

Social Media & Accessibility Overview

1) Background

- a) Compliance commitments and requirements
 - i) CSU and CPP has an ongoing commitment to making its programs, services and activities accessible to students, faculty, staff and members of the general public with disabilities.
 - ii) CSU system-wide Accessible Technology Initiative (ATI) has the specific objective and goal to ensure that individuals with disabilities are provided with proper access to electronic information resources and technologies, including access to the Internet, websites, web applications, and digital content. The specific target of the ATI program is and remains the elimination of accessibility barriers.(Executive Order 926 and ATI Coded Memorandums)
 - iii) Accessible communication is required by FCC and Section 508
 - iv) Web accessibility standards include WCAG 2.0AA and WAI-ARIA.
 - v) No specific accessibility standards for social media; covered within WCAG guidelines by functions
- b) Social Media - Usage, Access, and Accessibility
 - i) Today around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves. (PEW Research Center, January 2017)
 - ii) Social media outlets have been working on improving the accessibility of their platforms within the past decade
 - iii) Mobile device growth – 1% in 1998 to 70% in 2016
 - (1) Type of mobile device registration differs
 - (a) Persons with disabilities – 70% IOS and 21% Android
 - (b) General registration - 83% Android and 14% IOS
 - (2) Access to opportunities
 - iv) Benefits universally, regardless of abilities:
 - (1) Aging population with accessibility needs
 - (2) Generation Z expect access to content and functionality across devices, and through multiple modalities – type, gesture, voice, etc.
 - (a) Born 1998 – 2016
 - (b) 25% actively connect within first 5 minutes of waking up; 73% within first hour
 - (c) Gen z utilizes 5 screens; compared to millennials who access 2 – 3 screens, and gen x who access 1 – 2 screens
 - v) Benefits for people with disabilities
 - (1) Enhance communication experiences (remove social barrier of eye contact, person with chronic illness able to continue to connect with support network without leaving home, person who is deaf can use skype using sign language)
 - (2) Non-threatening way for people with mental health conditions to interact with others
 - vi) Consumer choices have driven the popularity and use of social media tools
 - vii) Organizations are evolving with a more intentional social media focus:
 - (1) Who is the target audience
 - (2) Strategic about platform(s) choice based upon overall media strategy

- (3) Instructions and expectations for social media use (monitoring, contact, content type, post frequency, etc....)
- 2) General - Overall assessment of accessibility for social media regardless of product
 - a) Evolving nature of social media - upgrades and feature enhancements to social media tools have produced mixed results in increased and decreased platform accessibility over time
 - b) Continued issue with ensuring accessible content is posted by all within platform
 - c) Paradigm shift in accessibility approach and focus - people with disabilities focus is on what are the accessibility issues and possible improvements for a particular social media tool versus a review of tools to select the most accessible product to use
- 3) Facebook:
 - a) Overview: Facebook is a social networking site that allows users to create a profile, connect with friends, family, and colleagues, and share status updates, pictures, and videos.
 - b) Accessibility supported:
 - i) Keyboard Navigation/Shortcuts based on OS and browser used. (Too many to list, see link)
 - (1) <http://www.afb.org/info/living-with-vision-loss/using-technology/using-social-media-with-a-visual-impairment-or-blindness-facebook-twitter-and-linkedin/accessibility-and-facebook/1235>
 - ii) Navigation Assistant: used to move around sections on this page, other pages, and open up the Accessibility Help
 - (1) <https://www.facebook.com/help/586155171554691?ref=shareable>
 - iii) Adjusting Text Size and Contrast is based on OS and browser used.
 - (1) See link below under Text Size and Contrast heading
 - (2) https://www.facebook.com/help/273947702950567?helpref=hc_global_nav
 - iv) Adding captions to videos:
 - (1) Uses SubRip (.srt) files for captions (uploader must create this file) and is uploaded with the video or can be added after a video has already been uploaded (Link below)
 - (2) <http://tubularinsights.com/how-to-add-closed-captions-facebook-videos/>
 - v) Adjusting what captions look like on videos
 - (1) Adjust captions by color, opacity, text color, size
 - (2) For Desktop and iOS devices only
 - (3) <https://www.facebook.com/help/1863407243887563?ref=shareable>
 - vi) Automatic Alternative Text (AAT): automatically generates alt text using object recognition
 - (1) Using a screen reader, focus on the image. If objects are identified, a list of items will be read aloud.
 - (2) https://www.facebook.com/help/216219865403298?helpref=faq_content
 - vii) Stop videos from playing automatically in News Feed
 - (1) On Computer: Click Top Right Dropdown > Settings > Videos (in left menu) > Autoplay Videos dropdown > Off
 - (2) On Android mobile devices: Open Facebook app > Tap Hamburger Icon > Settings > App Settings > Video Autoplay > Select an Option
 - (3) On iOS mobile devices: Open Facebook app > Tap Hamburger Icon > Settings > Videos > Autoplay > Select an Option

- viii) Using Messenger.com and navigating News Feed
 - (1) See respective headings Messenger and News Feed in below link on how to use the functions of each page
 - (2) https://www.facebook.com/help/273947702950567?helpref=hc_global_nav
 - c) Reported accessibility issues
 - i) Security checkpoints may be difficult to bypass using assistive technology
 - (1) Add mobile number for an easier way to verify account
 - ii) Written captchas may be difficult to enter
 - (1) audio captcha option is available
 - iii) Any accessibility issues, contact Facebook Accessibility
 - (1) <https://www.facebook.com/help/contact/169372943117927>
 - d) Expected accessibility impact to audience:
 - i) A person may not be able to hear the videos if they are not captioned.
 - ii) A person may not be able to get necessary information if pictures posted (mainly event details) don't have the same information replicated in the Description.
 - e) What should a content creator know/do to support accessibility with this product?
 - i) Caption videos directly posted on Facebook or post a link of a transcript in description box or the first comment
 - ii) Upload videos to YouTube and enable CC/provide your own and post the link to Facebook
 - iii) Add event details in the text description along with the picture of the flyer
 - iv) Add contact info in posts/page so people know who to contact for more information or if any issues arise
 - v) Have good color contrast between Profile Picture and Background of your page
 - f) What are some recommended equally effective alternative access plans to the information and features of this product? (E.g., spontaneity of information, marketing of exclusive content).
 - i) m.facebook.com
 - (1) Mobile site for Facebook, can be used on mobile and computer browsers
 - (2) Not all desktop features are available on mobile, may be more accessible
 - ii) Facely HD for Facebook Free (<https://itunes.apple.com/us/app/facely-hd-for-facebook-free/id392550386?mt=8>)
 - (1) For Apple iOS devices, works well with VoiceOver
 - (2) Access Facebook (as well as Instagram and Twitter) all in one app
 - (3) May provide a more accessible environment, users are able to use same core functionalities
 - iii) Provide contact information and/or link to webpage to get more information
- 4) Instagram:
- a) Overview: Instagram is mainly a social media app, but is supported on PC. On Instagram, users can post videos/pictures and edit them with filters, as well as view what others post. Users can also send direct messages to others and have temporary posts to their Instagram Stories.
 - b) Accessibility supported:
 - i) VoiceOver will tell you which camera is being used (front/rear) and if flash is on/off for Instagram Stories

- c) Reported accessibility issues:
 - i) Color Contrast of gray buttons on a white background.
 - (1) <http://www.coolfields.co.uk/2016/05/instagram-accessibility-reduced-new-design/>
 - ii) Doesn't support Alt Text, Closed Captioning, Audio description (users must do this to their own posts)
 - d) Expected accessibility impact to audience:
 - i) A person may not be able to hear the videos if they are not captioned.
 - ii) A person may not be able to see text posted as pictures (mainly about event info.)
 - e) What should a content creator know/do to support accessibility with this product?
 - i) Creators should provide detailed captions in the description box for the picture they are posting.
 - ii) Upload a video with captions already using editing software, if not provide a detailed caption or transcript in the description box
 - iii) Use camel case for hashtags
 - iv) Provide contact information via text or link in bio.
 - f) What are some recommended equally effective alternative access plans to the information and features of this product? (E.g., spontaneity of information, marketing of exclusive content).
 - i) Provide contact information and/or link to webpage to get more information in bio and posts
- 5) Snapchat:
- a) Overview: Snapchat is a mobile, social media app where users can send and receive "snaps" (pictures/short videos that last for no more than 10 seconds) between friends/groups. Users can also post snaps to their stories and view their friends' stories.
 - b) Accessibility supported:
 - i) Chat, Memories, and Stories screens are labeled.
 - ii) Users can search through their Chats, Snaps, and Stories to find snaps related to the topic
 - (1) <http://www.voanews.com/a/snapchat-adds-more-accessible-search-feature/3791543.html>
 - iii) Multiple ways to add friends
 - (1) Type their username, add through Phone's contact, scan their Snapcode, share username via Facebook, Email, Messenger, Text, etc.
 - c) Reported accessibility issues
 - i) VoiceOver doesn't indicate which camera is being used (front/rear) or whether flash is on/off.
 - d) Expected accessibility impact to audience:
 - i) A person may not be able to hear what is being said in a video.
 - ii) A person may not be able to see what is written in a picture/video.
 - e) What should a content creator know/do to support accessibility with this product?
 - i) Guide to make Snapchat Stories more accessible
 - (1) <https://www.digitalgov.gov/2016/03/29/usagovs-step-by-step-guide-to-making-snapchat-stories-as-accessible-as-possible/>
 - ii) User larger text option for captions

- iii) Make sure there is good contrast between picture/video and text
 - f) What are some recommended equally effective alternative access plans to the information and features of this product? (E.g., spontaneity of information, marketing of exclusive content).
 - i) Provide contact information and/or link to webpage to get more information in snap stories
- 6) Twitter:
- a) Overview: Twitter is an online and mobile social media service where users can post “tweets” and see other user’s tweets. Tweets can be text up to 140 characters, GIFs, videos, and pictures.
 - b) Accessibility supported:
 - i) Keyboard Shortcuts
 - (1) <http://www.afb.org/info/living-with-vision-loss/using-technology/using-social-media-with-a-visual-impairment-or-blindness-facebook-twitter-and-linkedin/accessibility-and-twitter/1235>
 - ii) Alt text for pictures posted
 - (1) <https://blog.twitter.com/2016/accessible-images-for-everyone>
 - (2) How to enable alt text based on OS and assistive technology
 - (a) <https://support.twitter.com/articles/20174660#>
 - c) Reported accessibility issues
 - i) Registration done with captcha
 - (1) Audio option available, however the link is small
 - ii) Text resizing is locked
 - iii) Twitter Accessibility team can be reached by tweeting to @a11yteam (<https://twitter.com/a11yteam>)
 - d) Expected accessibility impact to audience:
 - i) A person may not be able to hear the videos if they are not captioned.
 - ii) A person may not be able to see text on pictures posted.
 - e) What should a content creator know/do to support accessibility with this product?
 - i) Have tweets compiled and sent via email.
 - ii) Indicate if a link in a tweet is a photo, video or audio file (e.g., [PIC], [VIDEO], [AUDIO])
 - iii) Use a URL shortener to minimize the number of characters in a link
 - iv) Include contact information in Bio
 - v) Have good color contrast between Profile Picture and Background
 - vi) Put mentions and hashtags at the end of tweets
 - vii) Twitter Chat: Online conversation that culminates through the use of a unique hashtag.
 - (1) Label each question with “Q1, Q2, Q3, . . . “ and respond with “A1, A2, A3, . . . “
 - f) What are some recommended equally effective alternative access plans to the information and features of this product? (E.g., spontaneity of information, marketing of exclusive content).
 - i) EasyChirp (<http://www.easychirp.com/>) is a web based accessible alternative to Twitter.com
 - (1) Accessibility Features <http://www.easychirp.com/features>
 - ii) TweetChat (<http://www.easychirp.com/features>) allows participants in a Twitter Chat to follow the stream of tweets surrounding the hashtag.
- 7) General/Overall Tips and Tricks for Accessibility of Social Media – regardless of tool

- a) Use camel case for hashtags.
 - i) Capitalize the first letter of each word. (e.g., #FirstWord rather than #firstword)
 - b) Avoid using unfamiliar acronyms
 - i) Try to spell out the first instance of the acronym then put the acronym in parentheses (e.g., National Aeronautics and Space Administration (NASA))
 - c) Use plain language
 - d) Provide contact information or a link for more information in bio/posts
 - e) Post same content onto different social media platforms
 - f) Social Media Toolkit
 - i) Best practices for content creators to make social media tweets/snaps/posts accessible (includes Facebook, Snapchat, and Instagram as well as other popular social media sites)
 - ii) <https://www.digitalgov.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>
- 8) Resource Links
- a) Facebook, Twitter, and YouTube
 - i) <http://www.queensu.ca/accessibility/how-info/social-media-accessibility>
 - b) DigitalGov Social Media Accessibility Toolkit
 - i) <https://www.digitalgov.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>
 - c) Accessible U
 - i) <http://accessibility.umn.edu/tutorials/accessible-social-media#Facebook>
 - d) WCAG 2.0AA - Web Content Accessibility Guidelines (WCAG) is developed in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally. <https://www.w3.org/WAI/intro/wcag>
 - i) WCAG 2.0 specification (<http://www.w3.org/TR/WCAG20/>)
 - e) WAI-ARIA - The Accessible Rich Internet Applications (ARIA) Suite, defines a way to make Web content and applications more accessible. It helps with dynamic content and advanced user interface controls developed with Ajax, HTML, JavaScript, and related technologies. <https://www.w3.org/WAI/intro/aria>.
 - f) Manual testing checklist. Since automated tools for evaluating web accessibility is not a complete assessment of web accessibility, here is a WebAim WCAG checklist that might be useful. We are obtaining a CSU ATI checklist list that we will distributed once finalized.
 - i) <http://webaim.org/standards/wcag/checklist>
 - g) Browser-based tools that can test at a page level:
 - i) "Wave" - Browser add-on for quick checks. <http://wave.webaim.org/extension/>
 - ii) Mozilla Accessibility Toolbar: <https://addons.mozilla.org/en-US/firefox/addon/accessibility-evaluation-toolb/>