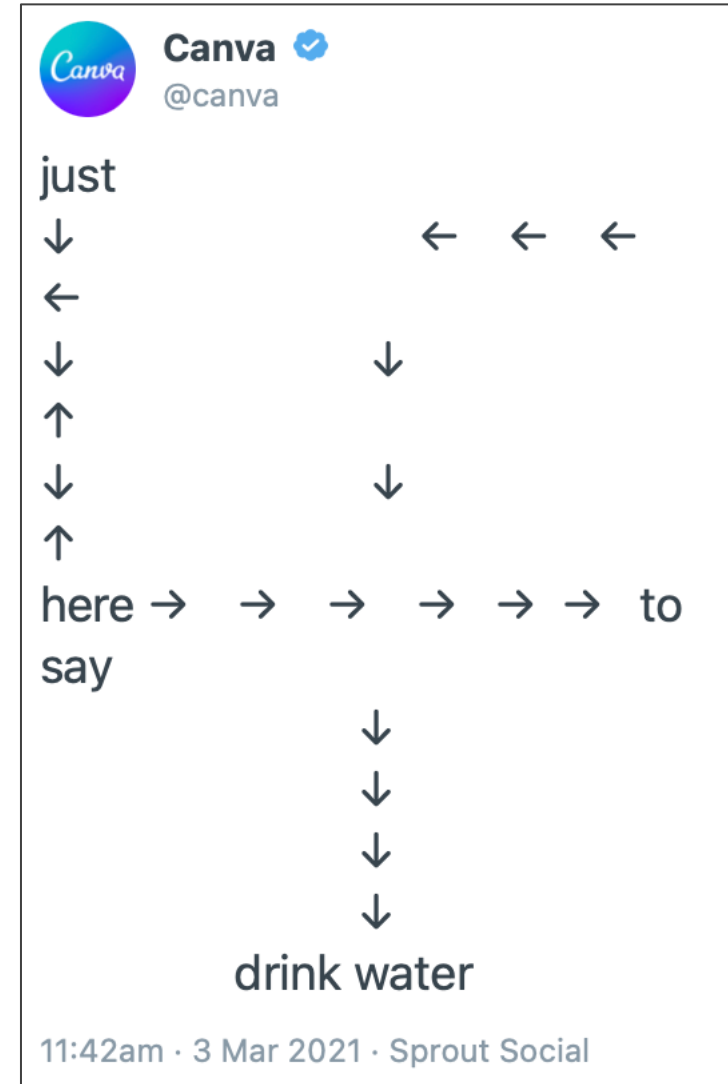
↓


↓

drink water

11:42 AM · Mar 3, 2021 · Sprout Social

# TweetDeck



Canva   
@canva

just

↓

← ← ←

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here → → → → → to say

say

↓

↓

↓

↓

drink water

11:42am · 3 Mar 2021 · Sprout Social

The background of the slide is a solid light blue color, overlaid with a repeating pattern of various emojis. The emojis are semi-transparent and include a wide range of expressions such as smiling faces, crying faces, neutral faces, and faces with different accessories like sunglasses or hearts. The text "Images and Visuals" is centered in a white rectangular box.

# Images and Visuals





Hand holding up a small fuzzy orange kitten with amber-colored eyes and a pink nose.




Woman in a denim jacket holding a baby in a yellow sweater above her head. They are both smiling and joyful.



White Ferris Wheel with multi-colored cars under a clear blue sky on a sunny day.





Accessible Social 

@CarlCamelCase



Alt text is incredibly important to making images accessible.



Accessible Social 

@CarlCamelCase



Alt text is incredibly important to making images accessible.







### Create post



Accessible Social

Public

Write something to Accessible Social...



Edit

Add Photos/Videos



Add to your post



Boost post

Get more people to see and engage with your post. You'll choose settings after you click Post.



Schedule your post from planner in Meta Business Suite.



### Photo detail



Crop



Rotate



Tag photo



Alternative text

Use generated alt text for this photo or add custom alt text:

May be an image of body of water, twilight, palm trees, sky and nature

Custom alt text

A brilliant purple, pink, gold, and orange sunset reflected in the water of a calm canal bordered by palm trees and waterside houses.


Save

Cancel






✕ Create Post Publish

 **Accessible Social**  
Public


Say something about this photo...

Aa Edit 3D Make 3D ⋮ ✕



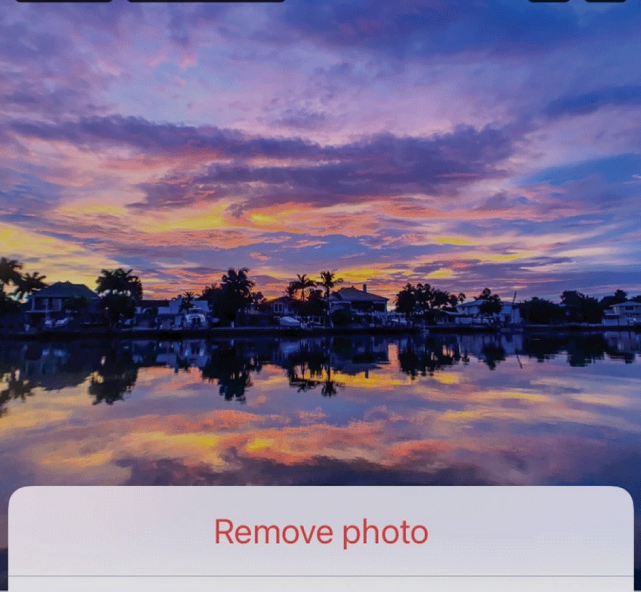
Add to your post 📍

✕ Create Post Publish

 **Accessible Social**  
Public

Say something about this photo...

✏ Edit 3D Make 3D ⋮ ✕



Remove photo


Edit photo

Make 3D

Edit Alt Text

Cancel

✕ Change Alt Text



Add alternative text that describes the contents of the photo for people with visual impairments.

A brilliant purple, pink, gold, and orange sunset reflected in the water of a calm canal bordered by palm trees

Done

⚠ Alt text is usually less than 100 characters.

✕



What's happening?



👤 Tag people

📄 Add description

🌐 Everyone can reply



Tweet

←

### Edit image description

Save



ALT




Description

A brilliant purple, pink, gold, and orange sunset reflected in the water of a calm canal bordered by palm trees and waterside houses.

What is alt text?



**New Post** Share

 Paradise. ❤️

Tag people >

Add Location >

Treasure Island, Florida St. Pete Beach, Florida

Add fundraiser >

Post to other Instagram accounts ^

Facebook

Twitter

Tumblr

Advanced Settings >

**Advanced settings**

**Like and view counts**

Hide like and view counts on this post

Only you will see the total number of likes and views on this post. You can change this later by going to the ... menu at the top of the post. To hide like counts on other people's posts, go to your account settings. [Learn more](#)

**Comments**

Turn Off Commenting

You can change this later by going to the ... menu at the top of your post.

**Preferences**

Share Your Posts to Facebook


Automatically share your photo and video posts to Facebook.

**Accessibility**

Write Alt Text >

Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.

Cancel **Alt Text** Done

 A brilliant purple, pink, gold, and orange sunset reflected in the water of a calm canal bordered by palm trees and waterside houses.



Create new post

Share



 **carlcamelcase**

Write a caption...



0/2,200

Add location



**Accessibility**



Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.



A brilliant purple, pink, gold, and orange

Advanced settings







# Advanced settings

## Comments

### Turn off commenting

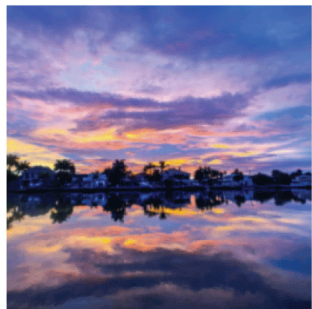
You can turn comments on and off for this post.



## Accessibility (i)

### Write alt text

Describe your photos for people with visual impairments. Alt text can be automatically created, or you can write your own. The best alt text is short, descriptive and limits keywords.



A brilliant purple, pink, gold, and orange sunset reflected in the water of a calm canal bordered by palm trees and waterside houses.



### Post info

Add the information needed to create your post.

### **Advanced settings**

Advanced settings for comments, branded content, and more.



## Edit your photo



Edit

Tag

Alt. text

Cancel

Done

## Edit your photo



Alt text describes images for people who have trouble seeing them. If you don't add alt text, it may be automatically generated after you post. You can edit it anytime.

A brilliant purple, pink, gold, and orange sunset reflected in the water of a calm canal bordered by palm trees and waterside houses.

133/300

Cancel

Save

Edit


Tag

Alt. text

Cancel

Done



Beautiful Places  **Save**



# Add your title

---



**Accessible Social**  
42,069 followers

Tell everyone what your Pin is about

---

**Add alt text**

## Management Platforms



Agorapulse

X

X

X

Buffer

X

Emplifi

X

X

X

Facebook Creator Studio

X

X

Falcon

X

X

X

Hootsuite

X

X

X

Publer

X

X

X

Sked Social

X

X

X

X

X

Sprinklr

X

Sprout Social

X

X

X



# Write in plain language



## Example Alt Text:

A man and woman kiss. The man wears a tuxedo, and the woman wears a white wedding dress and veil that swirls around them.

# Focus on accuracy, not length



## Example Alt Text:

Ferris Wheel lit up under a starry night sky at a carnival crowded with people.

# Consider positional information



## Example Alt Text:

Upward view of ten palm trees swaying in the wind.

# Exclude writing “image of” or “photo of”



## Example Alt Text:

Colorful illustration of five different doctors working on and researching an over-sized kidney model.



# Use proper nouns and names



## Example Alt Text:

Mount Rushmore is shown under a hazy blue sky. The cliffside in front of it is dotted with evergreen trees.

# Don't describe every single detail



## Example Alt Text:

Times Square in New York City is bustling with cars and people at night. Bright digital billboards cover the buildings.

# Use personal identifiers when needed



## Example Alt Text:

Young Black girl with long curly hair sits in front of a large desktop computer while learning about different careers in technology.

# Avoid abbreviations whenever possible



## Example Alt Text:

A group of about twenty people sit in rows of chairs at a session for the 2021 Higher Education Social Media (H.E.S.M.) Conference.

# Add keywords for improved SEO



## Example Alt Text:

Partial view of a man wearing black Chuck Taylor high-top shoes, denim shorts, and a gray t-shirt sitting on his luggage on the side of a country road while the sun sets behind him.

# Avoid excessive flattened copy



## Example Alt Text:

View of a man from behind. He stands atop a hill with his arms outstretched, looking over a green valley under a cloudy blue sky. Text over him reads freedom.



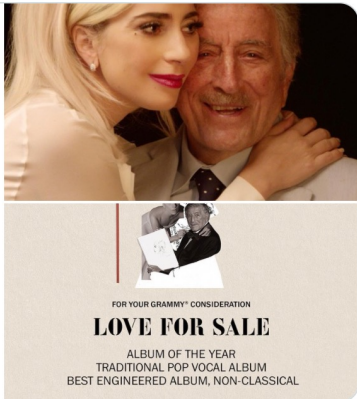
# What to Avoid in Your Alt Text

- **Emoji Icons**
- **Links**
- **Hashtags**
- **Additional Symbols**
- **Nonessential Info**



Thank you ❤️ @RecordingAcad @itstonybennett

utterly speechless. This means so much to me, Tony, the Bennetts, my family, jazz music, and the great Cole Porter who wrote all these timeless classics. I'll never forget today and congratulating Tony on his 6 nominations. I'll never forget that today he could track every word I was saying and understood the world was celebrating him and celebrating jazz - a genre that embodies the joy, abundance and imagination of Black music throughout history. Thank you to all the Grammy voters for recognizing me and Tony's dedication to jazz music and for also recognizing it in major categories where this music is often not nominated. This album happened because it was Tony's idea and I made him a promise that we would make it and we did. At 95 years old, he has more nominations than ever, I'm so honored to be his companion in music and his friend. Thank you to the public for loving us, we surely love each other, and you. Believe in love and partnership,

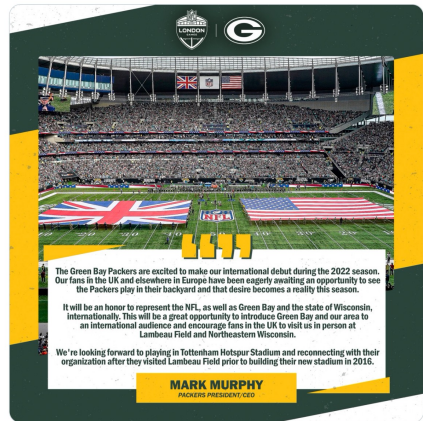


4:15 PM · Nov 23, 2021 · Twitter for iPhone



Ready for our debut in the UK! 🇬🇧

#GoPackGo



NFL UK and 2 others

9:39 AM · Feb 28, 2022 · Twitter Web App



We want to apologize to anyone who is disappointed in or offended by our recent campaign. The intent behind it was in no way meant to imply that alcohol is the answer or make light of the struggles of addiction.

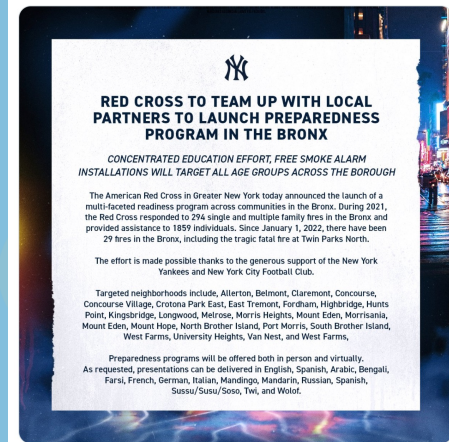
While we believed we were bringing the #TakeAMimomom program to life in the right way - through a message of positivity and balance mixed with a bit of levity - we hear the feedback that for some we've missed the mark. Accordingly, we're ceasing any further activity in support of the campaign. We value the comments and perspectives that have been shared and will use it as a lens for evaluating future campaigns.



7:37 PM · Dec 15, 2020 · Twitter Web App



Yankees and local partners to team up with the Red Cross to launch preparedness program in the Bronx:



11:56 AM · Feb 16, 2022 · Twitter Web App

68 Retweets 4 Quote Tweets 638 Likes



We invite you to read our CEO Dan Cathy's thoughts and personal reflections: [spr.ly/6187G1AvZ](https://spr.ly/6187G1AvZ)

Words are not enough, and they sometimes aren't the right words, but we want to say something. Racism should have no place in society. Not now, not ever. It cannot be tolerated.

Our hearts are breaking, for our Black Team Members, Operators and Staff and all those in the Black community who are suffering and who have suffered for too long because of racism. At Chick-fil-A®, we know we have a role in moving all of us forward.

We will listen. We will be intentional. We will share.

We will act to build bridges - to spread care and hope into our world - today and always.

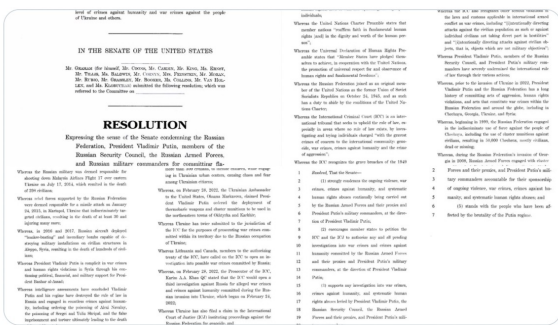


6:24 PM · Jun 3, 2020 · Twitter Web App



Just introduced resolution condemning the Russian Federation, Vladimir Putin, & Russian military commanders for committing flagrant acts of aggression & atrocities rising to the level of war crimes against humanity & crimes against the Ukrainian people.

[lgraham.senate.gov/public/\\_cache/...](https://lgraham.senate.gov/public/_cache/...)



1:17 PM · Mar 3, 2022 · Twitter for iPhone

185 Retweets 45 Quote Tweets 810 Likes

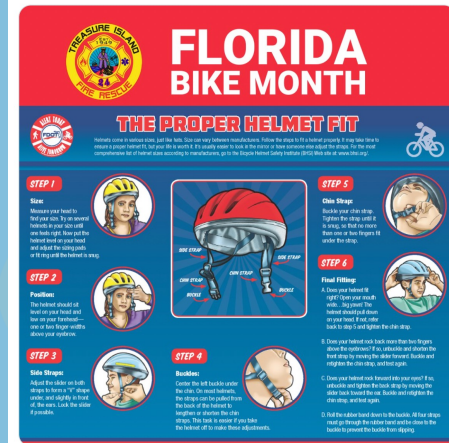


My playing career has been such a thrilling ride, and far beyond my imagination, and full of ups and downs. When you're in it every day, you really don't think about any kind of ending. As I sit here now, however, I think of all the great players and coaches I was privileged to play with and against - the competition was fierce and deep, JUST HOW WE LIKE IT. But the friendships and relationships are just as fierce and deep. I will remember and cherish these memories and re-visit them often. I feel like the luckiest person in the world.

9:41 AM · Feb 1, 2022 · Twitter Web App



It's #FloridaBikeMonth and we want to help keep bicyclists safe by offering some tips. Today's tip - proper helmet fit. Approximately 40% of bicyclist fatalities in Florida are related to traumatic brain injuries. It's always safest to wear a properly fitted helmet when biking.



9:26 AM · Mar 16, 2022 · Twitter Web App





President Biden

@POTUS

United States government official

Climate change is a code red for our nation — and we have no time to waste. That’s why today, my Administration is announcing new actions that will reduce emissions across the industrial sector and create good-paying, union jobs.



whitehouse.gov

Fact Sheet: Biden-Harris Administration Advances Cleaner Industrial Sector to ...  
New Pro-Climate, Pro-Worker Actions Create Jobs and Harness the Bipartisan  
Infrastructure Law, Federal Purchasing Power, and Trade Policy Today, the

1:58 PM · Feb 15, 2022 · The White House

1,376 Retweets 180 Quote Tweets 6,443 Likes



BRIEFING ROOM

# Fact Sheet: Biden-Harris Administration Advances Cleaner Industrial Sector to Reduce Emissions and Reinvigorate American Manufacturing

FEBRUARY 15, 2022 • STATEMENTS AND RELEASES

*New Pro-Climate, Pro-Worker Actions Create Jobs and Harness the Bipartisan Infrastructure Law, Federal Purchasing Power, and Trade Policy*

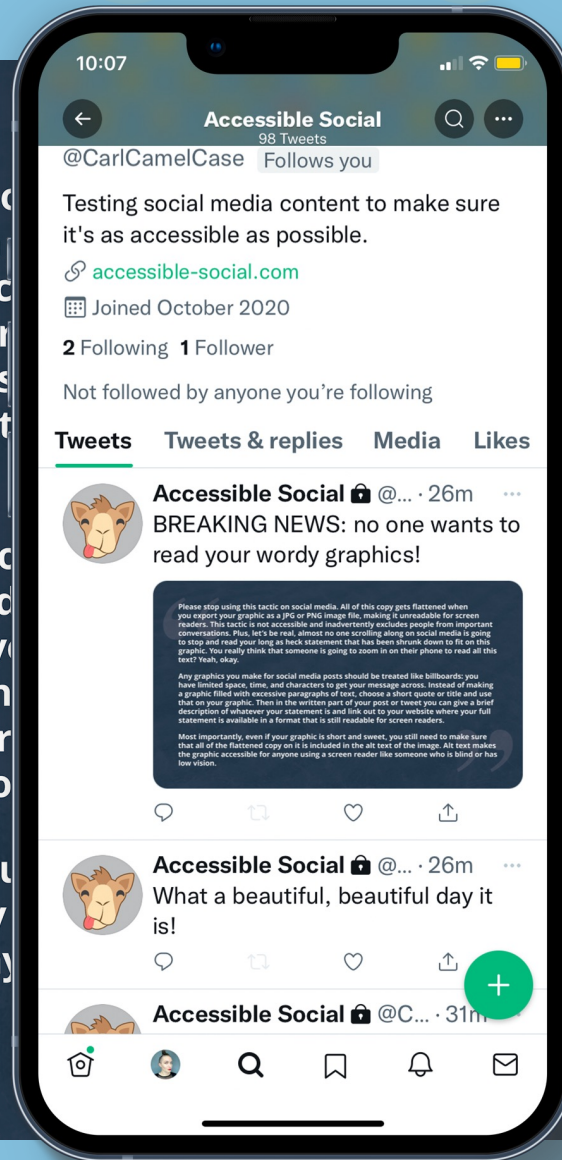
Today, the Biden-Harris Administration is announcing new actions across agencies to support American leadership on clean manufacturing—including low-carbon production of the steel and aluminum we need for electric vehicles, wind turbines, and solar panels, and the clean concrete we need to upgrade our transportation infrastructure. These actions will create more good-paying jobs and follow on a historic comeback for American factories, with [367,000](#) manufacturing jobs added during President Biden’s first year in office, the most in nearly 30 years. Further strengthening our industrial base will revitalize local economies, lower prices for consumers, provide more pathways to the middle class through union jobs, and boost American competitiveness in global markets.

The industrial sector is also central to tackling the climate crisis, as it is currently responsible for nearly a third of domestic greenhouse gas emissions. By helping manufacturers use clean energy, efficiency upgrades, and other innovative technologies to reduce emissions, the Administration is supporting cleaner industry that can produce the next generation of products and

Please stop using this tactic of flattening text when you export your graphic as a single image file. Screen readers can't read it. This tactic is not accessible and inadvertently excludes people from important conversations. Plus, let's be real, almost no one scrolling along on social media is going to stop and read your long as heck statement that has been shrunk down to fit on this graphic. You really think that someone is going to zoom in on their phone to read all this text? Yeah, okay.

Any graphics you make for social media posts should be treated like billboards: you have limited space, time, and characters to get your message across. Instead of making a graphic filled with excessive paragraphs of text, choose a short quote or title and use that on your graphic. Then in the written part of your post or tweet you can give a brief description of whatever your statement is and link out to your website where your full statement is available in a format that is still readable for screen readers.

Most importantly, even if you do make a short and sweet, you still need to make sure that all of the flattened copy on it is included in the alt text of the image. Alt text makes the graphic accessible for anyone using a screen reader like someone who is blind or has low vision.

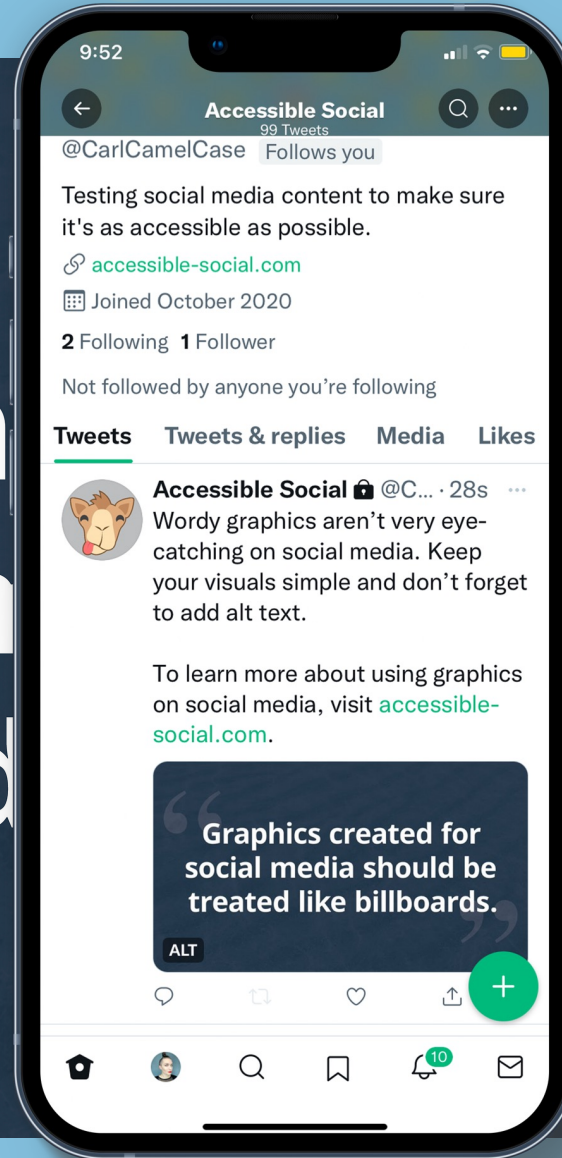


gets flattened when it's unreadable for screen readers. This tactic is not accessible and inadvertently excludes people from important conversations. Plus, let's be real, almost no one scrolling along on social media is going to stop and read your long as heck statement that has been shrunk down to fit on this graphic. You really think that someone is going to zoom in on their phone to read all this

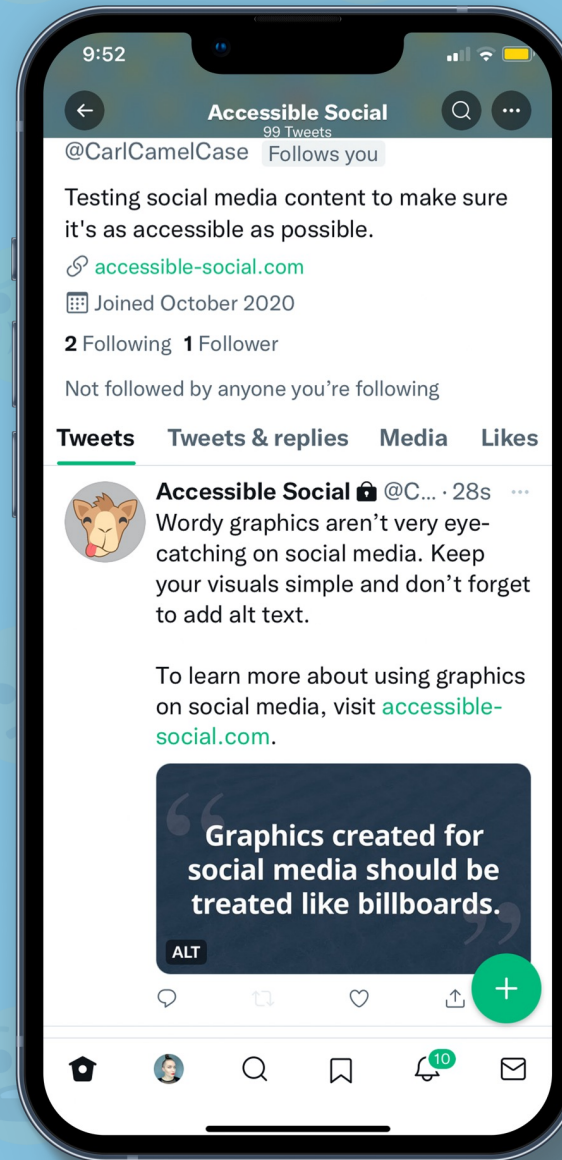
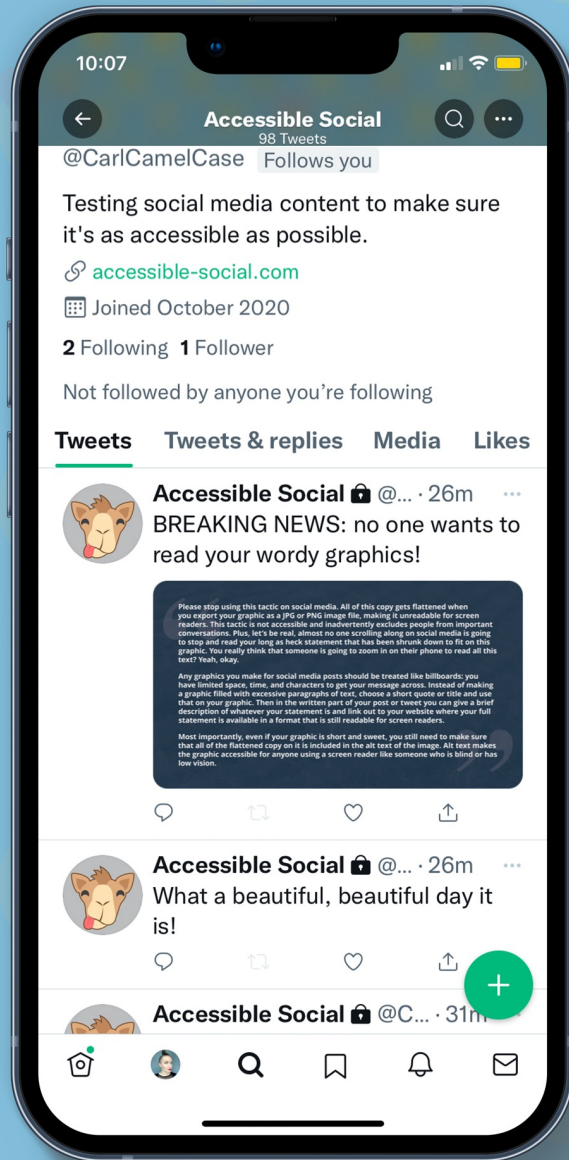
ated like billboards: you have limited space, time, and characters to get your message across. Instead of making a graphic filled with excessive paragraphs of text, choose a short quote or title and use that on your graphic. Then in the written part of your post or tweet you can give a brief description of whatever your statement is and link out to your website where your full statement is available in a format that is still readable for screen readers.

you still need to make sure that all of the flattened copy on it is included in the alt text of the image. Alt text makes the graphic accessible for anyone using a screen reader like someone who is blind or has low vision.

Graph  
social n  
treated



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ould be  
boards.





- Set GIFs to stop playing after 5 seconds
- Give users a way to pause or stop GIFs
- Write descriptive alt text for GIFs
- Avoid GIFs that contain rapid blinking or flashing
- Make sure any text in a GIF has appropriate contrast with the background



# BACKGROUND COLOR


TEXT COLOR

	Red	Orange	Yellow	Green	Blue	Violet	Black	White	Gray
Red		Poor	Good	Poor	Poor	Poor	Good	Good	Poor
Orange	Poor		Poor	Poor	Poor	Poor	Good	Poor	Poor
Yellow	Good	Good		Poor	Good	Poor	Good	Poor	Good
Green	Poor	Poor	Poor		Good	Poor	Good	Poor	Good
Blue	Poor	Poor	Good	Good		Poor	Poor	Good	Poor
Violet	Poor	Poor	Good	Poor	Poor		Good	Good	Poor
Black	Poor	Good	Good	Good	Poor	Good		Good	Poor
White	Good	Good	Poor	Poor	Good	Good	Good		Good
Gray	Poor	Poor	Good	Good	Poor	Poor	Poor	Good	



# color.adobe.com

Text Color

#142845 



Background Color

#83BFDD 

Contrast Ratio 

7.37 : 1 



Preview


Regular Text

A high color contrast  
makes anything easier to  
read

 **Pass** for 17pt and below


Large Text

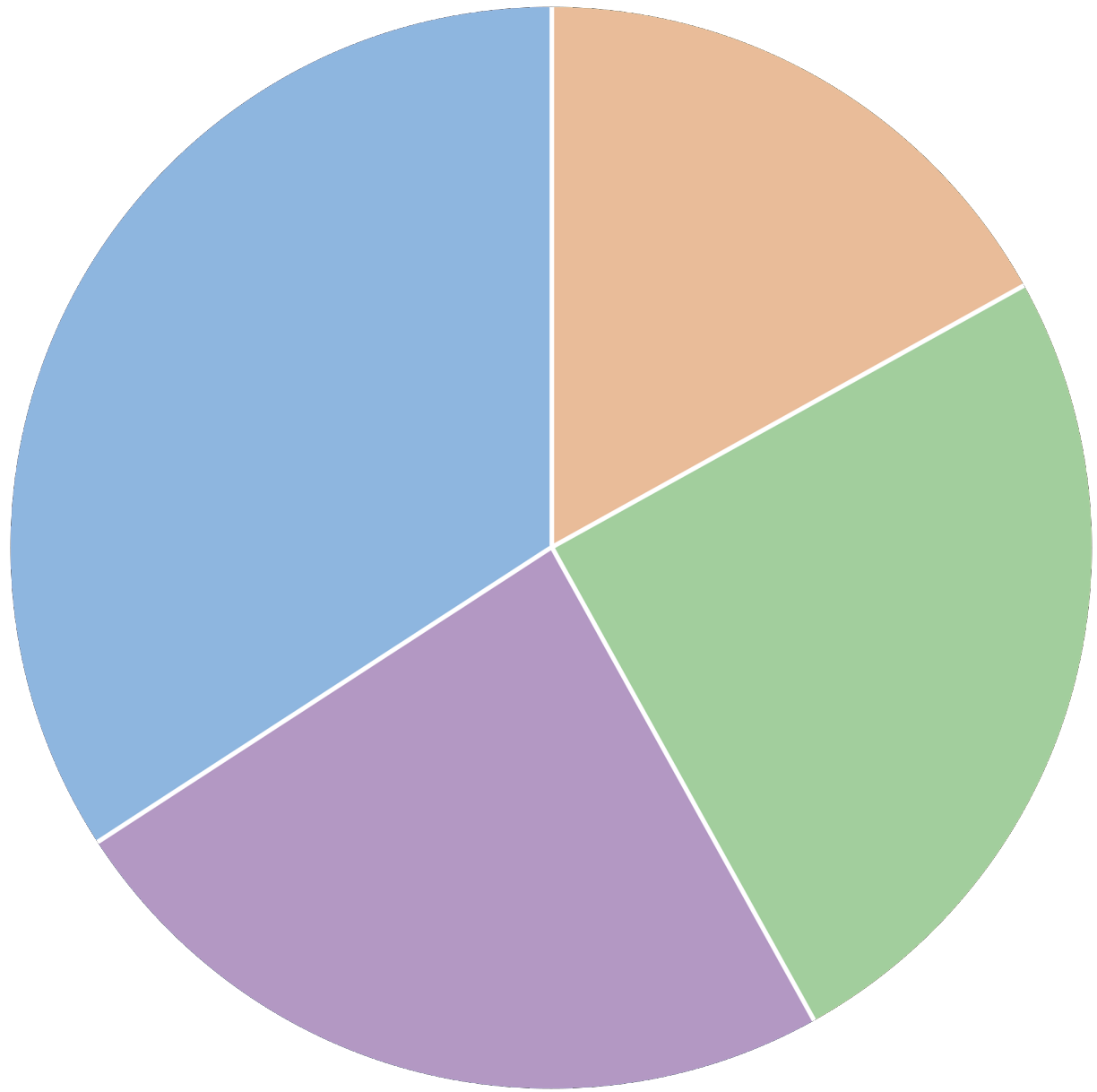
A high color contrast makes anything easier to  
read

 **Pass** for 18pt and above / 14pt bold and above

Graphic Components



 **Pass** for icons and actionable graphics






The background of the slide is a solid light blue color, overlaid with a repeating pattern of various emojis in a slightly darker shade of blue. The emojis include a wide range of expressions such as smiling, crying, thinking, and surprised faces.

# Audio and Video

# Audio Descriptions

An audio description is a form of narration used to provide info surrounding key visual elements in videos for blind and low vision consumers.

Audio		Subtitles	
English [Original]		Off	✓
<b>English - Audio Description</b>	✓	English [CC]	

- 
- Typically adds an **additional audio track** to a video that can be toggled on and off
  - You cannot add multiple audio tracks to one video on YouTube, Vimeo, or most social media platforms
    - Create **two versions** of your video, one with an audio description integrated with the rest of your video's audio and one without





### Gucci Gift 2020

5,100,562 views • Nov 9, 2020

👍 9.4K    💬 219    ➦ SHARE    ⌵ SAVE    ⋮



**GUCCI** 🔒  
751K subscribers

SUBSCRIBE

The new campaign for Gucci Gift imagines a holiday party in an office with a retro 90s setting. When the clock strikes five, Gucci-clad co-workers transform into festive clubgoers. In between joining the conga line the colleagues unwrap gifts from the line-up, including wooly GG jacquard scarves and hats, and GG Marmont bags and the Gucci Tennis 1977 sneaker in multi-color metallic sequins.



**The Wheel Of Time**   
@TheWheelOfTime



## Moiraine Damodred



### The Wheel of Time - Moiraine

Golden Globe winner Rosamund Pike is Moiraine in The Wheel of Time, an upcoming Amazon Original series.

12:50 PM · Mar 17, 2021 · Twitter Media Studio



**The Wheel Of Time**   
@TheWheelOfTime



Replying to [@TheWheelOfTime](#)

**Video Description (1/2):** The video opens on darkness as we hear the sounds of a powerful energy in the background. A woman's voice says "Do not underestimate the women in this tower."

12:50 PM · Mar 17, 2021 · Twitter Web App



**The Wheel Of Time**   
@TheWheelOfTime

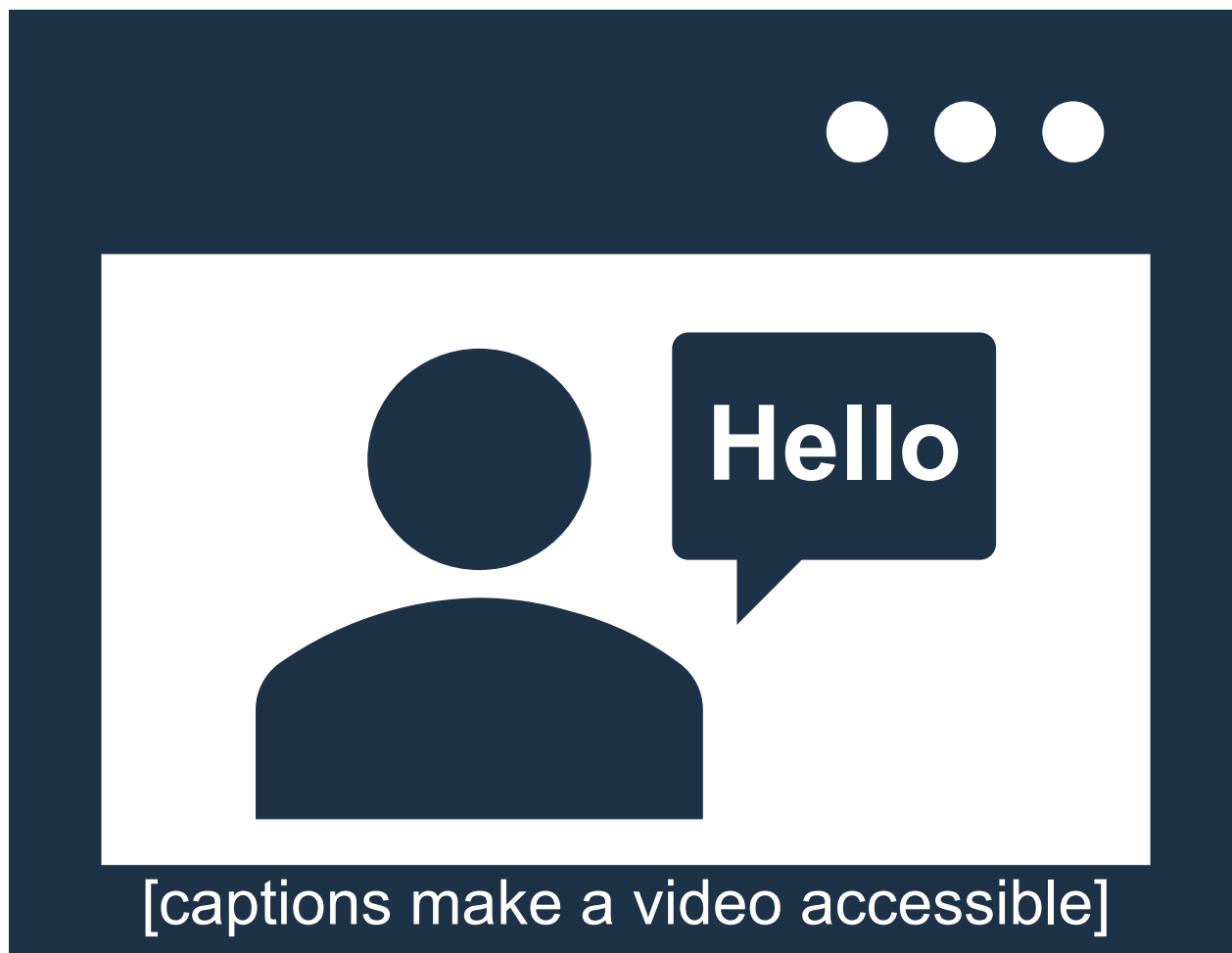


Replying to [@TheWheelOfTime](#)

**Video Description (2/2):** We then see Golden Globe winner Rosamund Pike emerge with her eyes closed. It's Moiraine, legendary Aes Sedai of the Blue Ajah. As she opens her eyes, light flows around her before the video ends with a bright flash.

12:50 PM · Mar 17, 2021 · Twitter Web App





**Learning disability**

**Attention deficit**

**Autism**

**Different language**

**Noisy environment**

**Poor audio**

**Fast talker**

**Speaker with an accent**





**92%**

**of U.S. consumers view videos  
with sound off on mobile**







**80%**

**more likely to watch an entire  
video if it includes captions**





**85%**

**of videos are watched  
without sound on Facebook**





80%

of videos are watched  
without sound on LinkedIn





**40%**

**of videos are watched  
without sound on Instagram**

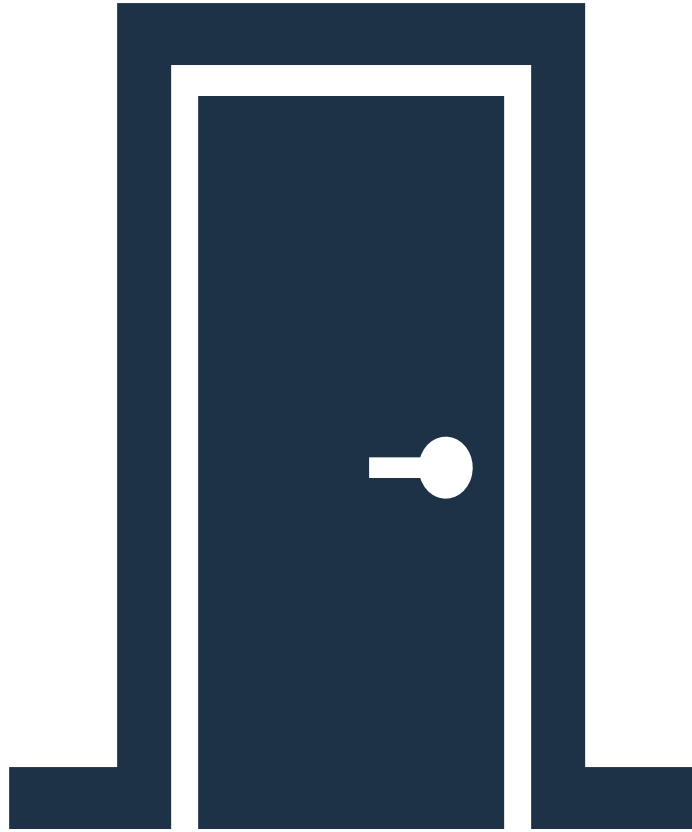




**28%**

**longer view time on Twitter  
video content that's captioned**





**[closed captioning]**



**[open captioning]**





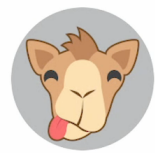
# Closed Captions

- **Can be toggled on and off**
- **Option on most video sharing and streaming platforms**
- **Can usually be moved and adjusted to adapt to different screen sizes and orientations**

# Open Captions

- **Permanently burned onto a video and always visible**
- **Cannot be turned off, moved, or resized**
- **Normally used when closed captioning isn't available**










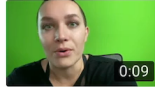
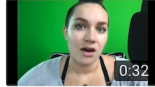

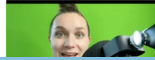
Your channel  
Accessible Social

- Dashboard
- Content**
- Playlists
- Analytics
- Comments
- Subtitles
- Copyright
- Monetization
- Customization
- Audio library
- Settings

### Channel content

Videos Live

Filter

<input type="checkbox"/>	Video	Visibility	Restrictions	Date ↓	Views	Comments
<input type="checkbox"/>	 <p><b>Why Two-Column Tweets Aren't Accessible</b> An often-overlooked aspect of accessibility in relation to social media is formatting. For social media, this means how you layout your posts and tweets using spaces, tabs, and hard returns...</p>	Public	None	Apr 3, 2022 Published	154	0
<input type="checkbox"/>	 <p><b>Why ASCII Art Isn't Accessible</b> ASCII art is a design technique that uses letters, numbers, punctuation marks, and other characters to create illustrative pictures. It's often used on social media to make topical memes, and it's...</p>	Public	Copyright claim	Mar 10, 2022 Published	127	2
<input type="checkbox"/>	 <p><b>The Blue Checks Do Wordle</b> WARNING: the following video is not captioned because its audio is pure chaos. Almost the entire video is a screen reader reading emoji illustrations aloud at a slightly alarming speed. Thousands ...</p>	Public	None	Jan 31, 2022 Published	1,470	2
<input type="checkbox"/>	 <p><b>Accessibility on Social Media</b> A guided walk-through of basic best practices that can help you make your social media content more accessible for everyone, but especially users who are blind, partially sighted, low vision, deaf...</p>	Public	None	Oct 14, 2021 Published	1,170	2
<input type="checkbox"/>	 <p><b>Alternative Characters Text-to-Speech Demonstration</b> Content creators have started using external websites to generate alternative characters or "fancy fonts" for their posts to make the copy appear in different weights, styles, and fonts. Unfortunately...</p>	Unlisted	None	Sep 24, 2021 Uploaded	64	0
<input type="checkbox"/>	 <p><b>YouTube Auto-Captions Demonstration</b> Add description</p>	Unlisted	None	Sep 21, 2021 Uploaded	0	0
<input type="checkbox"/>	 <p><b>SRT Test</b> Add description</p>	Unlisted	None	Aug 18, 2021 Uploaded	0	0
<input type="checkbox"/>	 <p><b>Spongebob Case Test</b> This is a test of how a screen reader handles reading "Spongebob Case" or the trend where the case of the letters is modulated between uppercase and lowercase for every other letter.</p>	Unlisted	None	May 20, 2021 Uploaded	14	0
<input type="checkbox"/>	 <p><b>How to Talk Accessibility with Leadership</b> Creating accessible social media content shouldn't only be important to digital marketers. Your</p>	Unlisted	None	Mar 18, 2021 Uploaded	70	1





# Tips for Writing Captions

- **Break your captions up at natural language breaks for easy reading**
- **Allow time to read your captions**
- **Include captions for any contextually important non-speaking audio like sound effects and music**
- **Identify when a new speaker starts talking, especially if they can't be seen on screen**



# Captioning Apps

- **MixCaptions**
- **Clipomatic**
- **AutoCap**
- **Kapwing**
- **Clips**



# Live-Streaming Tips

- **Consider using video services that have live-captioning capabilities like Zoom or Google Meet**
- **Provide a transcript or fully captioned video soon after your event ends**
- **Hire an on-camera interpreter for an additional level of accessibility**

The background is a solid light blue color with a repeating pattern of various emojis in a slightly darker shade of blue. The emojis include a wide range of expressions such as smiling faces, crying faces, neutral faces, and faces with different accessories like sunglasses or hearts.

# Testing Your Content

⚡ This Page isn't visible. You can publish it when you're ready for people to see it. Publish Page

Edit

**Accessible Social**  
@CarlCamelCase · Advertising/Marketing + Add a button

[Home](#) [Events](#) [Reviews](#) [Videos](#) [More](#) Promote Search More

← **Accessible Social** 🔒  
95 Tweets

**Accessible Social** 🔒  
@CarlCamelCase

Testing social media content to make sure it's as accessible as possible.

[🔗 accessible-social.com](https://www.accessible-social.com) [📅](#) Joined October 2020

**1** Following **1** Follower Follow

← **carlcamelcase** ⋮

**9** Posts **1** Follower **1** Following

**Accessible Social** they/them  
Testing social media content to make sure it's as accessible as possible.  
[www.accessible-social.com](https://www.accessible-social.com)

Follow

[📅](#) [📷](#)

**This account is private**  
Follow this account to see their photos and videos.



**[accessible-social.com](https://accessible-social.com)**



**[@HashtagHeyAlexa](https://twitter.com/HashtagHeyAlexa)**



**[hello@therealalexa.com](mailto:hello@therealalexa.com)**