

A GUIDE TO digital accessibility

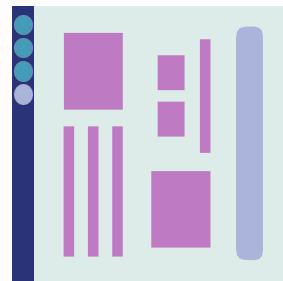


Designing accessible websites and
social media pages

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Inclusive Web Design



Accommodating Screen Readers

Properly label user form inputs, links and other data

```
<label for="name">Name:</label>  
<input type="text" name="name" id="name">
```

Avoid vague hyperlink text

- ✖ Click here
- ✓ Subscribe

Assign alt text to images and other media

```

```

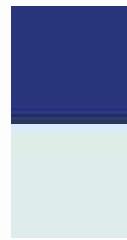
No need to specify "this is an image of my cat Mittens"

Always use raw text wherever possible, avoid .pdf's

High visibility

Use large text and readable fonts

Make sure major colors have a contrast ratio greater than 4.5



9.26



3.66

Subtitles

Provide subtitles or transcriptions for audio and video content

If media player does not provide automatic subtitles, provide a transcript or assistive hearing

How to Enable Subtitles on Microsoft PowerPoint

- Select the 'Slide Show' tab
- Make sure 'Always Use Subtitles' is checked
- In 'Subtitle Settings', choose your preferred languages, subtitle placement and

microphone subtitle device

totally

a JavaScript accessibility visualization
toolkit from Khan Academy

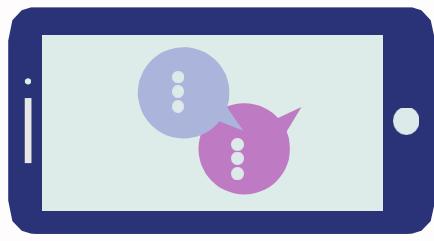
Allows web developer to run visual
accessibility tests

- Color contrast ratio
- Existence of labels and alt text
- Clear and specific link text





Inclusive Social Media



Alternative Text for Images

Instagram:

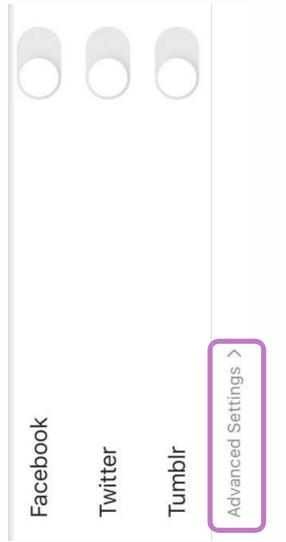
Right before you share a post, select 'Advanced Settings' at the bottom of the menu and add Alt Text to your photos.

Twitter:

Select '+ALT' in the bottom right corner of each picture you post to add Alt Text

Facebook:

Select the 3 dots in the top right corner of each picture you post to add Alt Text



Accessible Text

Save **#hashtags** and **@mentions** for the end of a post for easier text-to-speech conversion.

Avoid **alternative fonts** on Instagram, Facebook and Twitter. Screen readers have trouble reading them.

Alternative fonts require the use of external sites, typing directly in a social media site is best for screen readers.

example σF
alternative fonth

Posting Audio and Video with Subtitles

Instagram: Automatic closed captioning is now available for IGTV Live and IGTV. Use custom text to caption Instagram Stories.

TikTok & Snapchat & Stories on other sites: Use custom text

YouTube: Auto-generate captions or write them yourself. YouTube Community captions have been discontinued.

Facebook: Auto-generate captions, write them yourself, or upload a SubRip (.srt) file. Automatic closed captioning is also available for Facebook Live.

Otherwise offer a transcription in the post!

Using Inclusive Language

Use gender-neutral pronouns (they/them) or check someone's profile for their preferred pronouns.

Avoid racist/sexist/ableist/insensitive language.

The Digital Accessibility Pledge

**Greater reliance
on digital media:**

With the ongoing pandemic and the greater reliance on digital media, we must consider our role in being digitally accessible.

Our roles:

It is our duty to be aware of how we present ourselves online, and how to engage our communities, especially as leaders at Stevens.

Commitment:

The pledge was a way for people to commit to these actions and to serve as an example for community members now and to come.

Educating the Stevens Community



"We, [Organization Name], take the pledge to be more digitally accessible. This means following the guidelines as set in "The Guide to Digital Accessibility," and being vigilant and aware of any other ways your organization can continue to promote inclusion in this aspect."

You can pledge internally to be digitally accessible too!

Educating the Stevens Community

**The Student
Organization Pledge:**

45 student organizations

Includes RSOs, Greek Life, and Non-RSOs

The Individual Pledge: 14 individuals

Student Affairs Summit: YOU!

Tips for Becoming Digitally Accessible

Make a plan:

Set some semesterly goals about how your office will become more digitally accessible

Check in at meetings:

Ask how everyone is doing when you gather

Ask for advice:

Ask colleagues what they are doing to their digital media that they find is **WORKING**

Share tips:

When you find a successful method, **share, share, share!**

References

- Hill, Patrick. "ES6 and Fundamentals of Web Development." CS554: *Web Programming II*, Stevens Institute of Technology.
- Vesonder, Gregg. "Class 4 CS545." CS545: *Human-Computer Interaction*, Stevens Institute of Technology.
- *HTML Accessibility*, W3Schools, www.w3schools.com/html/html_accessibility.asp.
- Sehl, Katie. "Inclusive Design for Social Media: Tips for Creating Accessible Channels." Social Media Marketing & Management Dashboard, HootSuite.