

Digital Accessibility Series

Social Media and Email

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Alex Martinez
IT – Academic Tech Specialist

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ADA Coordinator

About Bill

- At DU since 2020
- Bill has his undergrad degree from Lewis & Clark College in physics and math/computer science.
- He has been doing digital accessibility for about 4 years.
- Hobbies: para-climber, hiking, cycling, skiing



About Alex

- At DU since 2002
- Academic Technologist, Instructional Designer, Web Developer, Kaltura Video Administrator, Digital Accessibility and MLIS Instructor
- Hobbies include biking, camping and home construction projects



About Joshua

- At DU since 2017
- Masters in Counseling, worked in disability services for 22+ years. First 5 years at DU as Director of the Disability Services Program (DSP).
- Former professional kayaker, recently completed a home remodel and is excited to spend more time exploring Colorado.



Agenda

1. Defining the why
2. Celebrate achievements
3. Social media accessibility features
4. Discussion around social media accessibility
5. Demo screen reader experience with email
6. Identify 3 ways to improve website accessibility
7. Next steps



Prevalence at DU

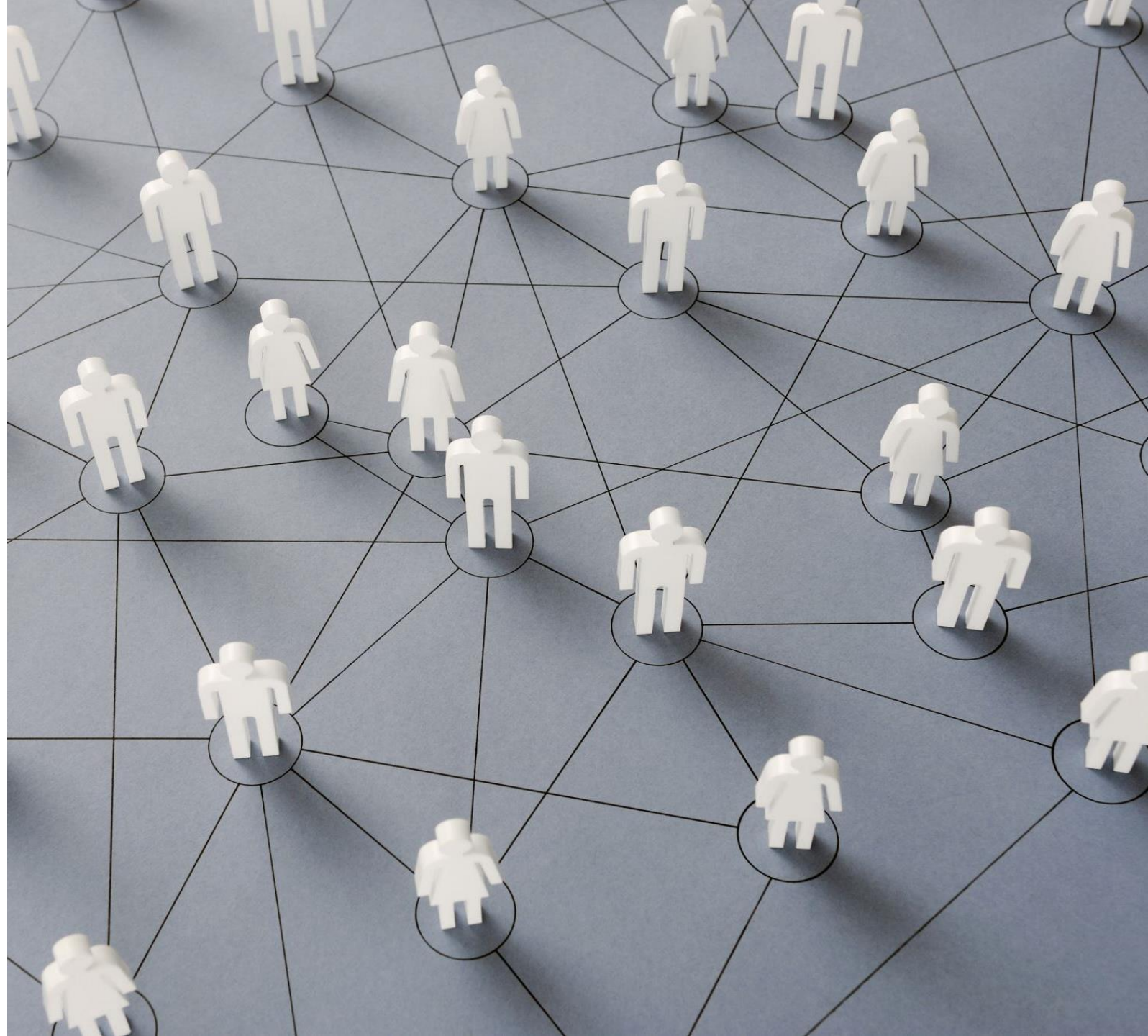
- Hard of hearing DU Students: 8 Graduates, 3 Law School, 15 Undergraduates - 26 total at DU
- Blind or low vision DU Students: 10 -12 legally blind and 20 - 30 low vision diagnosis
- About 19% of students enrolled at DU work with the Disability Services Office
- About 15% of students are international students

Celebrate Accessibility Achievements



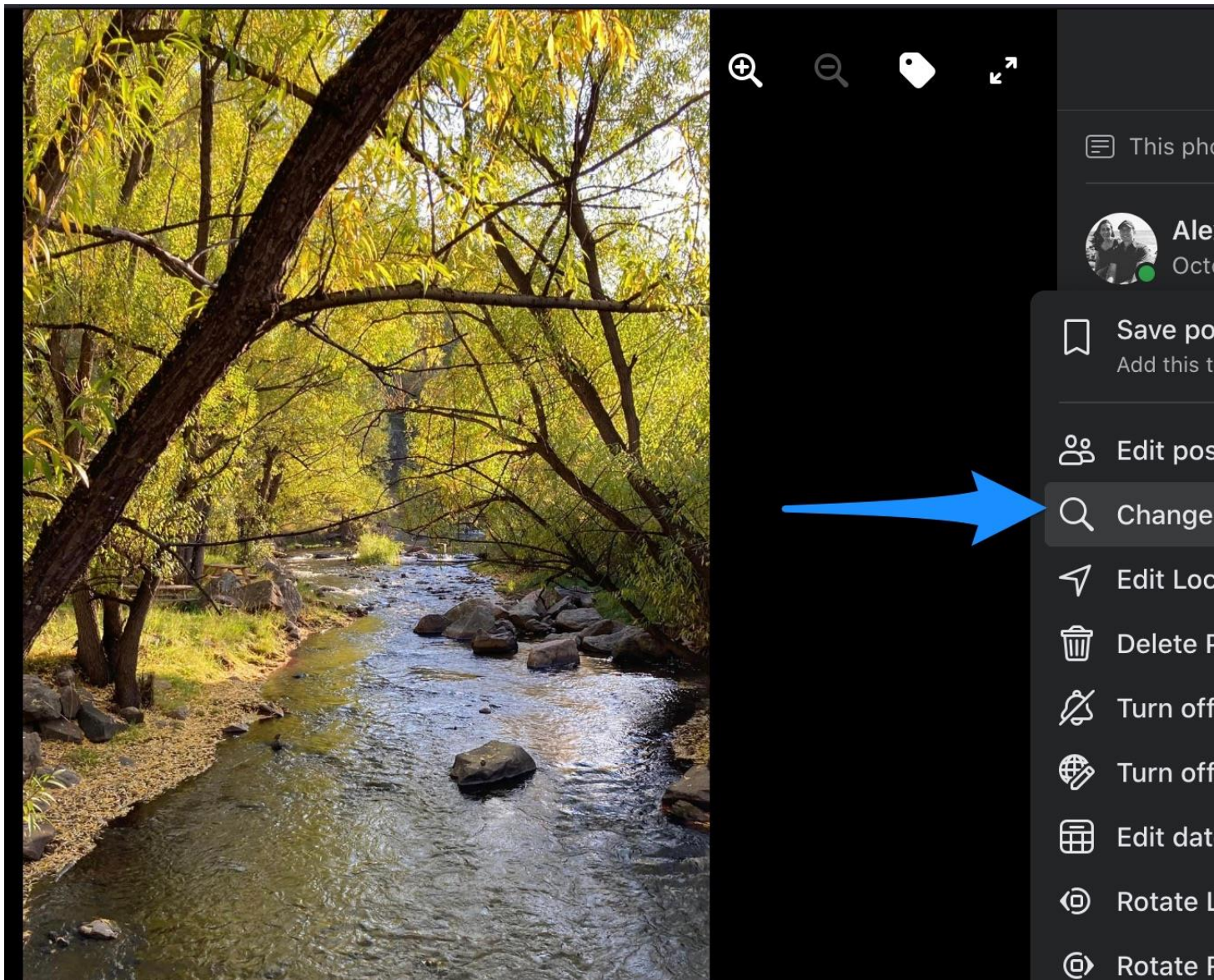
Social Media Accessibility Challenges

- No Alt Text
- Captions are not accurate
- Missing [descriptive link text](#) = “here” or “learn more”
- No or limited accessibility features



Social Media



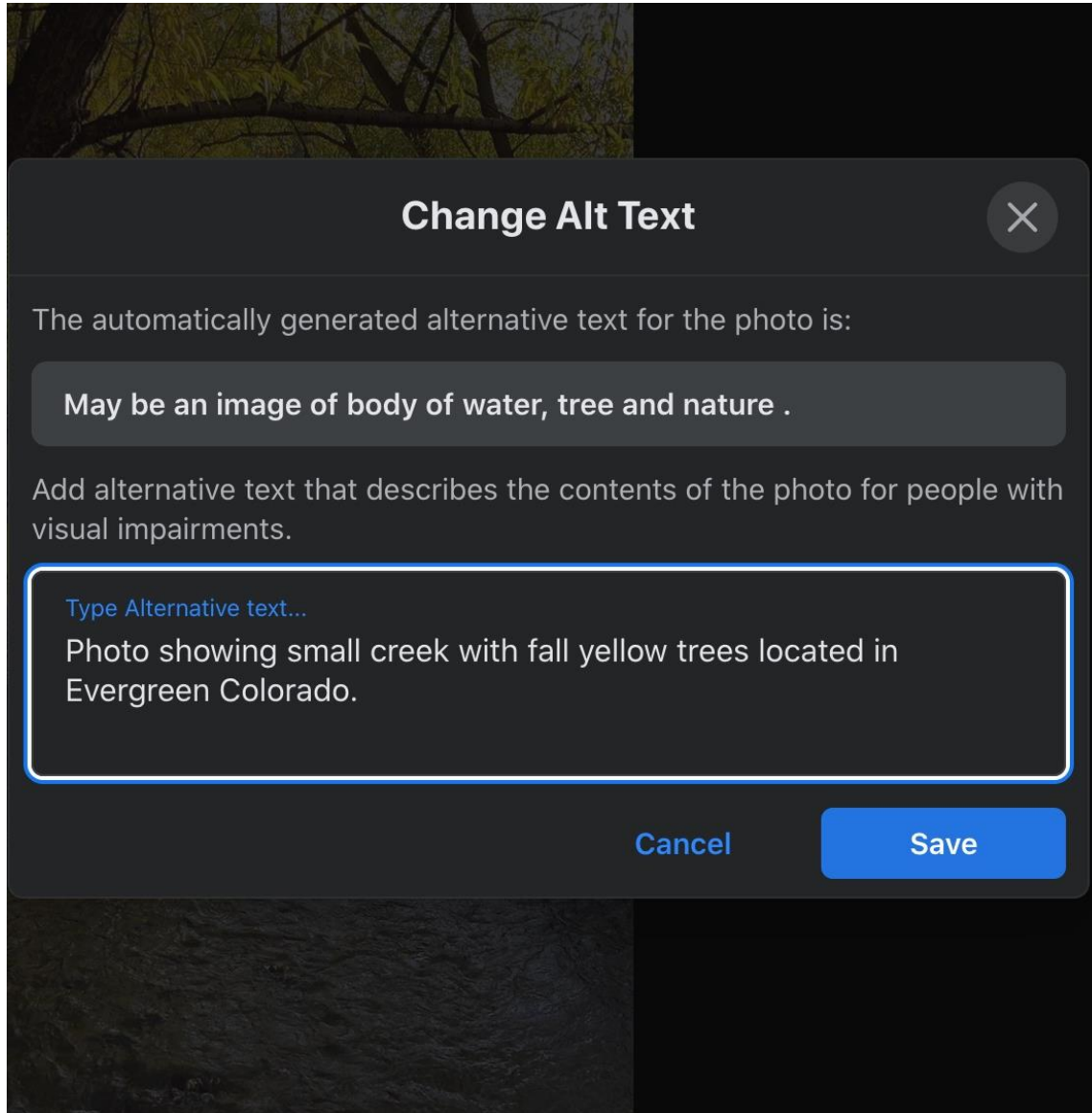


Social Media: Facebook AI Alt Text

- Alternative text (alt text) is a text-based description added to an image that can benefit people who are blind and have low-vision. You can replace this text to provide a better description of a photo.
- Keep in mind that this description will only be read if someone is using a screen reader to access Facebook.

Social Media: Facebook Edit Alt Text

- To change the alt text of a photo after you've posted it:
- Click the photo to open it.
- Click more in the top right and select Change Alt Text.
- Click Override generated alt text or change the alt text in the text box. You can also click Clear to change your edited alt text back to the automatically generated text.
- Click Save.



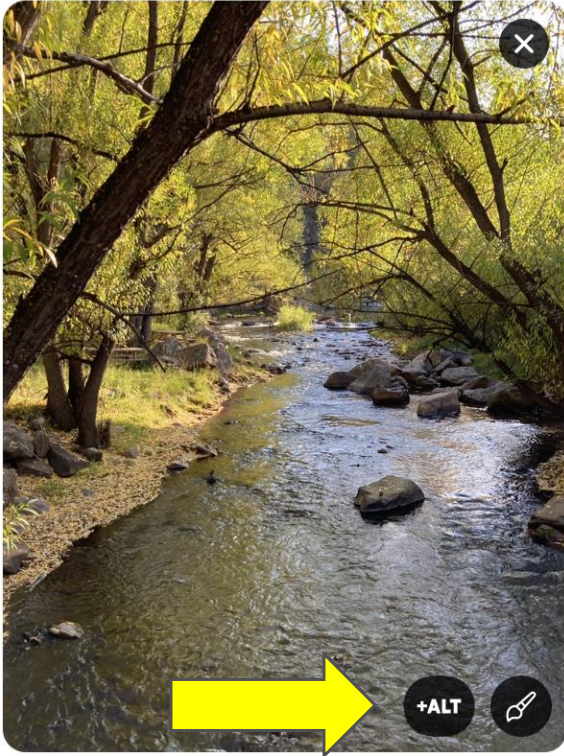
Cancel

Tweet



All Followers ▾

Fall colors at Evergreen
Colorado



+ALT



🌐 Everyone can reply



Social Media: Twitter Alt Text Feature



Everyone can reply



Photo of small mountain creek with
bright yellow trees. |

Okay

Thank

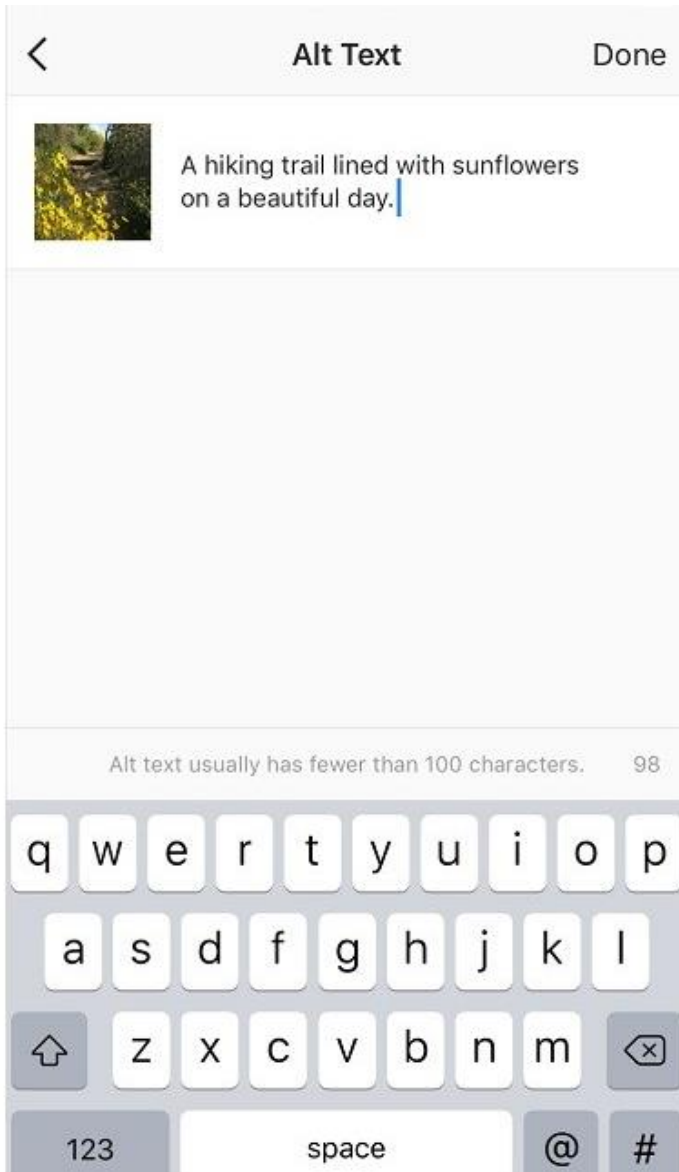
Hi

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

Social Media: Twitter Adding Alt Text



Instagram

To see and edit alt text for a photo before you post it on Instagram:

Start by taking a photo or uploading an existing photo to Instagram.

Choose a filter and edit the image, then tap Next (iPhone) or (Android) .

Tap Advanced Settings at the bottom of the screen.

Tap Write Alt Text.

Write your alt text in the box and tap Done (iPhone) or Done (Android).



Open vs Closed Captions

- **Open Captions:** Captions that are edited into the video. Good for videos that will be played on a device that does not support closed captions.
- **Closed Captions:** Captions that the user can turn off/on, control size, color, font, and background. It's a separate file format (.SRT or .VTT)
- Social Media platforms that support closed captions: YouTube, DU MediaSpace, Vimeo, LinkedIn, FaceBook, Instagram, TikTok.

Email Accessibility

1. Subject lines matter
2. Add structure to your emails with headers
3. Meaningful link text
4. Graphics with detailed alt text. Have text description of graphics with important information.
5. Long email should have table of contents

Accessible content

You can let senders know that you prefer accessible content by selecting the check box below. People who send you email will be reminded to make their messages accessible and can get information about how to do so.

☒ Ask senders to send content that's accessible

In Outlook on the web, to go to Accessibility Settings, select Settings icon > View all Outlook settings > General > Accessibility.



Screen Reader Demo

Bill Casson will demo how he experiences email messages



Web Accessibility Checklist

Make sure your site is keyboard friendly

1. Site works without a mouse and user can navigate via the Tab key.
2. Only one H1 tag is on the page
3. H1-H6 should be nested correctly to support screen readers sequence
4. Alt text attributes on image tags should be descriptive
5. For long pages, consider href page anchor navigation.

Resources:

- [WebAIM - Keyboard Accessibility](#)
- [W3Schools - Accessibility Landmarks](#)



Next
Steps

Thank You!

Special thanks to:

You all

Adina Raizen

Got Questions? Contact us!

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Additional Resources

- [Office for Civil Rights Digital Accessibility Video Series](#)
- [American Foundation for the Blind - Social Media Accessibility Guidelines](#)
 - Also includes additional digital accessibility resources
- [Federal Social Media Accessibility Toolkit Hackpad](#)
- [Yale - Usability & Web Accessibility](#)
- [UNC @ Chapel Hill Digital Accessibility Office](#)
- [Cal State U @ San Marcos Social Media Accessibility](#)
- [Metro State University - Best Practices Accessible Social Media](#)
- [UC Davis - Best Practices Accessible Social Media](#)
- [An alt text Decision Tree](#)

