



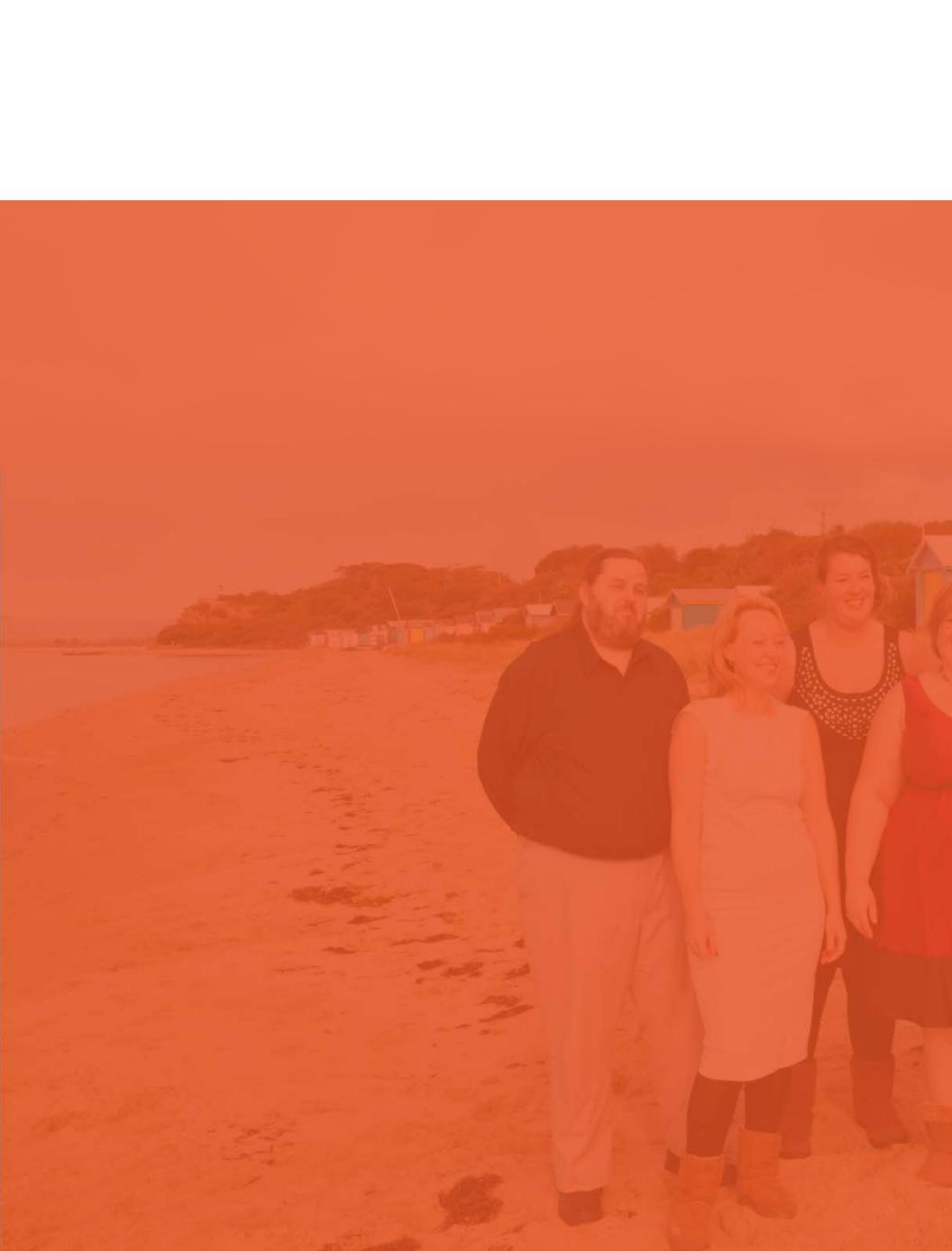
Social media and Accessibility

pz.tt/csun18-some

www.accessibilityoz.com
@AccessibilityOz

AccessibilityOz
• Oz





Dyslexia

Moderate vision impairment

Severe vision impairment

Epilepsy

Migraines

Physical impairment

Fibromyalgia

Multiple Sclerosis

Crohns Disease

PTSD

Aspergers

Our Services

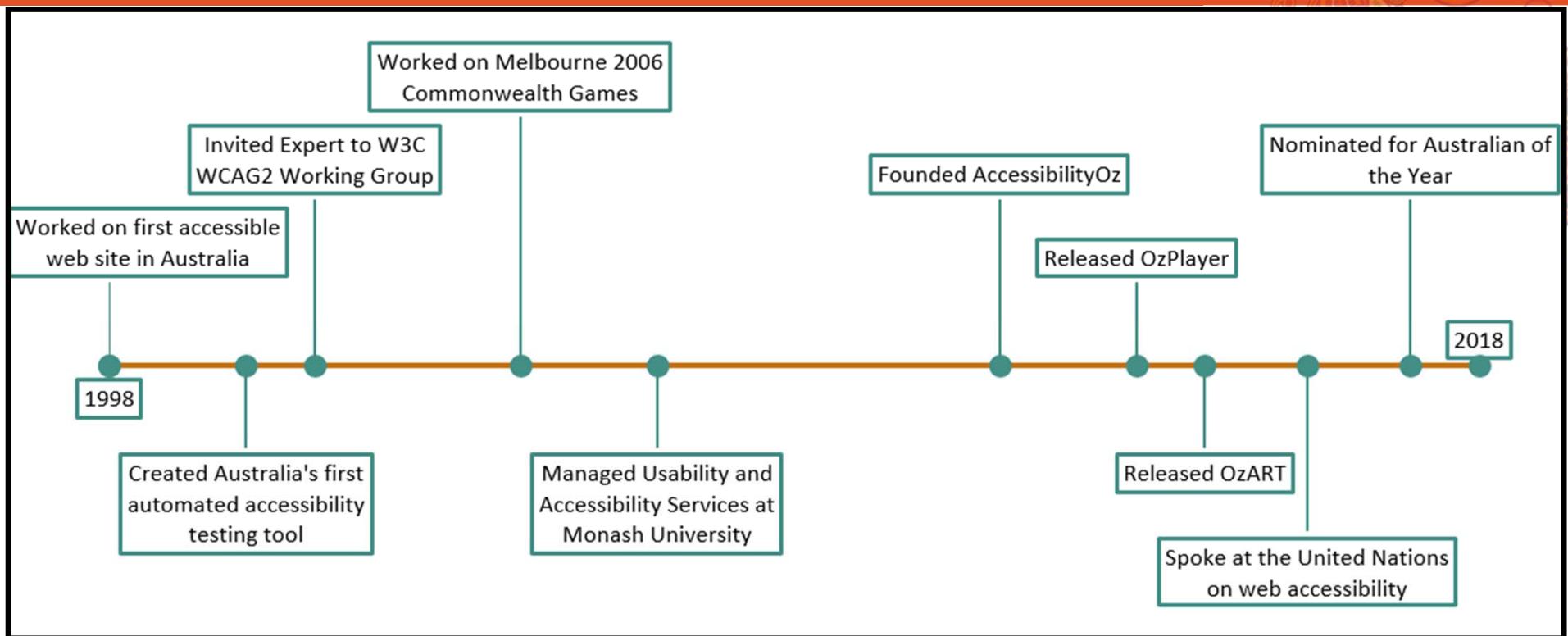
- Audits
- Mobile testing
- Building web sites
- CMS testing
- Accessible design
- Video accessibility
- User testing
- OS / browser testing
- Consultation
- Accessible documents

Our Products

- OzPlayer
- OzART
- OzWiki
- A11y Voices (a11yvoices.com)



About Gian Wild



@accessibilityoz

AccessibilityOz

Why is social media so important for people with disabilities?

www.accessibilityoz.com



AccessibilityOz

The reasons behind social media use

Personal: examples include creating online commentary of personal thoughts, sharing photos and discussing social events.

Work: examples include creating a résumé, creating professional connections and discussing job opportunities.

Entertainment: examples include sharing videos, following discussion from celebrities, discussing strategies in online games.

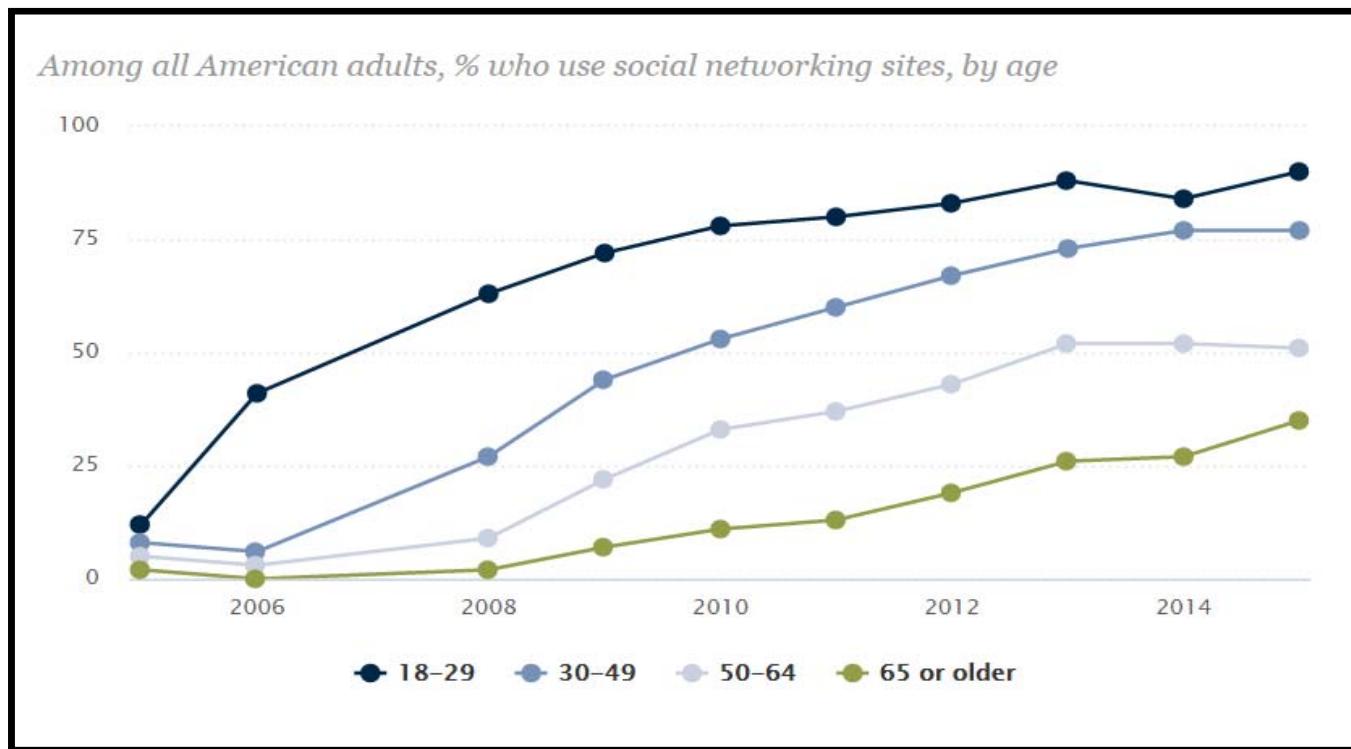
The reasons behind social media use

Provision of goods and services: examples include sharing information about a product, responding to user feedback about a product, accessing government services.

Education: examples include participation in online classes and sharing learning resources

From Social media? Get serious!

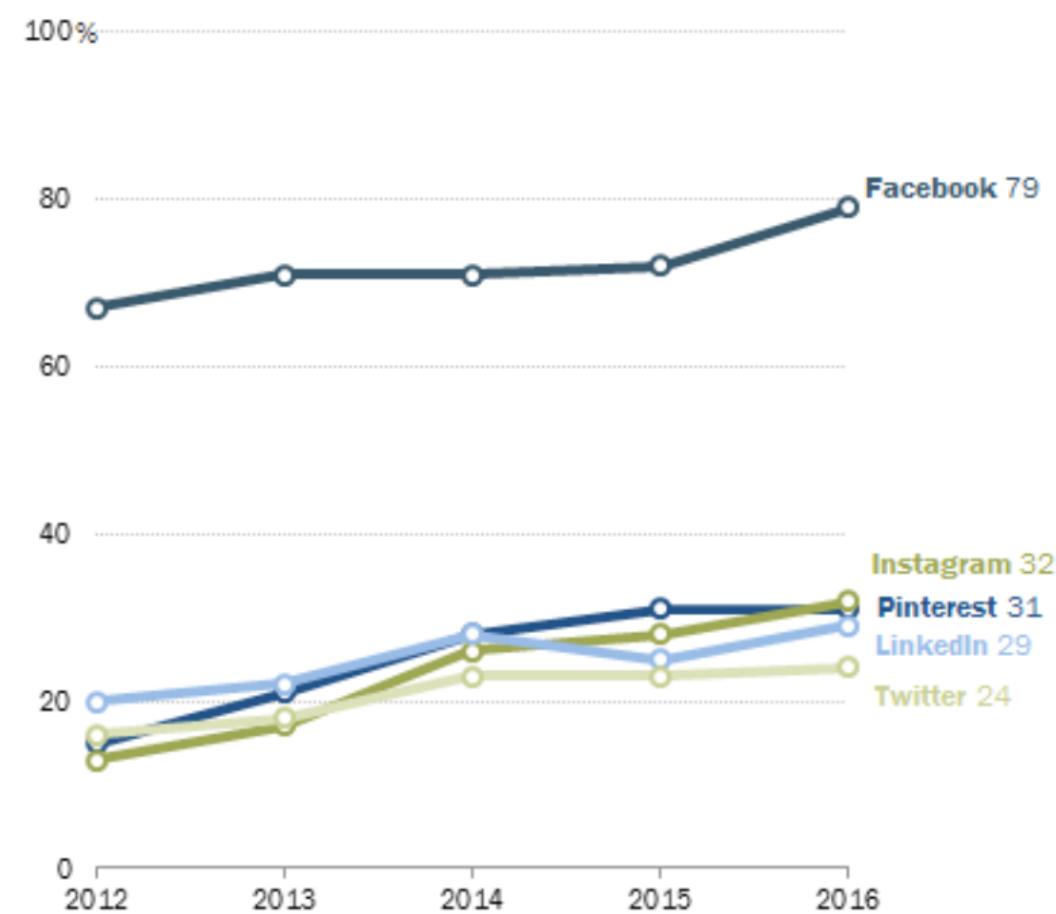
Social networking by age group



From Pew Research
Centre
Social Media Usage:
2005 - 2015

Facebook remains the most popular social media platform

% of online adults who use ...



Social Media Update 2016 by Pew Research Center

The importance of social media

Unemployment for people with disabilities is: **10.2%**

The percentage of recruiters who use LinkedIn: **95%**

The percentage of HR managers that have reconsidered hiring a candidate after looking at social media: **55%**

Why isn't social media accessible?

www.accessibilityoz.com



AccessibilityOz



Testing

#TestAllTheThings

AccessibilityOz



What was tested?

What was tested?

A standard user journey:

- Register
- Log in
- Read item
- Submit item (and...)

User functionality:

- Keyboard-only
- Increase text size
- Using a screen reader



This is not a complete audit – there may be many other accessibility problems!

Facebook



Standard User Journey

- Register
- Log in
- Read news feed
- Submit item to news feed



Facebook

Facebook changes frequently

There have been some improvements:

- No CAPTCHA on signup
- Headings in the news feed
- Attempt to create automatic text descriptions (not very accurate)



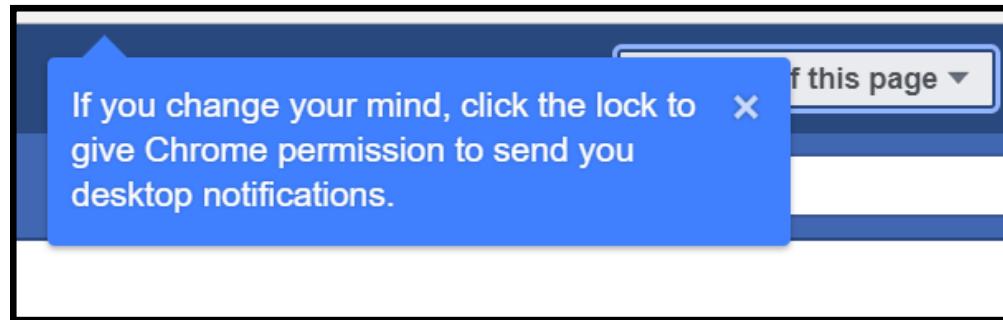
New errors

www.accessibilityoz.com

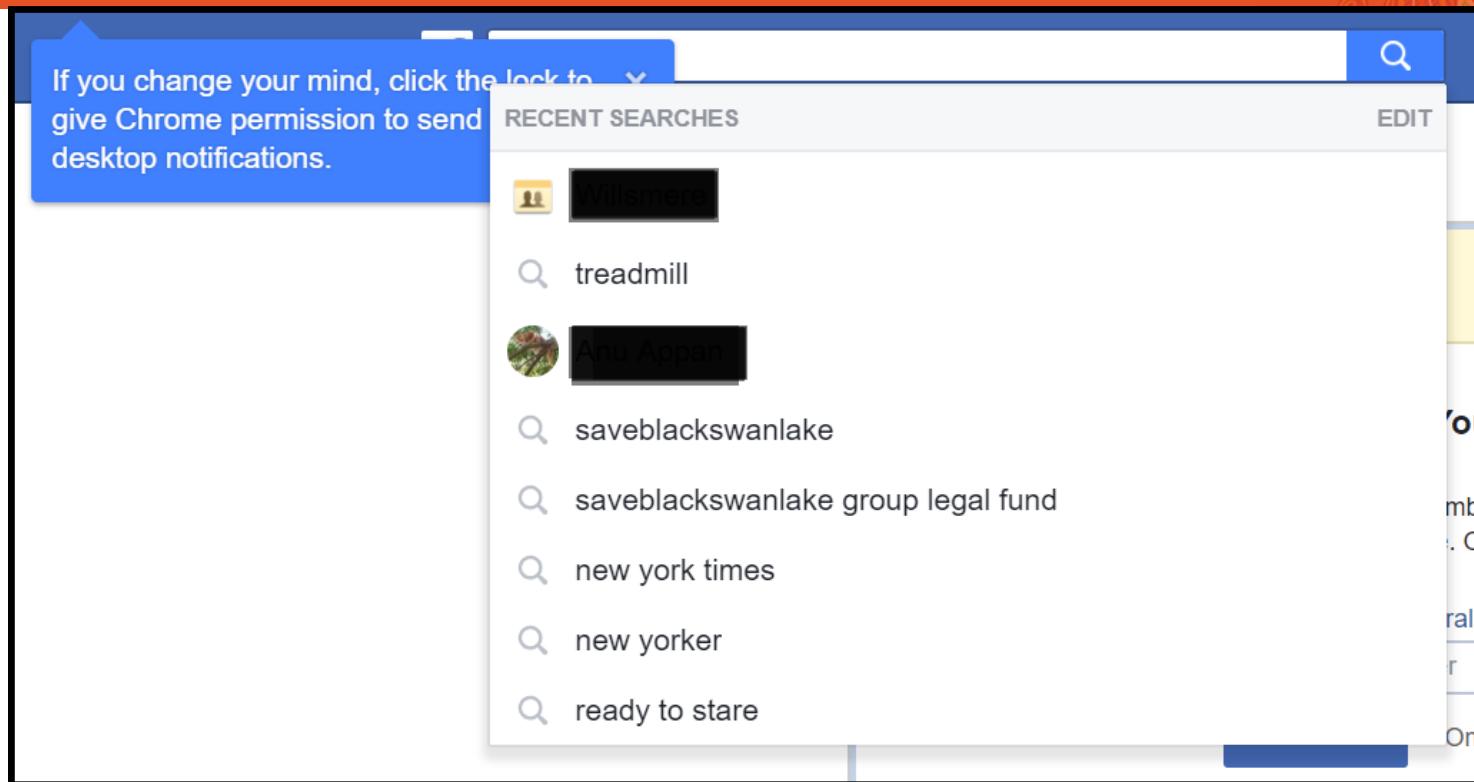


AccessibilityOz

Reverse keyboard trap (2018)



Reverse keyboard trap (2018)



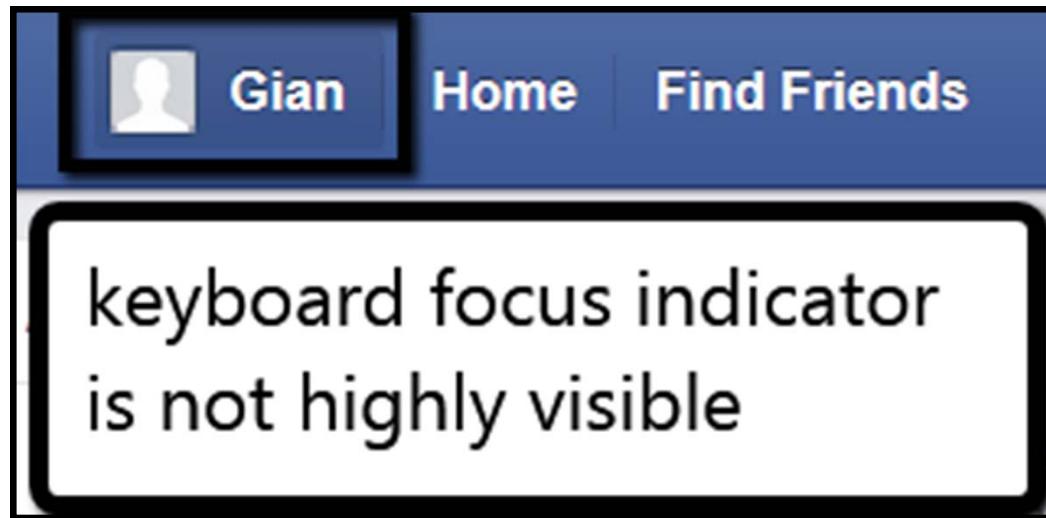
Repeated errors

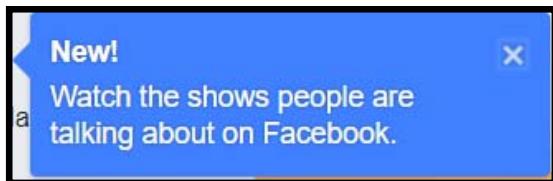
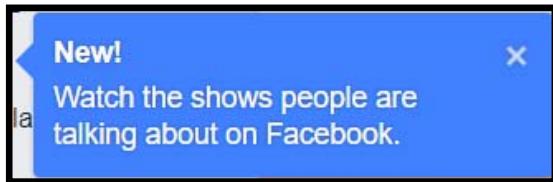
www.accessibilityoz.com



AccessibilityOz

Keyboard focus indicator (2015, 2016, 2017)



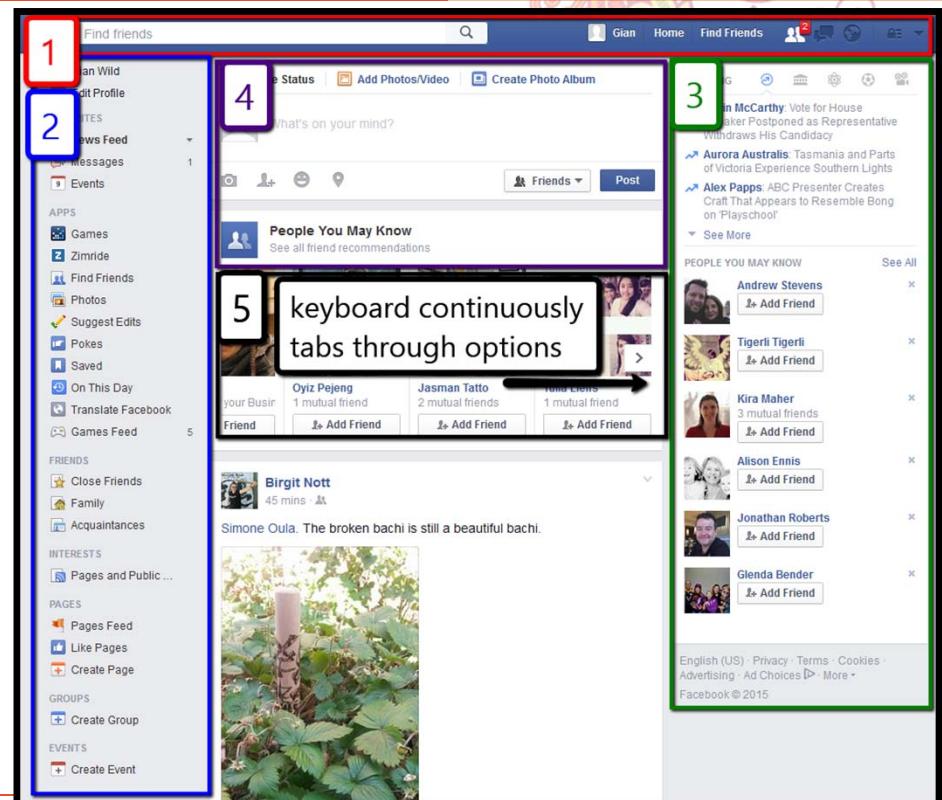


Keyboard focus indicator

Still exists (even worse?) in 2018

Order of columns is incorrect (2015, 2016, 2017)

The visual order of the page does not match the order that items receive keyboard focus.



Why is this a problem?

Facebook Home | Find Friends 8

Search Facebook

Ligia Wild

Edit Profile

FAVORITES

- News Feed
- Messages
- Events
- Shops
- Saved
- Buy and Sell Groups

APPS

- Live Video
- Games
- On This Day 9
- Words With Friends
- Find Friends
- Zimride
- Games Feed 20

GROUPS

- Willsmere 7
- Science Humor 20+
- Leah's VIP Jamberr...

What's on your mind?

Photo / Video Photo Album ...

Friends Post

Dey Alexander at Michelton Winery. Just now - Instagram

On the road again



can never reach the friends list

1.2K people talking about this

Holly Dunn 79K people talking about this

See More

SPONSORED Create Ad

TOMTOM SPORTS



GET GOING TOMTOM ADVENTURER GPS Outdoor Watch

TomTom Adventurer
www.tomtom.com/adventurer
Explore new trails & uncharted territories with Trail Exploration



RC

Charlotte Brentnall 7m

Marcus Smith 28m

Matt McLeod 19m

Filomena Erdely 58m

Molly E. Holzschlag 1m

Richard Kershaw 16h

Anu Appan 4m

Matt Tett 28m

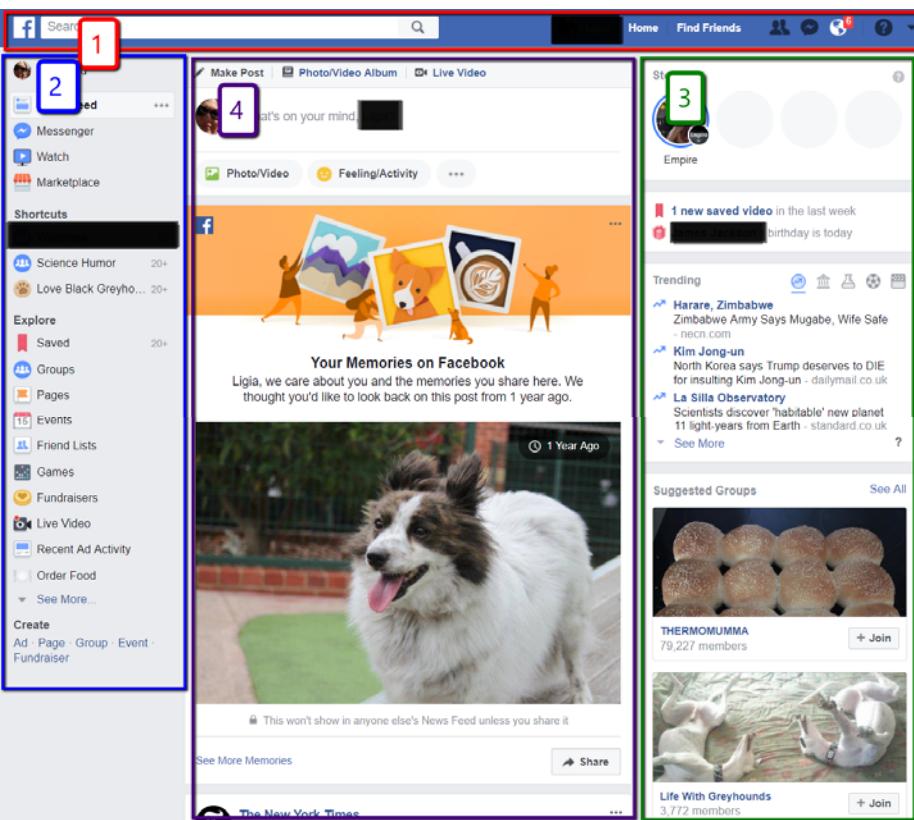
Jane Kohler 10m

Paula Ferrara 36m

Susabelle Jansen K 1d

Francis Wild 43m

Lyndall Thomas



Order of columns incorrect

Still exists in 2018

But it does have skip links!

Jump to [Sections of this page](#) [Other pages on Facebook](#)

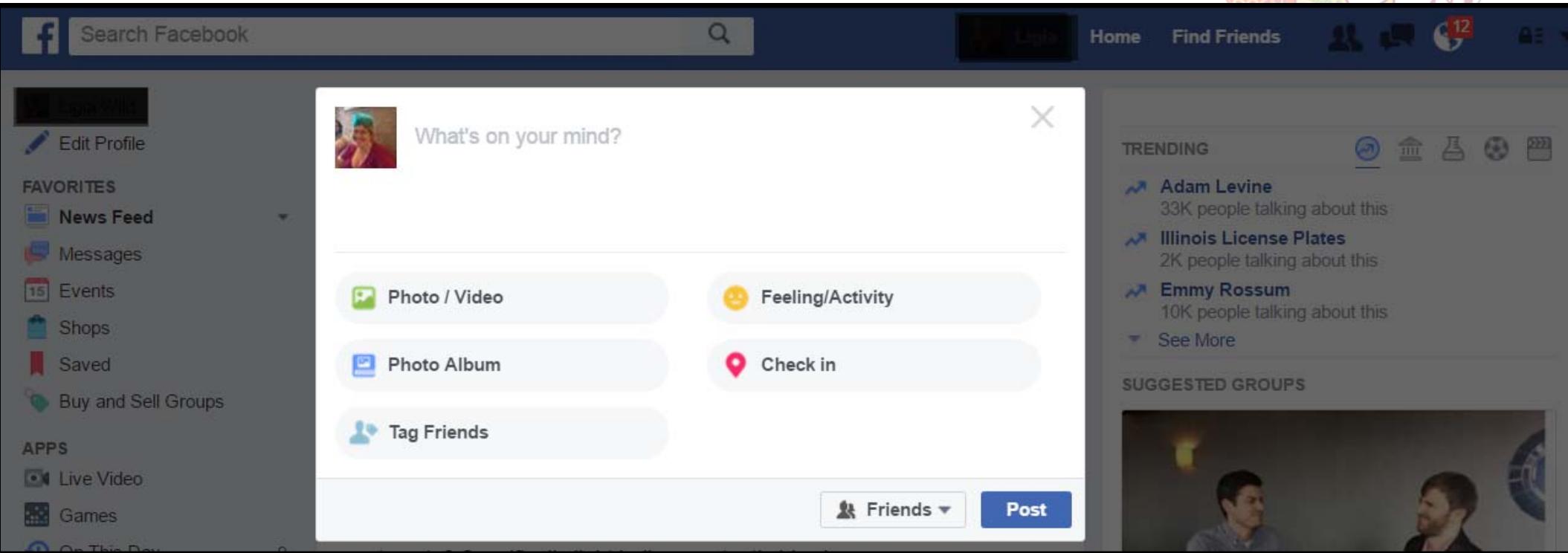
[Accessibility Help](#)

Press **alt + /** to open this menu

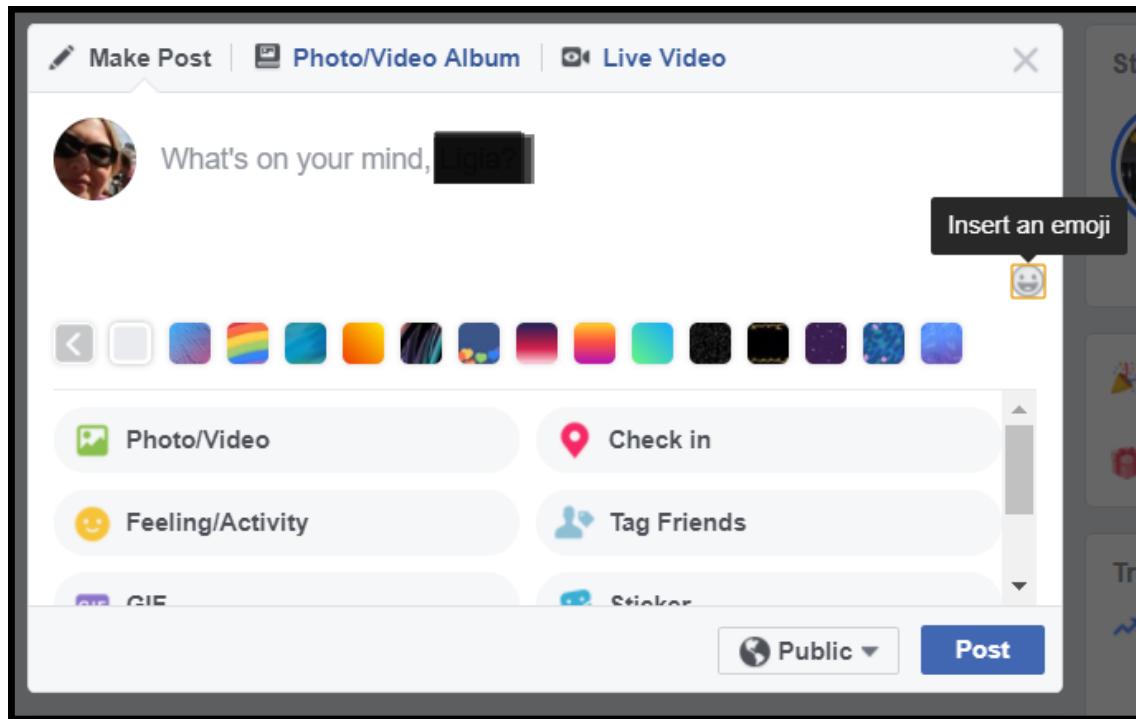
Alt and ?

Press **alt + /** to open this menu

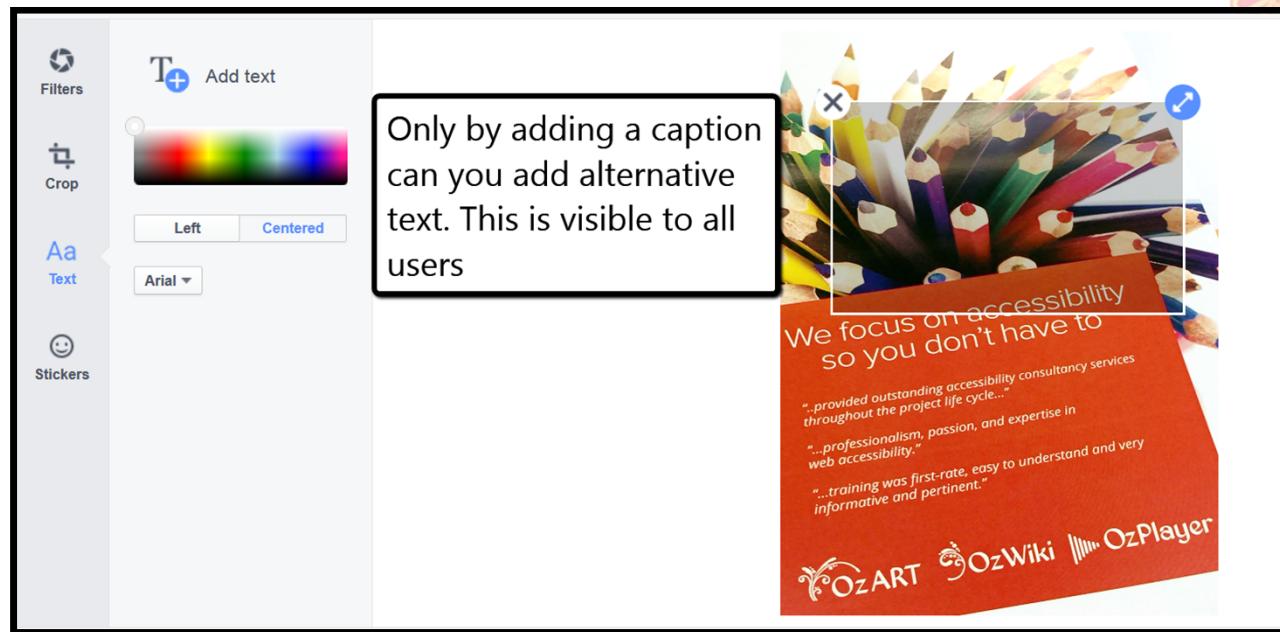
Reverse keyboard trap (2016, 2017)



Keyboard accessibility – fixed in 2018

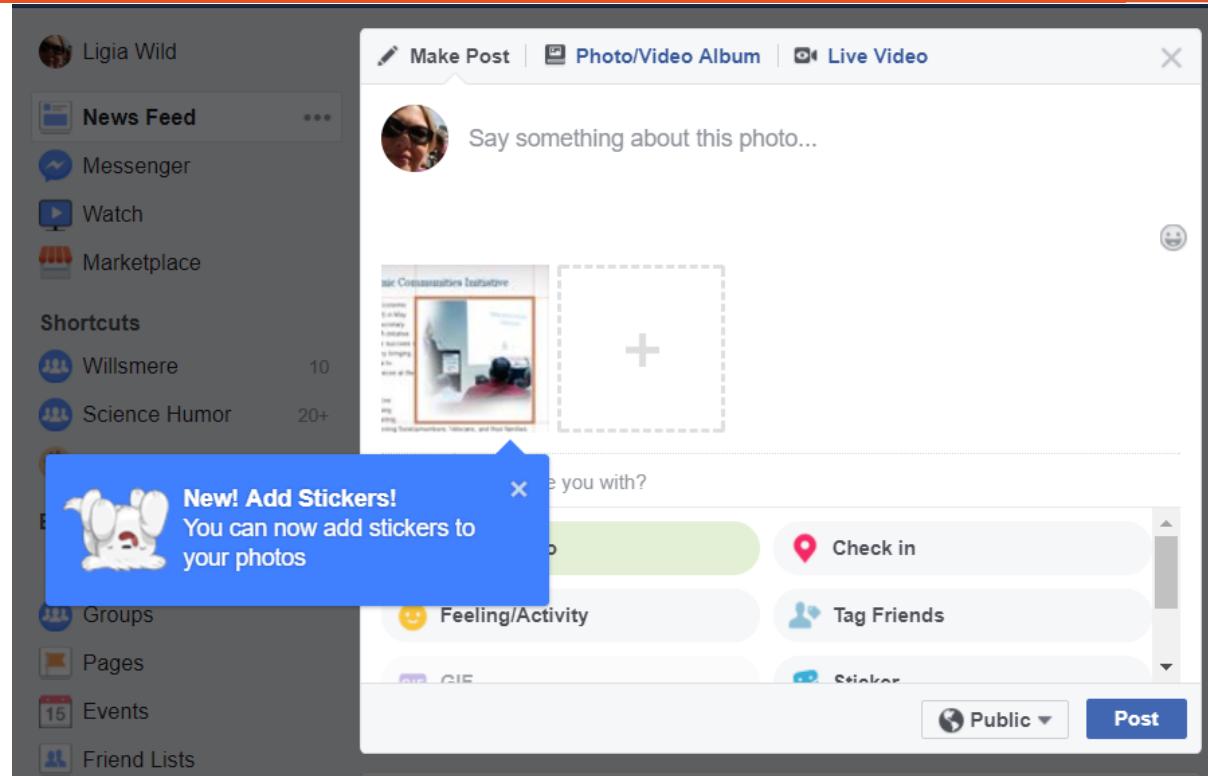


No ability to add ALT text (2015, 2016, 2017)



ALT attributes to images – still exists in 2018

Still exists



YouTube



Standard User Journey

- Register
- Log in
- Watch a video
- Upload a video



YouTube

All videos auto-play (inaccessible)

There have been some accessibility improvements:

- Embedded YouTube player is now **almost** fully keyboard accessible (see Video presentation)



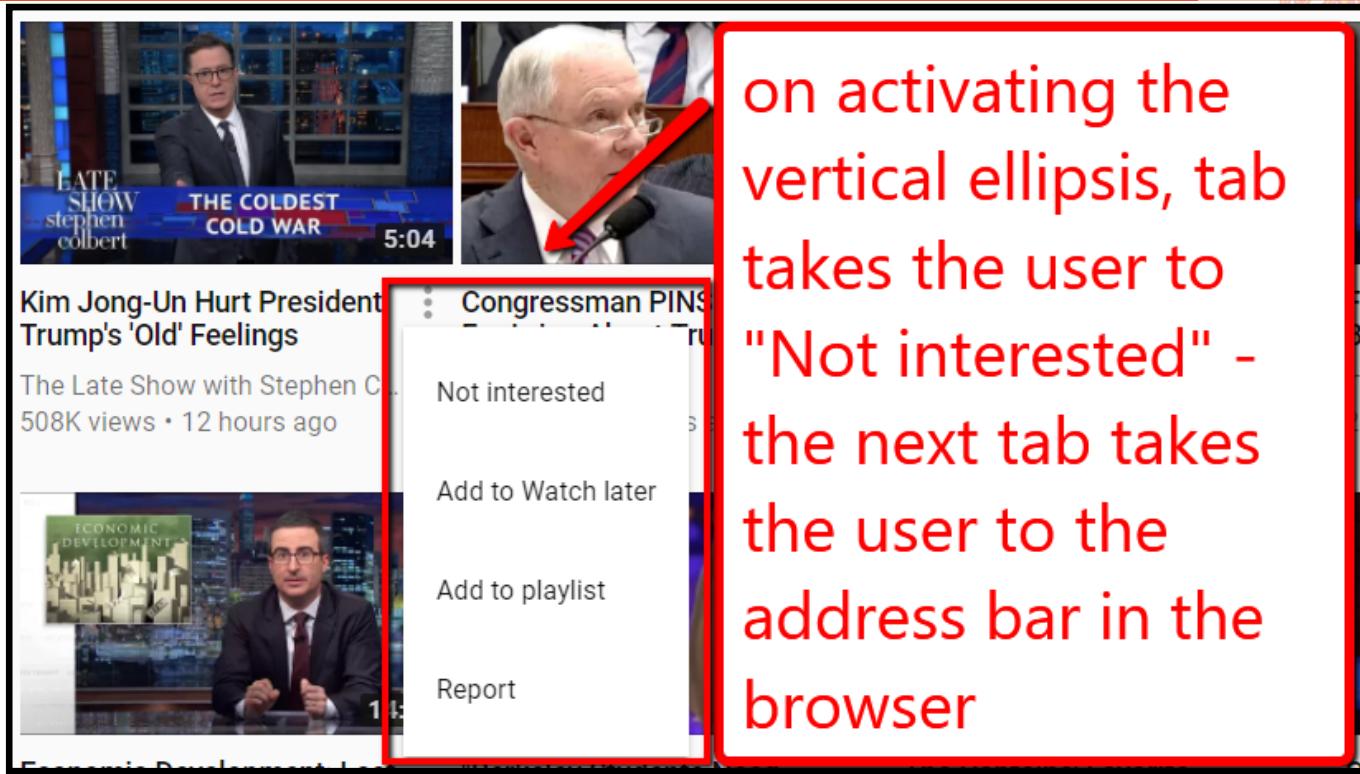
New errors

www.accessibilityoz.com



AccessibilityOz

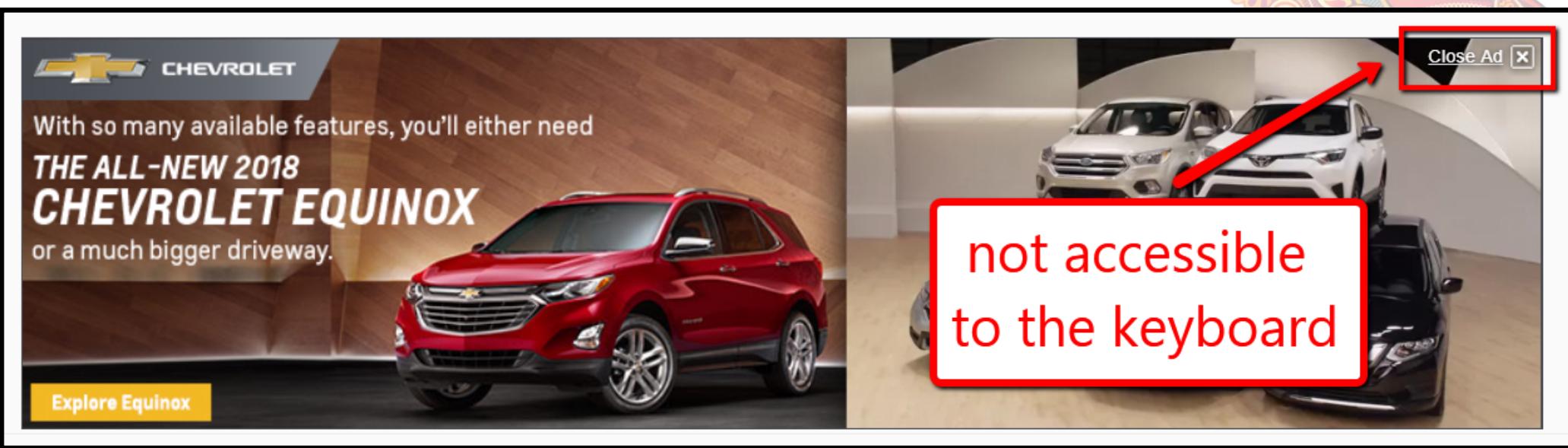
Keyboard trap (2018)



Keyboard trap (2018)



Inaccessible to the keyboard (2018)



CHEVROLET

With so many available features, you'll either need
**THE ALL-NEW 2018
CHEVROLET EQUINOX**
or a much bigger driveway.

Explore Equinox

Close Ad

not accessible to the keyboard

Without keyboard focus



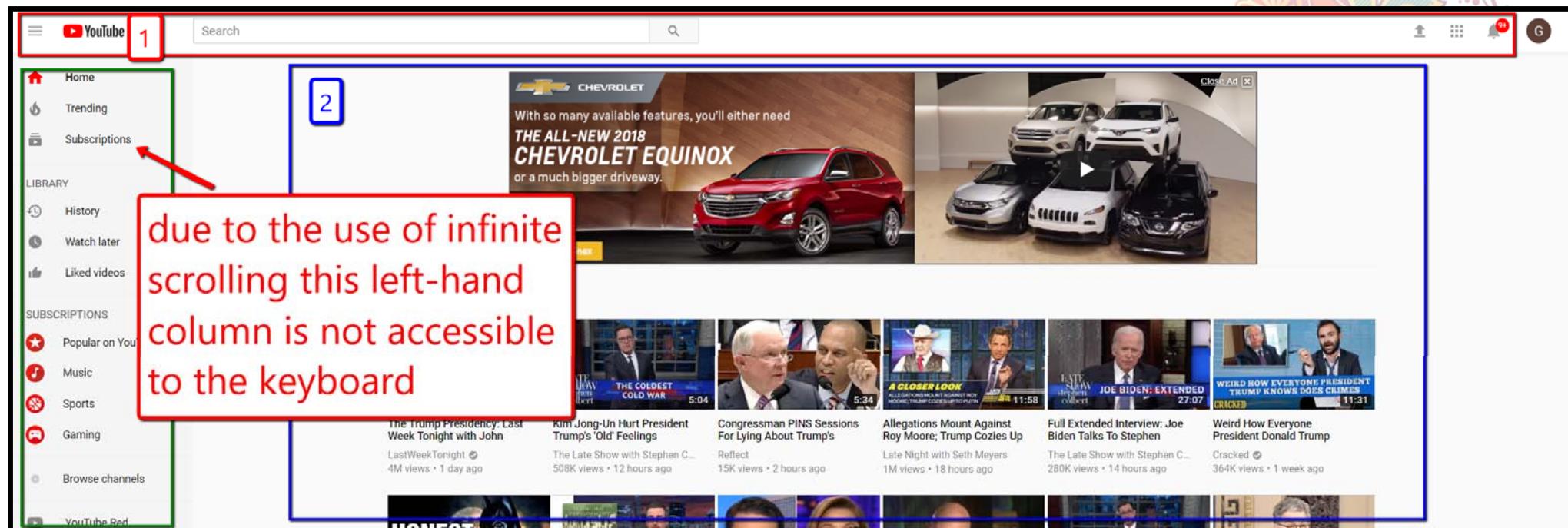
A composite image showing two different car advertisements. On the left is a Chevrolet Equinox advertisement. It features a red Chevrolet Equinox SUV in the foreground, with a large wooden wall in the background. The text reads: "With so many available features, you'll either need THE ALL-NEW 2018 CHEVROLET EQUINOX or a much bigger driveway." A "Explore Equinox" button is at the bottom. On the right is a comparison of five compact SUVs (Chevrolet Equinox, Ford Escape, Toyota RAV4, Honda HR-V, and Nissan Qashqai) parked in a row, viewed from the front. A "Close Ad" button is in the top right corner of this section.

With keyboard focus (2018)

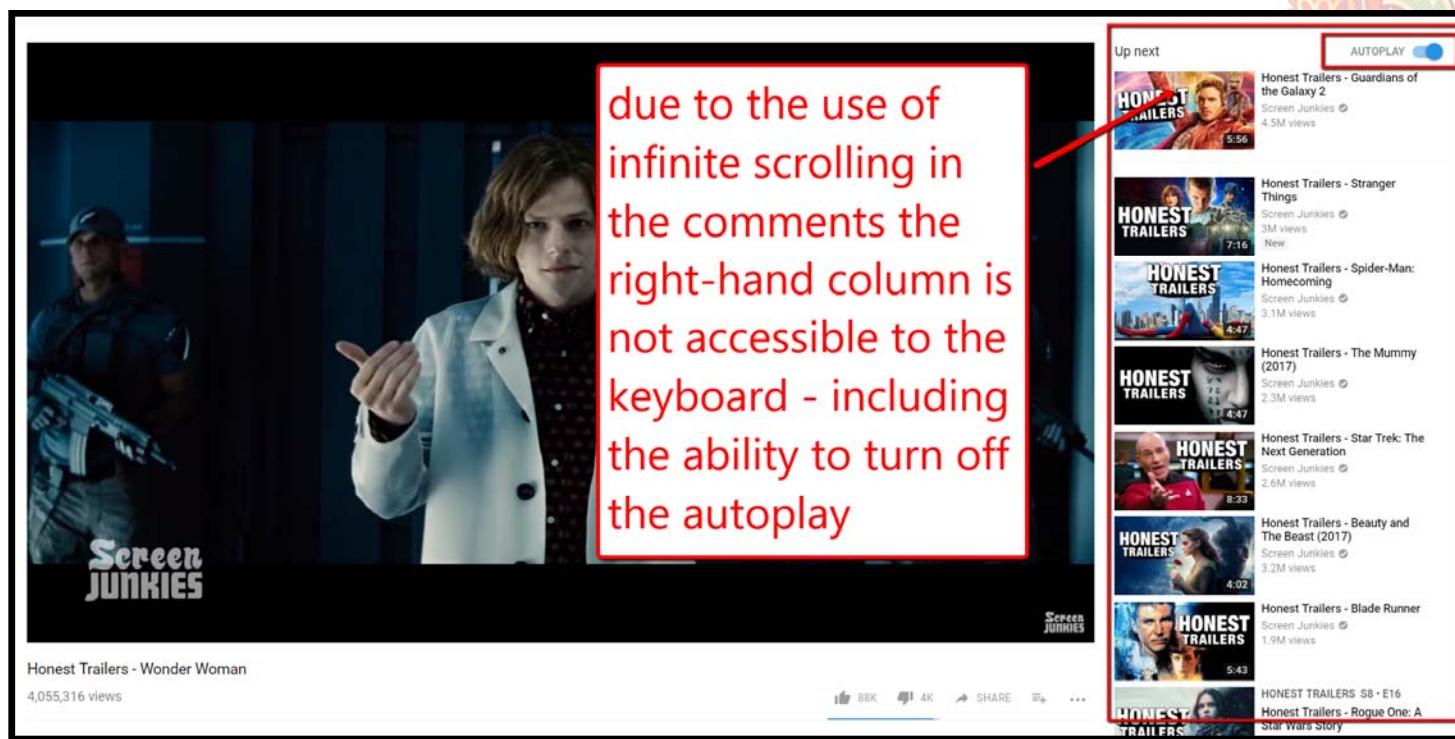


The image is a composite of two screenshots from a web browser. On the left, a Chevrolet Equinox advertisement is displayed. It features a red Chevrolet Equinox SUV in the foreground, with a white Chevrolet Equinox in the background. The text on the ad reads: "With so many available features, you'll either need THE ALL-NEW 2018 CHEVROLET EQUINOX or a much bigger driveway." A "Explore Equinox" button is at the bottom. On the right, there is a comparison of several SUVs, including a white Ford Escape, a silver Honda HR-V, a white Jeep Cherokee, and a black Nissan Rogue. A blue video player icon is overlaid on the image, indicating that the comparison is a video.

Infinite scrolling (2018)



Infinite scrolling and auto-play (2018)



Repeated errors

www.accessibilityoz.com



AccessibilityOz

Not fully keyboard accessible (2015, 2016, 2017)



Still exists in 2018



Upload button (2015, 2016, 2017)

You can only upload videos by activating this button – which has no alternative



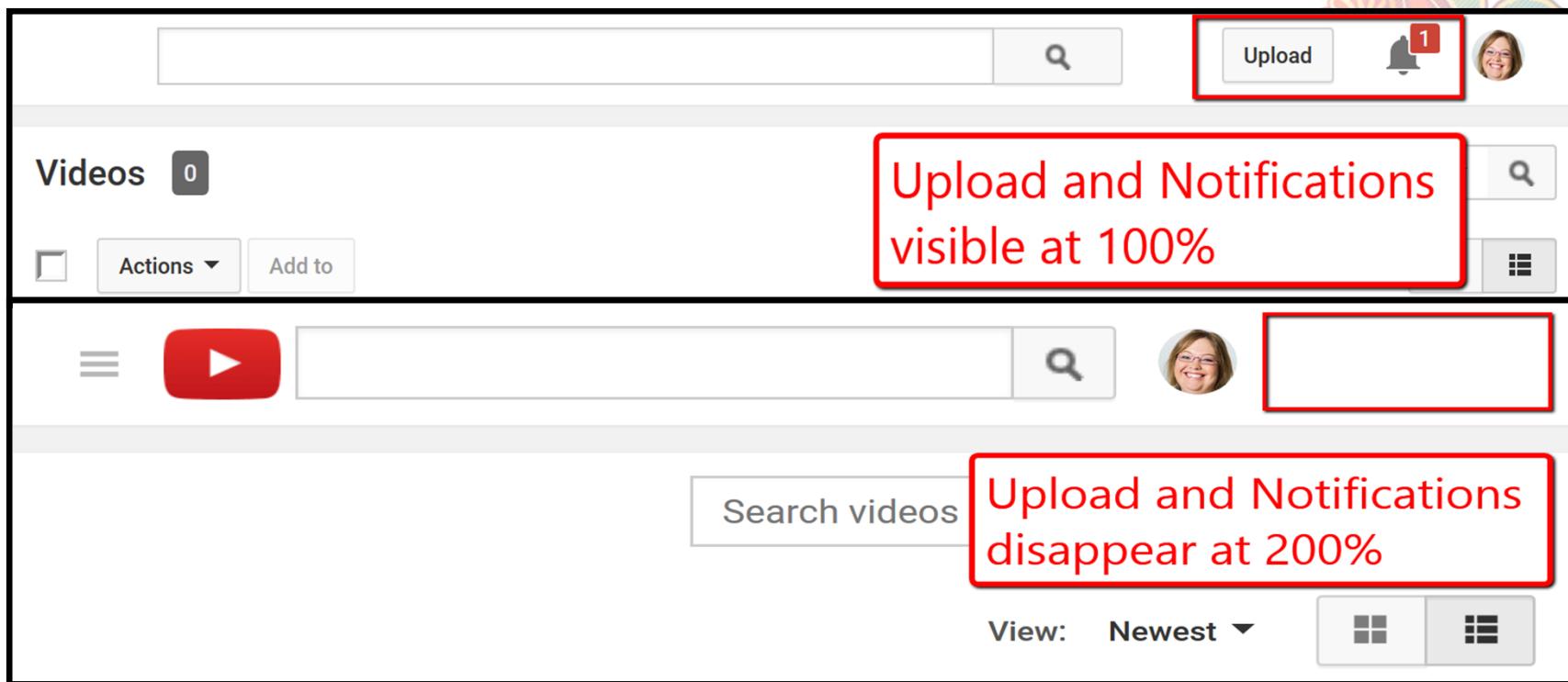
Select files to upload

This link needs to be activated to upload a video - it does not have an alternative

Upload button (still exists in 2018)

```
<button class="yt-uix-button yt-uix-button-size-default yt-uix-button-default" type="button" onclick="return false;" aria-label="Browse files for upload" data-upload-button-id="main"><span class="yt-uix-button-content"> <span class="init-upload-action-icon yt-sprite"></span></span></button>
```

Zooming breaks the site (2015)



Fixed for 200% in 2016

A search bar with the placeholder text "Search".[Upload](#)[G](#)[Home](#)[Trending](#)[Subscriptions](#)

@AccessibilityOz

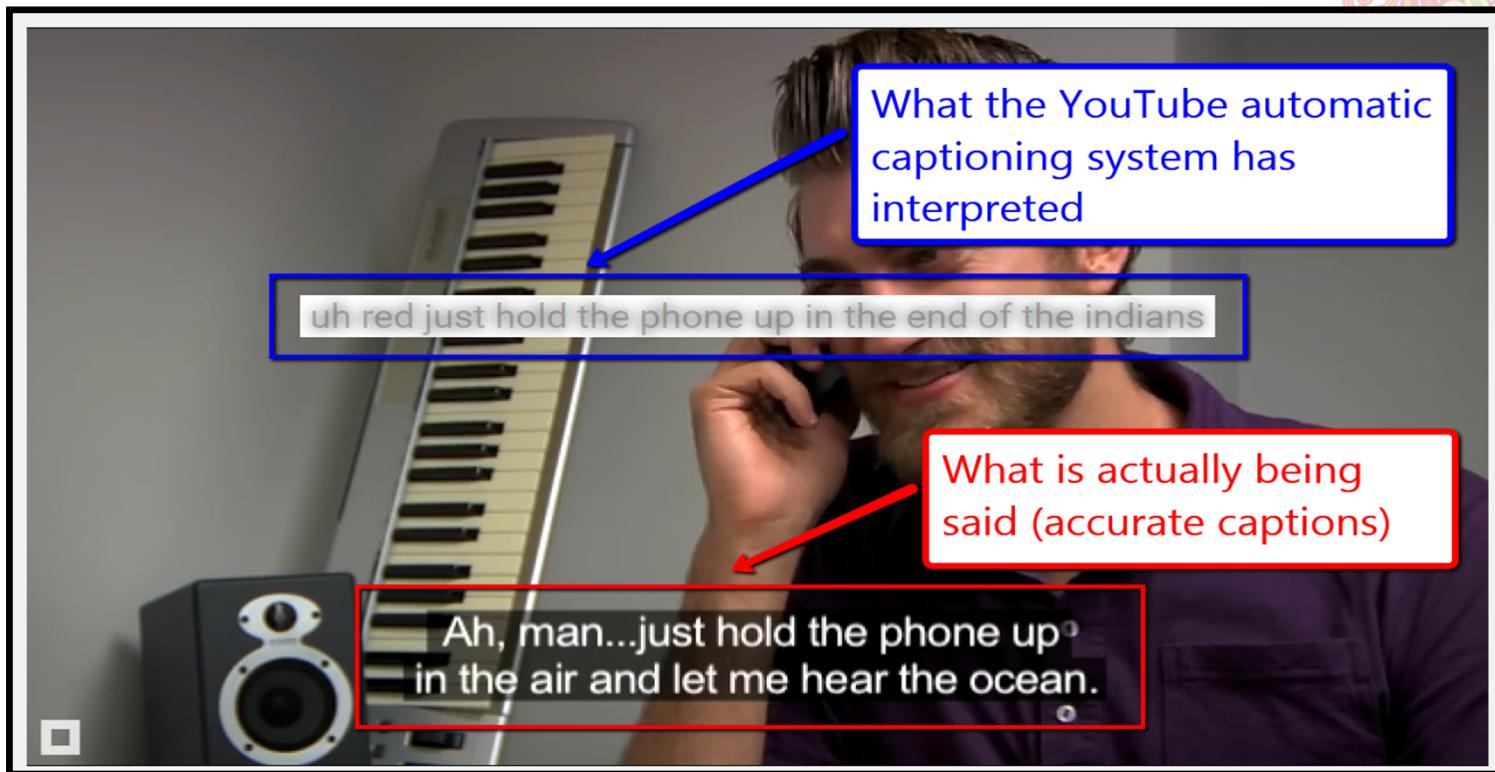
52

AccessibilityOz A logo for AccessibilityOz, featuring the brand name in a red, stylized font with a flourish.

Fixed for 250% in 2017 and 2018



Auto-captioning issues (2015)

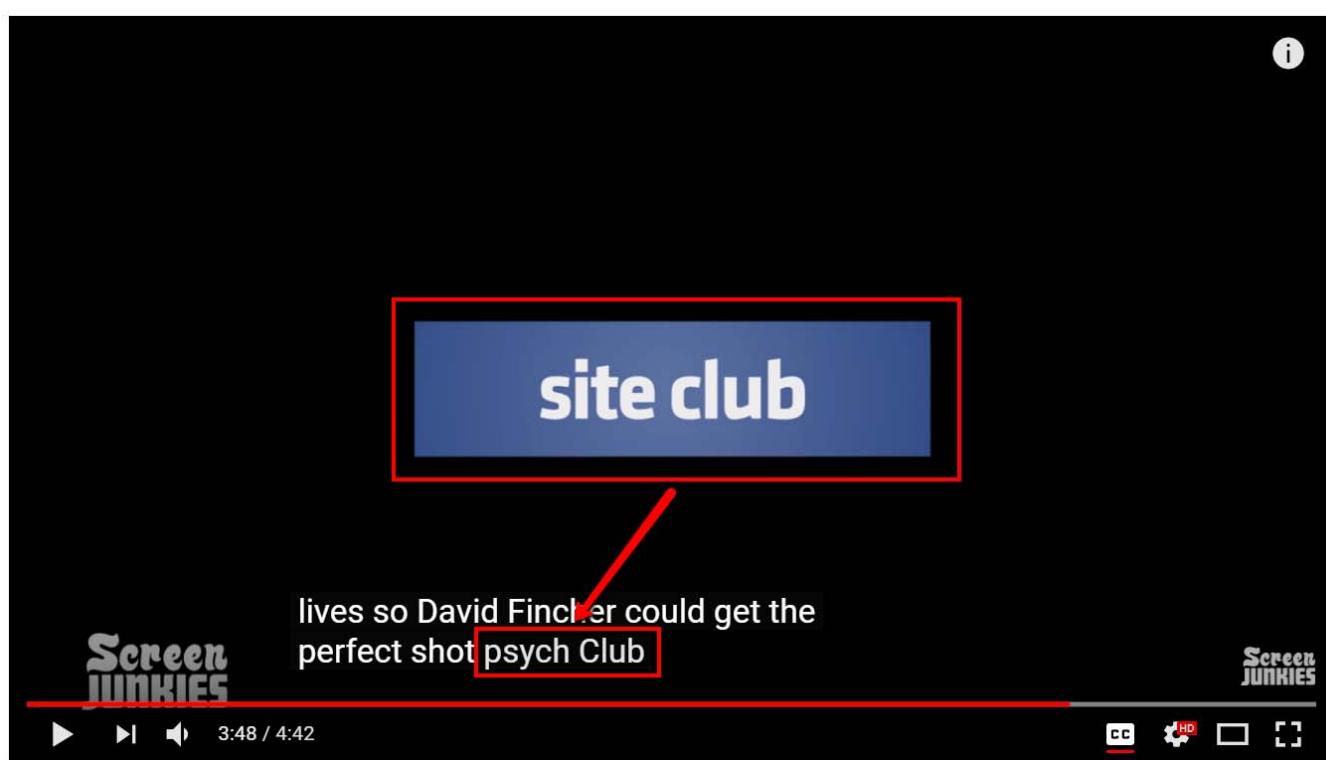




Auto-captioning issues

2016

Captioning issues (still exists in 2018)



Twitter



Standard User Journey

- Register
- Log in
- Read tweets
- Upload a tweet



Accessibility problems with Twitter

Was mostly accessible

There have been some accessibility improvements:

- Removal of CAPTCHA
- Addition of text descriptions (but only on mobile app)



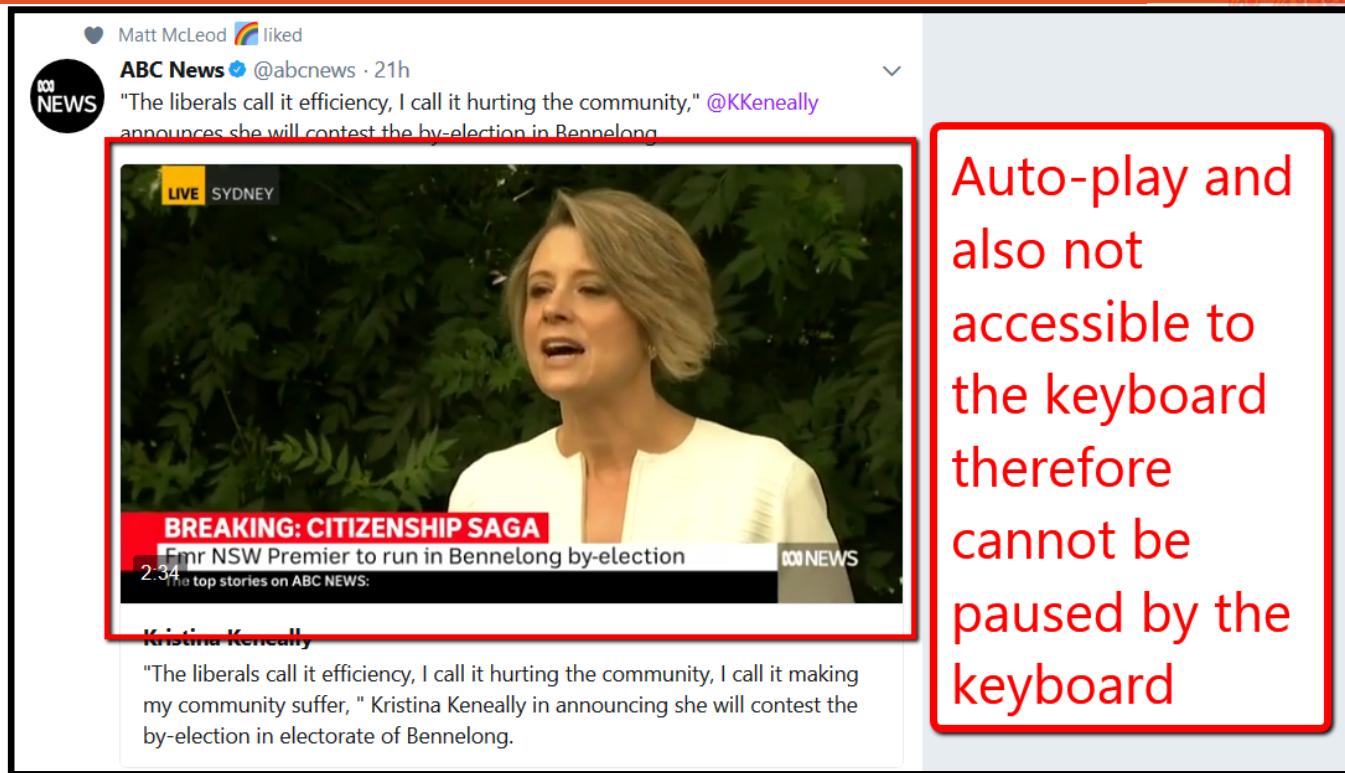
New errors

www.accessibilityoz.com

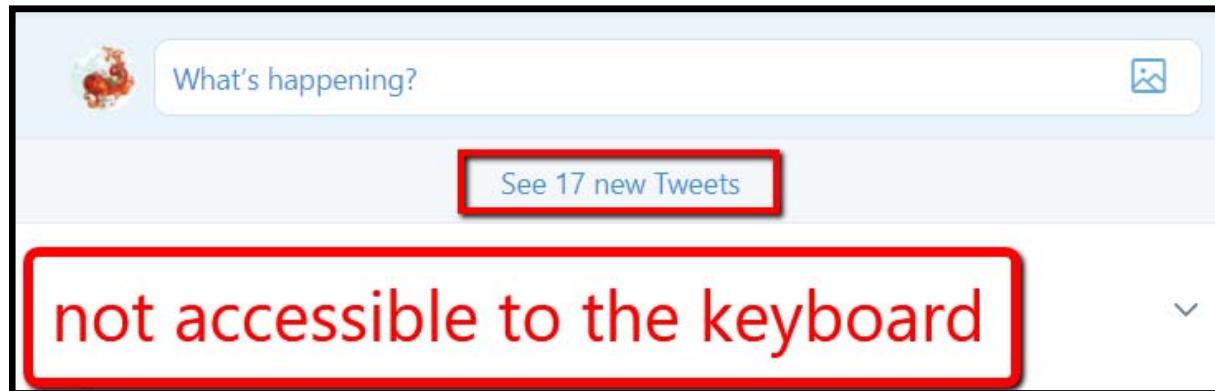


AccessibilityOz

Auto-play (2018)



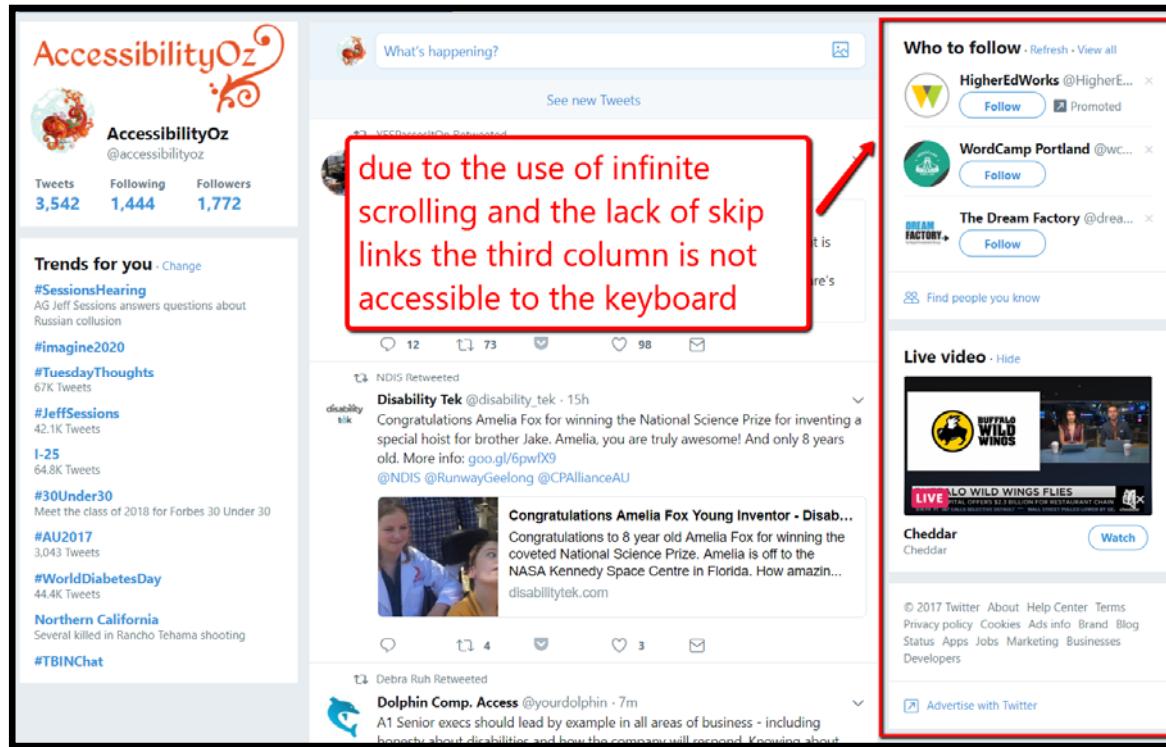
Not fully keyboard accessible (2018)



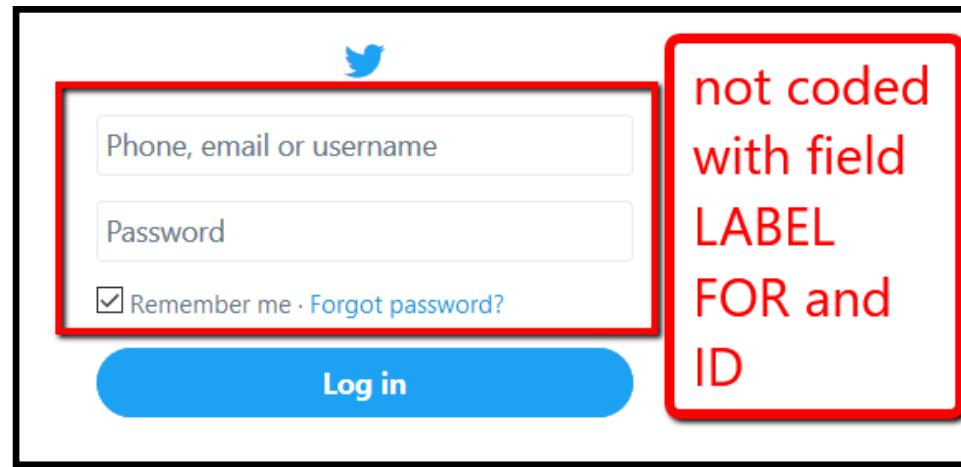
Not fully keyboard accessible (2018)



Not fully keyboard accessible (2018)

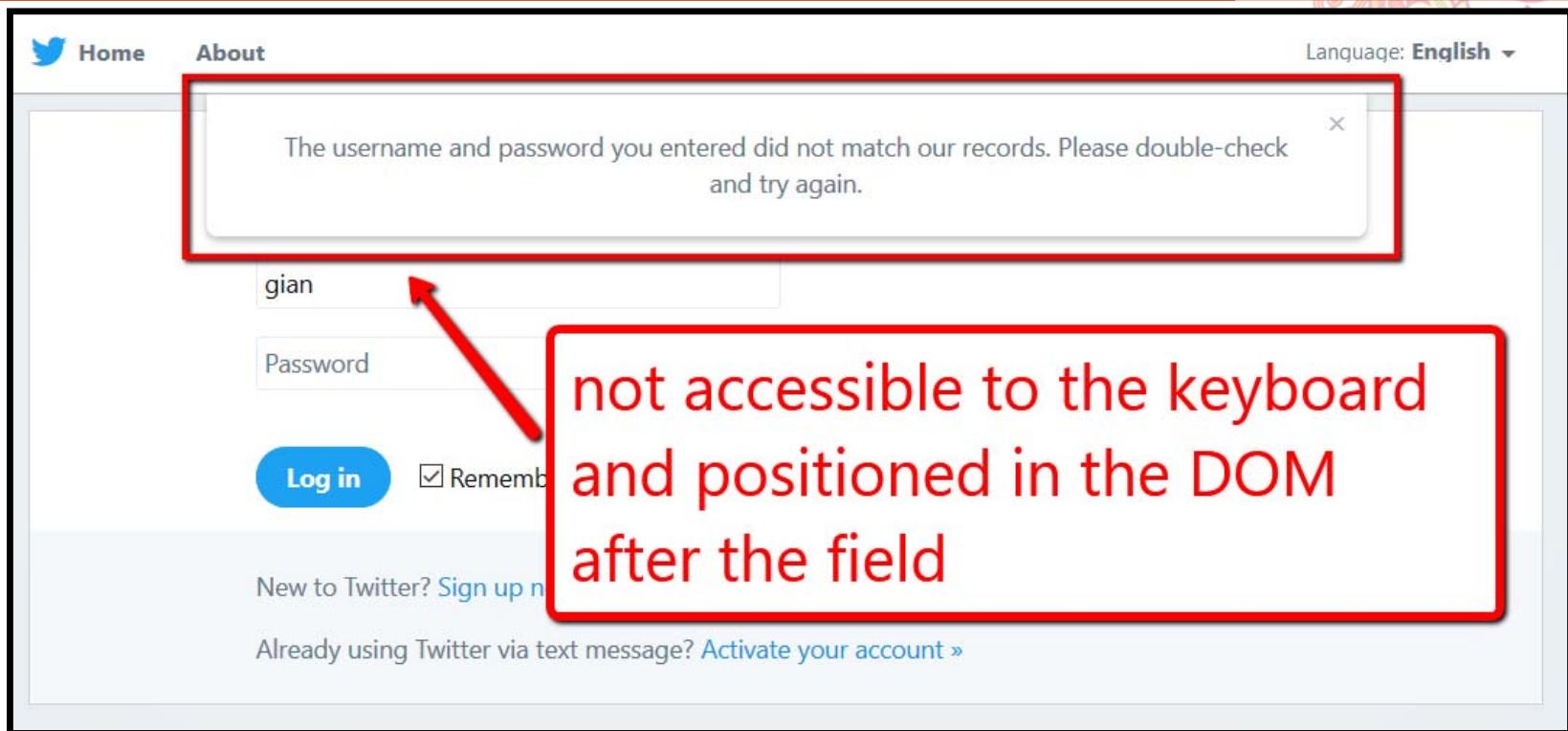


Lack of coded field labels (2018)

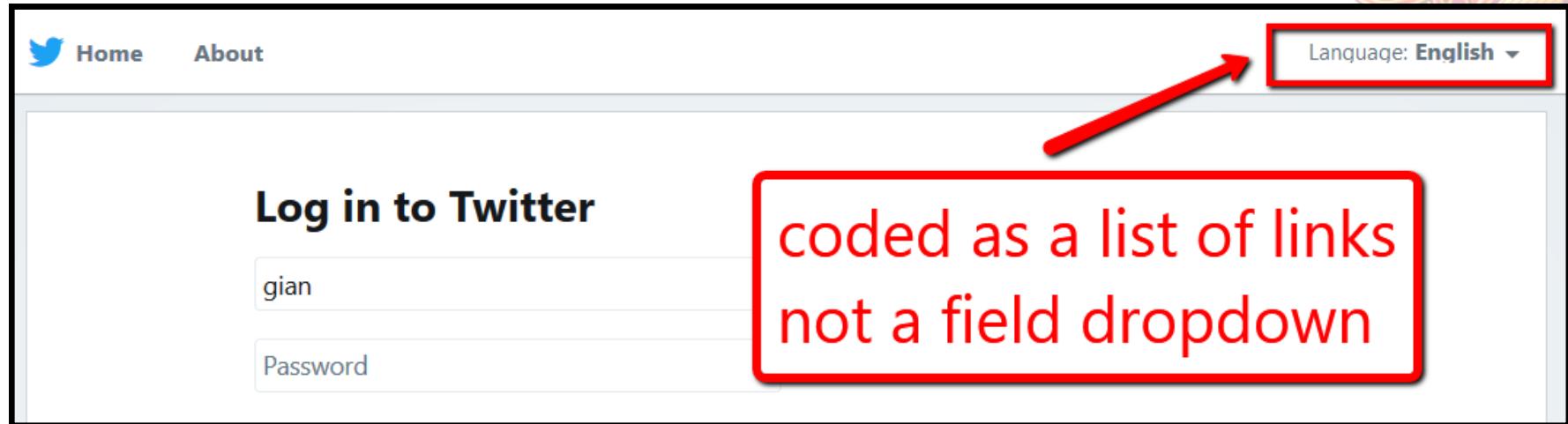


The image shows a screenshot of a Twitter login page. At the top is the Twitter logo. Below it are two input fields: the top one is labeled "Phone, email or username" and the bottom one is labeled "Password". Under these fields is a checkbox labeled "Remember me" with the text "Forgot password?" next to it. At the bottom is a blue "Log in" button. A red rectangular box highlights the entire input area (the two fields and the checkbox). To the right of this red box is a white box with a red border containing the text "not coded with field LABEL FOR and ID".

Issues for screen reader users (2018)



Issues for screen reader users (2018)



No highly visible keyboard focus indicator (2018)



LinkedIn



Standard User Journey

- Register
- Log in
- Read LinkedIn profiles
- Upload a LinkedIn post



Even better skip links (2017)



Jump to: [Select option](#) ▾

[Skip to Search](#)

[Accessibility feedback](#)



Repeated errors

www.accessibilityoz.com

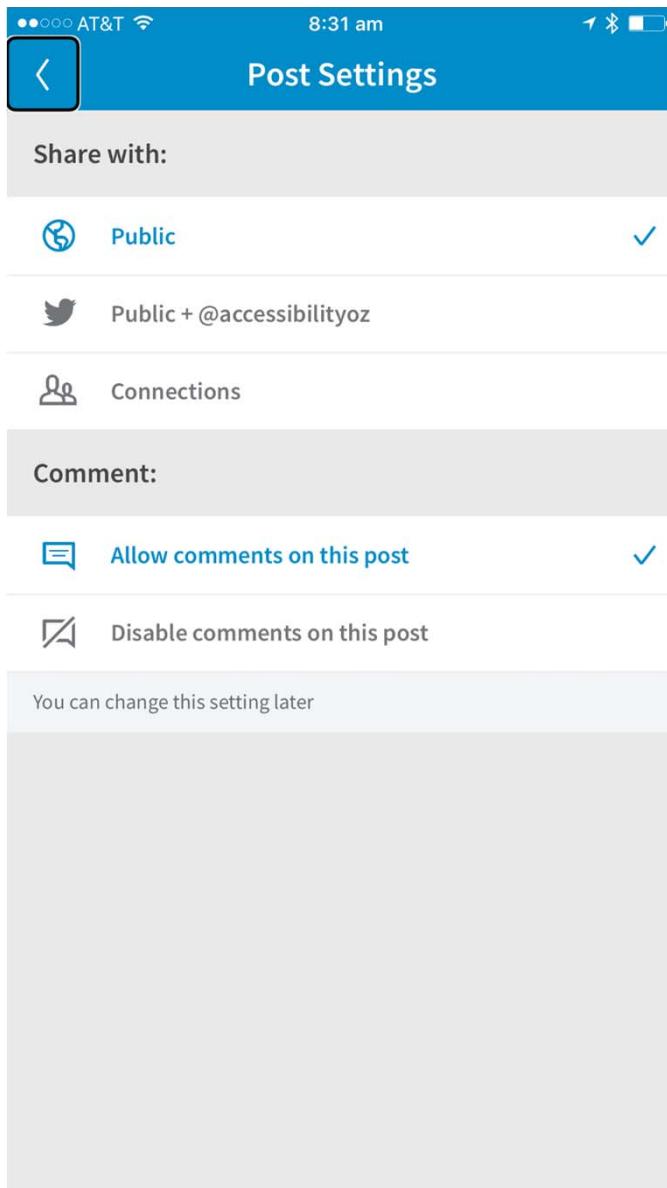


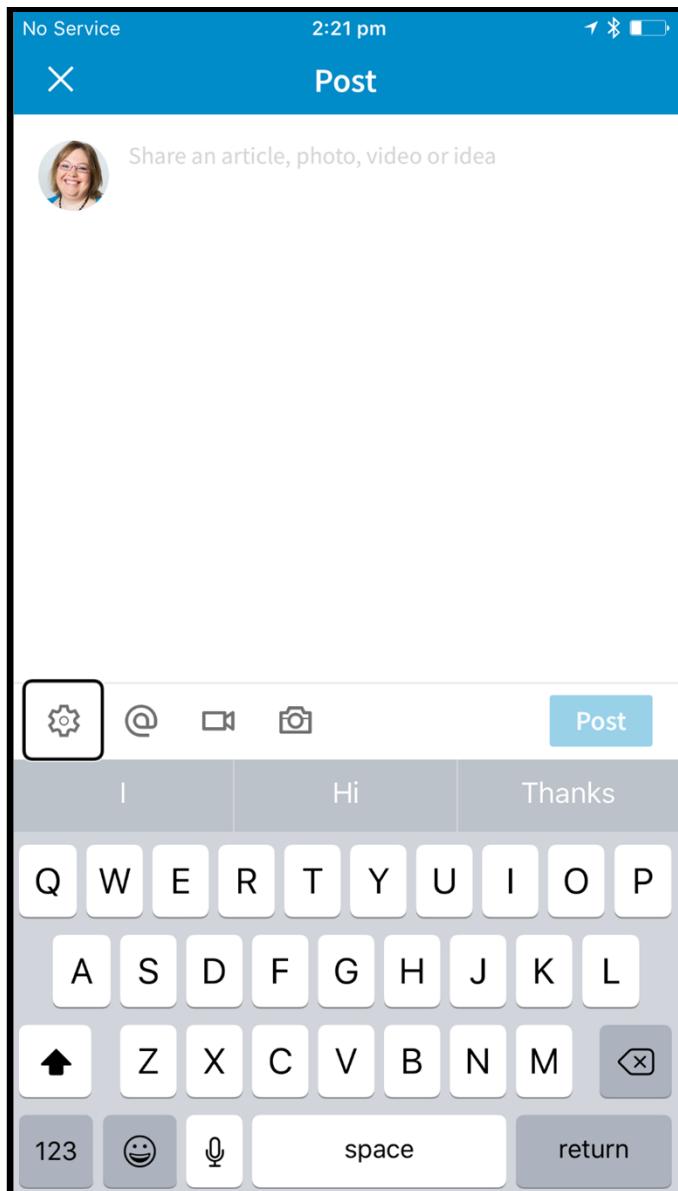
AccessibilityOz



Status update (2015 & 2016)

Cannot access anything on
this page or go back
(status update)

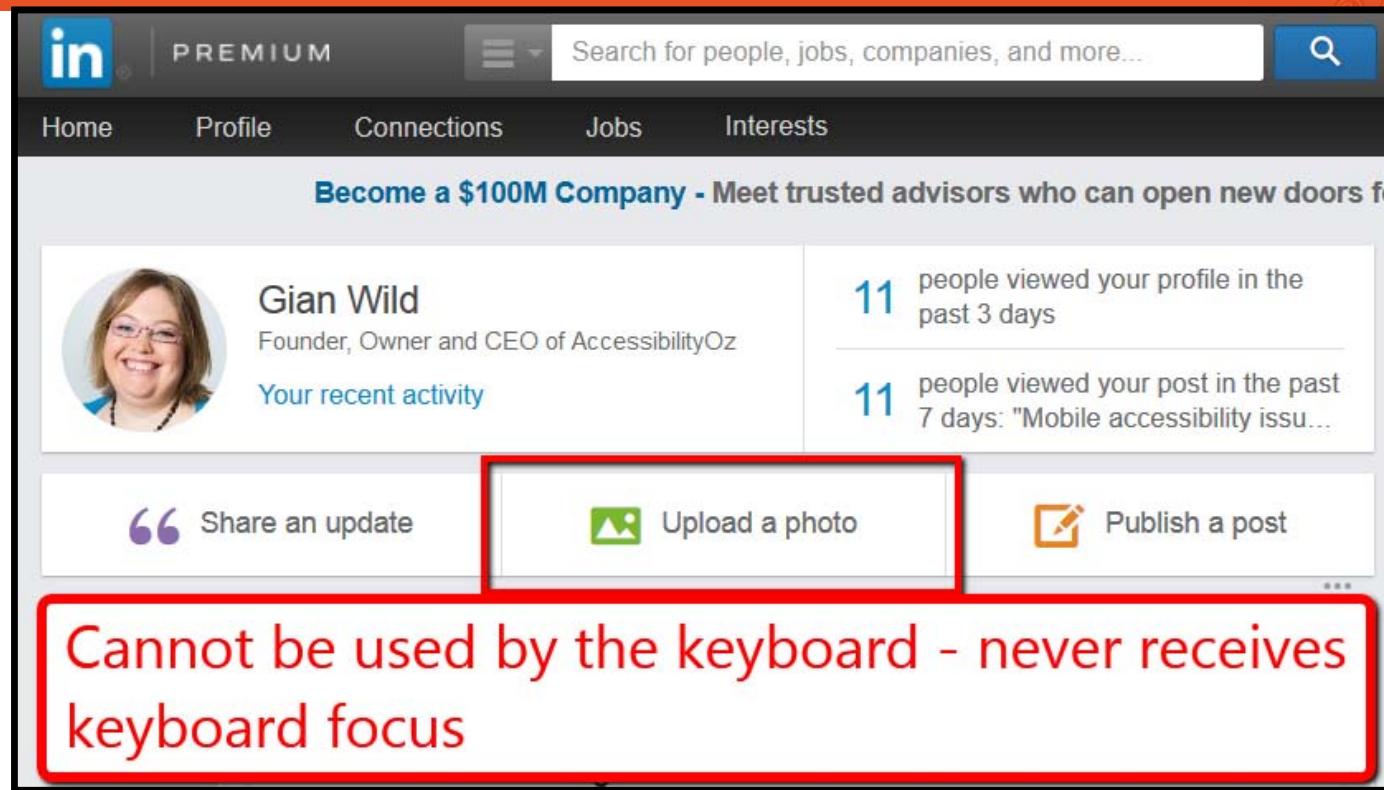




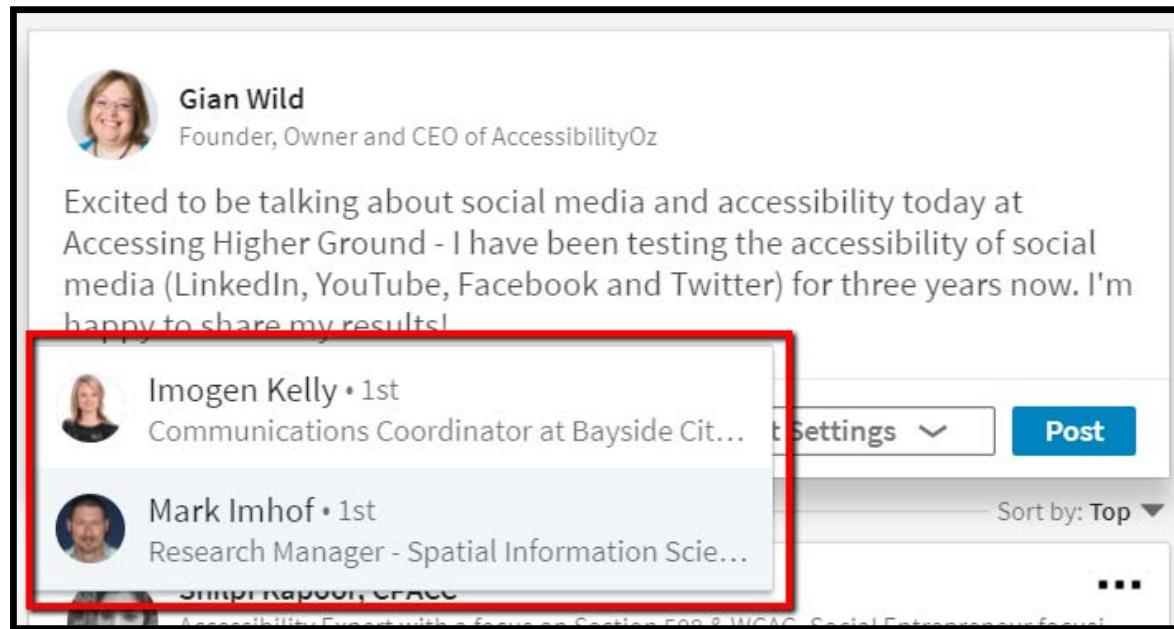
Except for

“button l p 20 4 d p
button”

Keyboard accessibility (2015, 2016, 2017)



Reverse keyboard trap (2018)



Gian Wild
Founder, Owner and CEO of AccessibilityOz

Excited to be talking about social media and accessibility today at Accessing Higher Ground - I have been testing the accessibility of social media (LinkedIn, YouTube, Facebook and Twitter) for three years now. I'm happy to share my results!

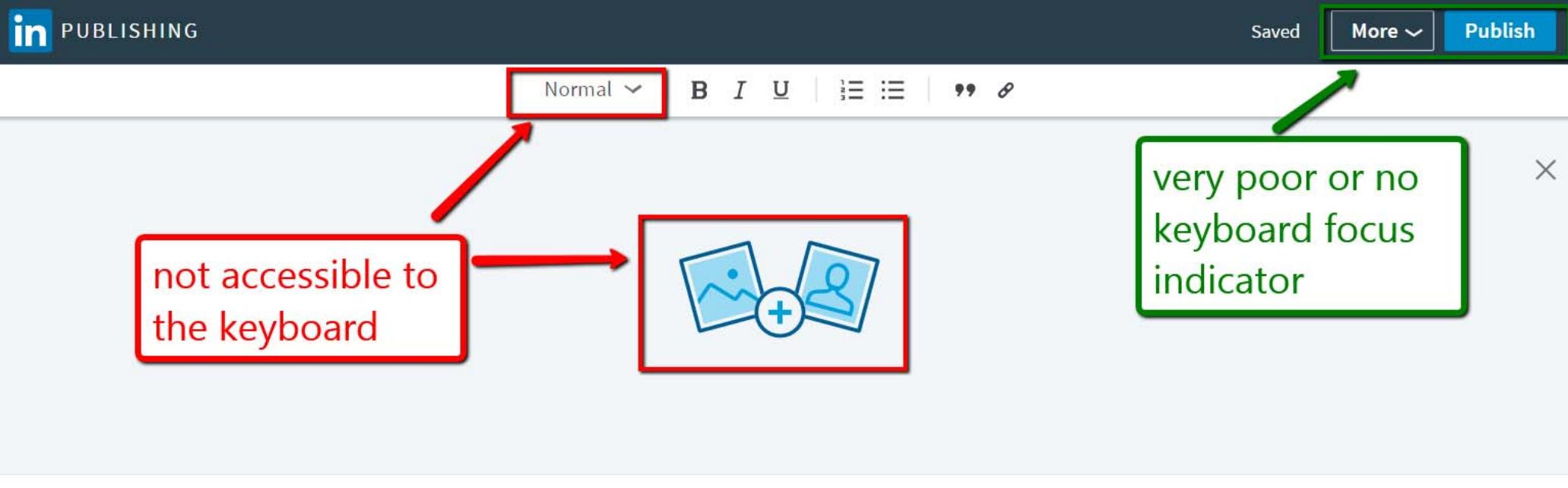
Imogen Kelly • 1st
Communications Coordinator at Bayside City Council

Mark Imhof • 1st
Research Manager - Spatial Information Science

Shilpi Kapoor, SPARK

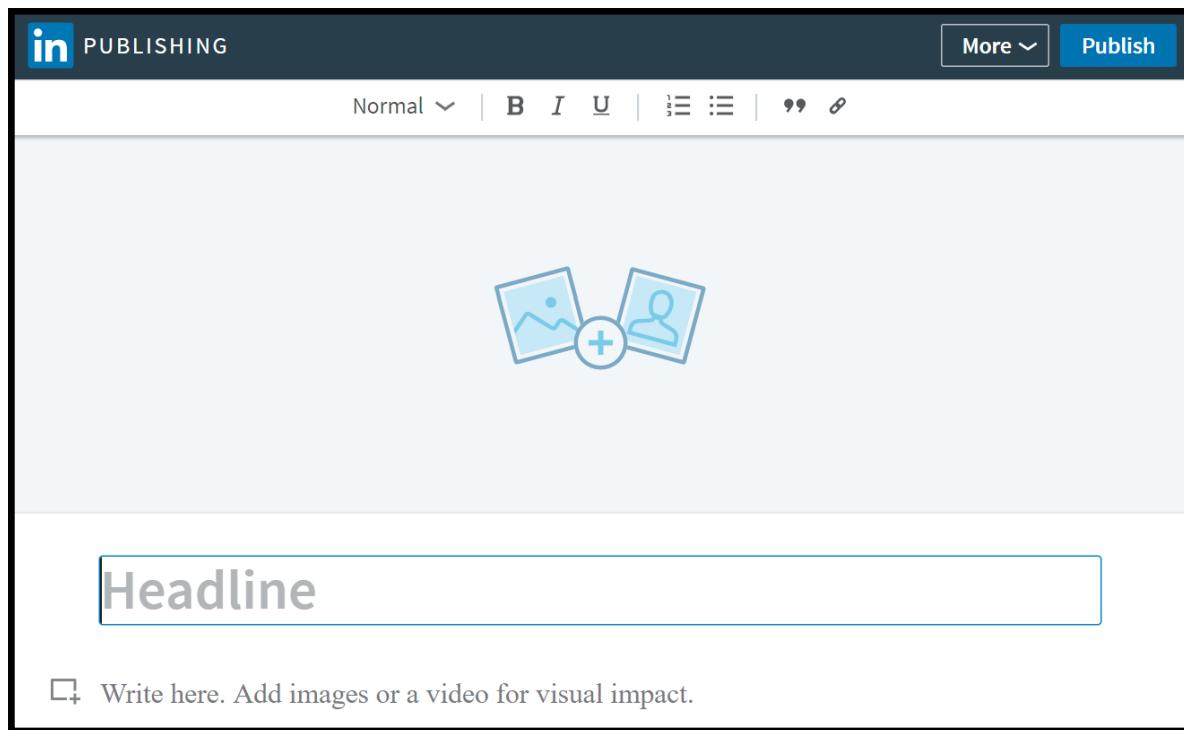
Sort by: Top

Keyboard accessibility (2015, 2016, 2017)



sdfvldfm.ds~~z~~.mcv.zx,m

Fixed in 2018!



The image shows the LinkedIn Publishing interface. At the top, there's a dark header with the LinkedIn logo and the word "PUBLISHING". To the right are "More" and "Publish" buttons. Below the header is a toolbar with "Normal" dropdown, bold, italic, underline, list, and quote icons. The main content area is a large white box. In the center of this box are two blue icons: one for images and one for people, with a plus sign between them. Below this is a blue-bordered box containing the word "Headline". At the bottom of the content area is a text input field with the placeholder "Write here. Add images or a video for visual impact.".



Advanced 3

Notifications

Accessible Media Expert
is now a connection

Virginia Collin 5d
endorsed you for a skill: Accessibility

Virginia Collin 5d
Software Quality Assurance Practice...
is now a connection

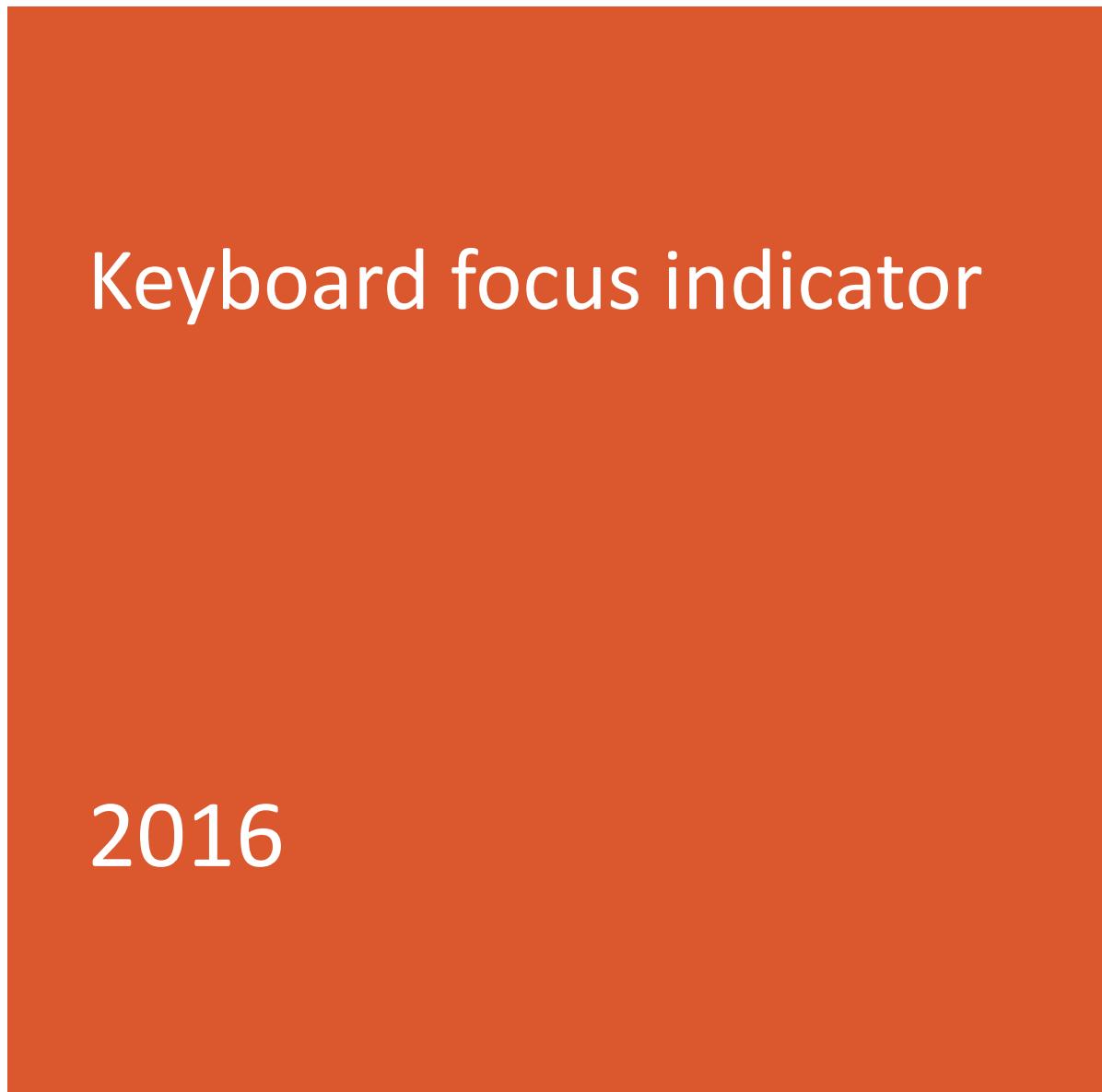
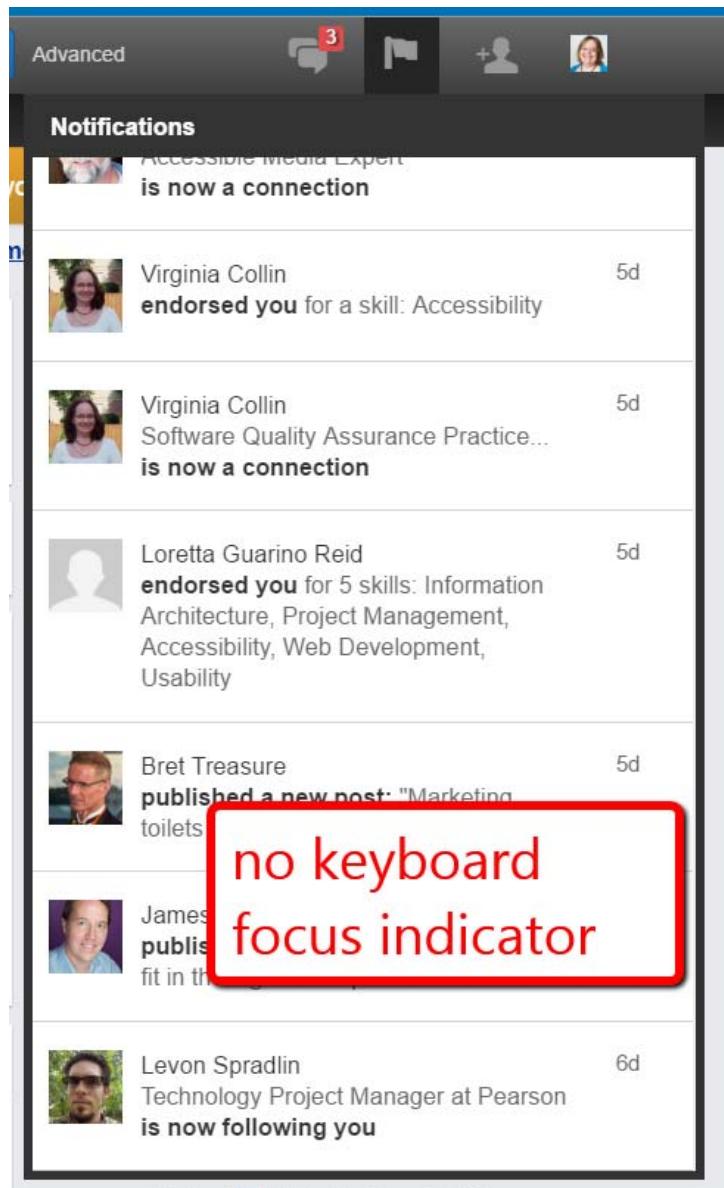
Loretta Guarino Reid 5d
endorsed you for 5 skills: Information
Architecture, Project Management,
Accessibility, Web Development,
Usability

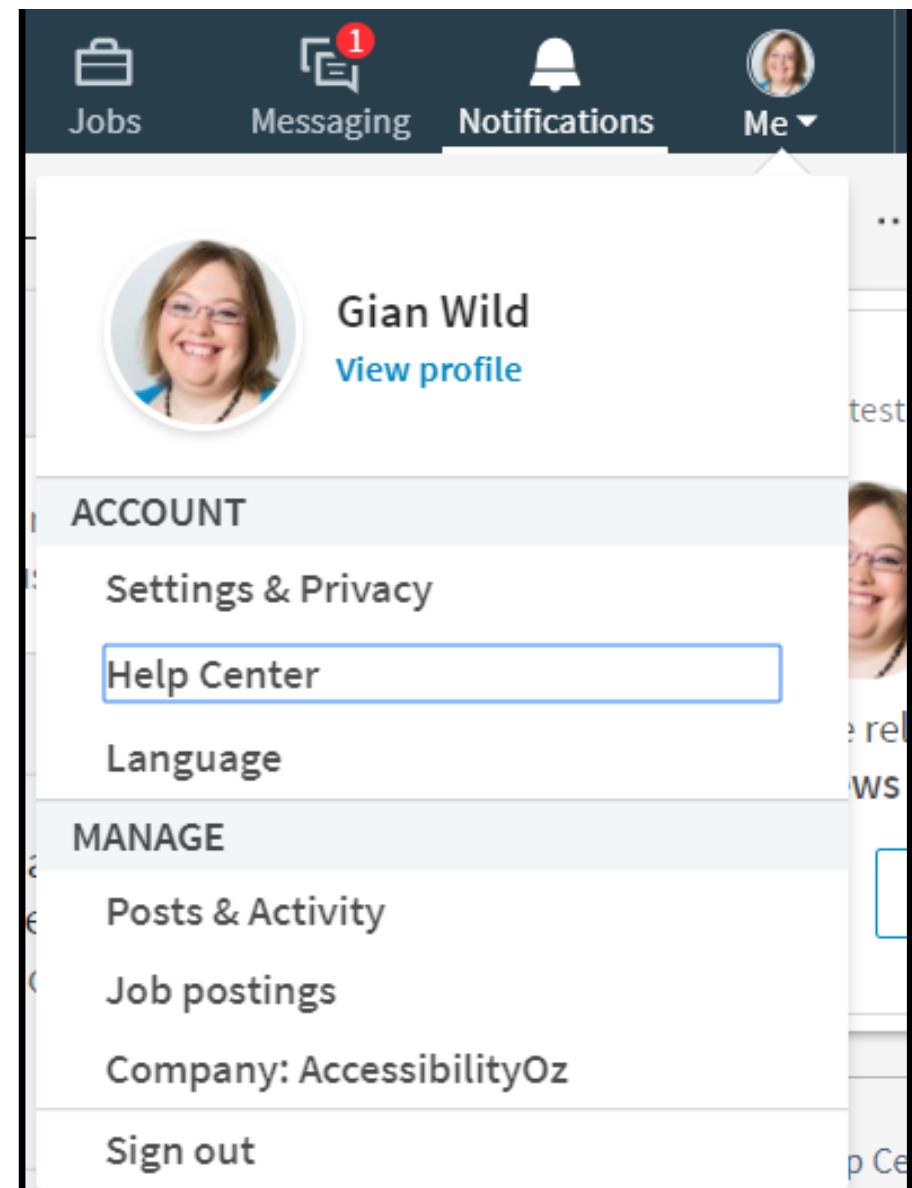
Bret Treasure 5d
published a new post: "Marketing
toilets

James 5d
publis... fit in th...

Levon Spradlin 6d
Technology Project Manager at Pearson
is now following you

**no keyboard
focus indicator**





Keyboard focus indicator

Fixed in 2018!

And the award
to most
improved goes
to...



And the award
to most
accessible goes
to...



Five steps to making social media accessible

www.accessibilityoz.com



AccessibilityOz

Step One: Contact details

- Make your contact information available on your social media account page
- List a primary phone number and email address where a user can reach your agency with questions, or provide a link to your agency website that lists the appropriate contact information

Step Two: Repeat content

- Make your social media content available through your web site
- Provide options for daily digests
- Provide easy points of entry for more information
- Post your social media to multiple outlets

Step Three: Provide alternative apps

- Provide contact details to social media support /accessibility teams within your organisation
- Provide links to the social media accessibility tips and support
- Provide links to alternative apps and web sites that create an accessible interface for social media

Step Four: Clear and simple language

- Use camel case
- Avoid abbreviations
- Limit hashtags and add them only to the end
- Avoid miss-spellings
- Where linking to others' content on YouTube, warn users of auto-play, lack of transcripts, captions or audio descriptions

Step Five: Test

- Consider testing your social media with users with disabilities
- Consider testing your social media against WCAG2

Adapted from digital.gov



Facebook

Specific tips to make Facebook accessible

Facebook accessibility

- Add captions to images
- Link to transcripts for videos
- Load videos to YouTube and add captions there
- Accessibility tips:
<https://www.facebook.com/help/141636465971794>



Facebook accessibility

Recommend alternative methods to the desktop interface:

- Facely HD
- m.facebook.com





YouTube

Specific tips to make YouTube accessible

www.accessibilityoz.com

AccessibilityOz
•

YouTube accessibility

- Warn users of the auto-play
- Make sure there is a transcript, captions & audio descriptions
- Use YouTube with a screen reader:

<https://support.google.com/youtube/answer/189278?hl=en>



YouTube accessibility

Recommend alternative methods to the desktop interface:

- Accessible Interface to YouTube
- Accessible YouTube
- Access YouTube
- The ICANT



YouTube accessibility

Host the videos on your web site in an accessible player:

- OzPlayer (97% accessible)
- AblePlayer (84% accessible)





Twitter

Specific tips to make Twitter accessible

Twitter accessibility

- Use the alternative text description
- Use camel case, for example **#FederalAccessibilityForum**
- Accessibility Tips on Twitter:
<https://twitter.com/a11ytips?lang=en>



Twitter accessibility

Recommend alternative methods to the desktop interface:

- EasyChirp
- Twitterific (mobile app)





LinkedIn

Specific tips to make LinkedIn accessible

LinkedIn accessibility

- Describe photos and images as text in your status update
- Search for contacts using Google, not the LinkedIn search
- Avoid using the LinkedIn mail system





Questions?

pz.tt/csun18-some

www.accessibilityoz.com

AccessibilityOz
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