



Social Media Accessibility

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Virginia Tech Accessibility Resources

Accessibility Resources at VT

The mission of Accessible Technologies is to promote the use of teaching and learning strategies, communications practices, technologies, and technology standards that enable everyone in our university community, regardless of disability status, to learn and work.



assist.vt.edu

- Accessible Technologies works with ADA & Accessibility Services and Services for Students with Disabilities (SSD) and is a group within Technology-enhanced Learning and Online Strategies (TLOS), a unit of the Division of Information Technology.
- They manage the Assistive Technology Services in Newman Library, Inclusive Media Services, Teaching and Outreach activities, and Web Accessibility consulting and testing services.

Accessibility Laws

Virginia Tech is committed to providing equal access to information, programs, and activities delivered through its official digital resources.

REVIEW:

- **The Americans with Disabilities Act:** In addition to physical accessibility, the ADA mandates programmatic accessibility including electronic media and web pages.
- **Section 504 of the Rehabilitation Act of 1973:** Prohibits programs and activities receiving Federal financial assistance from discriminating against individuals with disabilities.
- **Section 508 of the Rehabilitation Act of 1973:** Defines requirements for information technology accessibility (including, but not limited to, web accessibility) for Federal agencies and those receiving federal funds.
- **The Commonwealth of Virginia's Information Technology Access Act:** Requires public institutions of higher education to ensure IT equipment and software be usable without requiring sight.
- **Title II of the Americans with Disabilities Act:** Requires state and local governments to provide individuals with disabilities equal access to their programs, services, and activities.
- **Web Content Accessibility Guidelines (WCAG) 2.0 and 2.1:** The primary international standard for web accessibility.
- **Virginia Tech Policy No. 7215, Rev.: 1:** University policy, which states Web Consortium (W3C) is an international organization that develops inter-operable technologies (technologies that can communicate with each other), e.g., specifications, guidelines, software, and tools, to lead the Web to its full potential. W3C is a forum of information, commerce, communication, and collective understanding.
- **MORE:** <https://www.3playmedia.com/resources/accessibility-laws>

What we will cover



What accessibility means, why it's important, and how content is accessed.

What's available, what's lacking, and best practices for alt text, image descriptions, captioning, and graphic design.

How to make your content more accessible, despite social media platform obstacles.

How to make the future more accessible.

「What is Accessibility?

KEY TERMS

ACCESSIBILITY:

Refers to the university objective that everyone within the university community, regardless of physical or technological readiness, will have the opportunity for appropriate access to information technology.

ACCESSIBLE:

A site, facility, work environment, service, or program that is easy to approach, enter, operate, participate in, and/or use safely and with dignity by a person with a disability.



DISABILITY:

The term "disability" means, with respect to an individual (A) a physical or mental impairment that substantially limits one or more major life activities of such individual; (B) a record of such an impairment; or (C) being regarded as having such an impairment.

ASSISTIVE TECHNOLOGY:

Any item, piece of equipment, or product system, whether acquired commercially, modified, or customized, that is used to increase, maintain, or improve functional capabilities of individuals with disabilities.

The Problem

Web Content

- Guidance and structure through laws and Web Content Accessibility Guidelines (WCAG) 2.0 + 2.1.
- Can edit code to meet accessibility needs.



Social Media

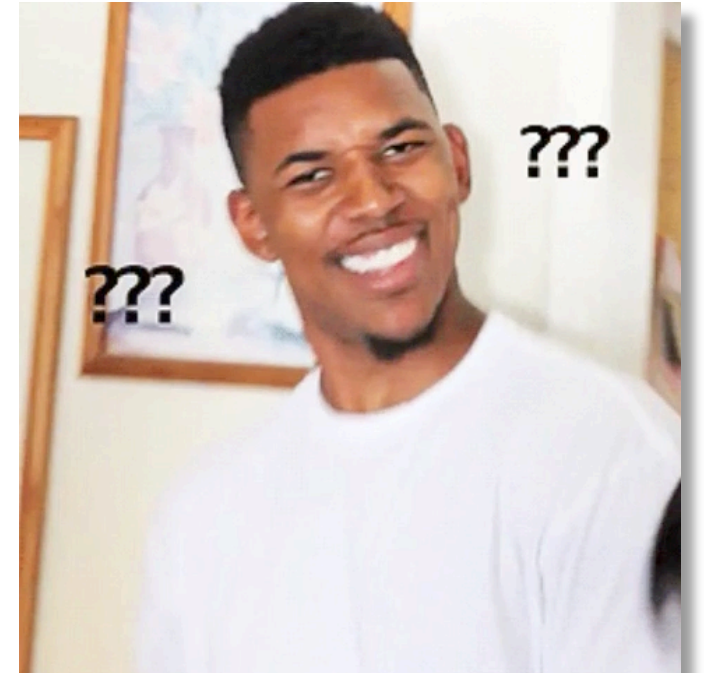
THERE ARE NO RULES 😞

- (No officially adopted guidelines).
- Can't edit code to meet accessibility needs.



Some of the most popular social media features are the least accessible.

- Social Video
- GIFs
- Memes



「How does a person with a disability access social media?

Assistive Technology & How it Works

Any device that helps a person living with a disability complete an everyday task.

So in this case, how someone with a hearing or visual impairment accesses content.

Take a second to think about
your social media timelines.

If you couldn't see the images,
would anything make any sense?

Probably not. That's where
screen readers come in.

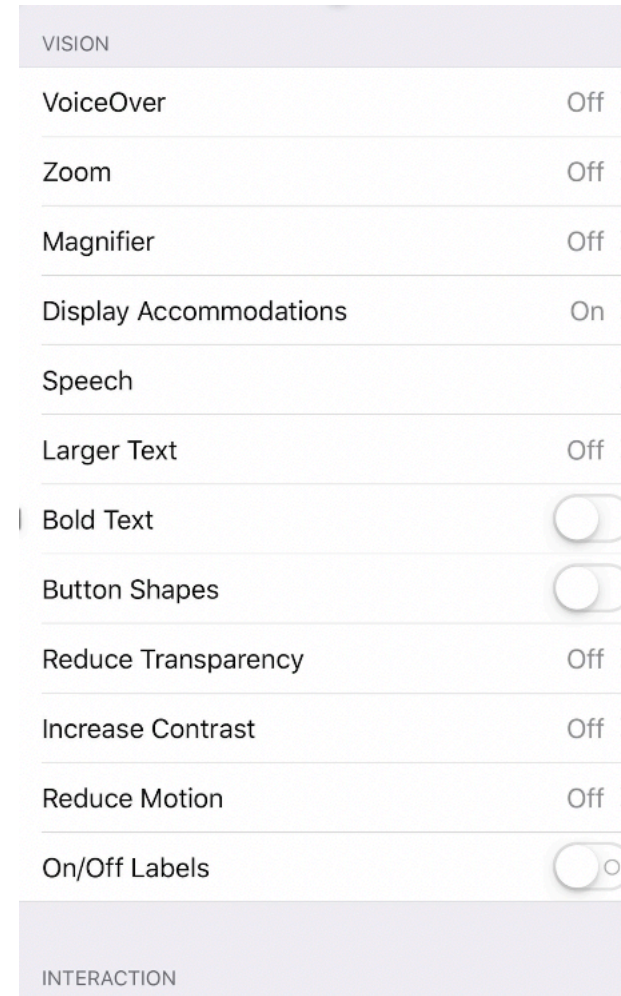


Assistive Technology: Options

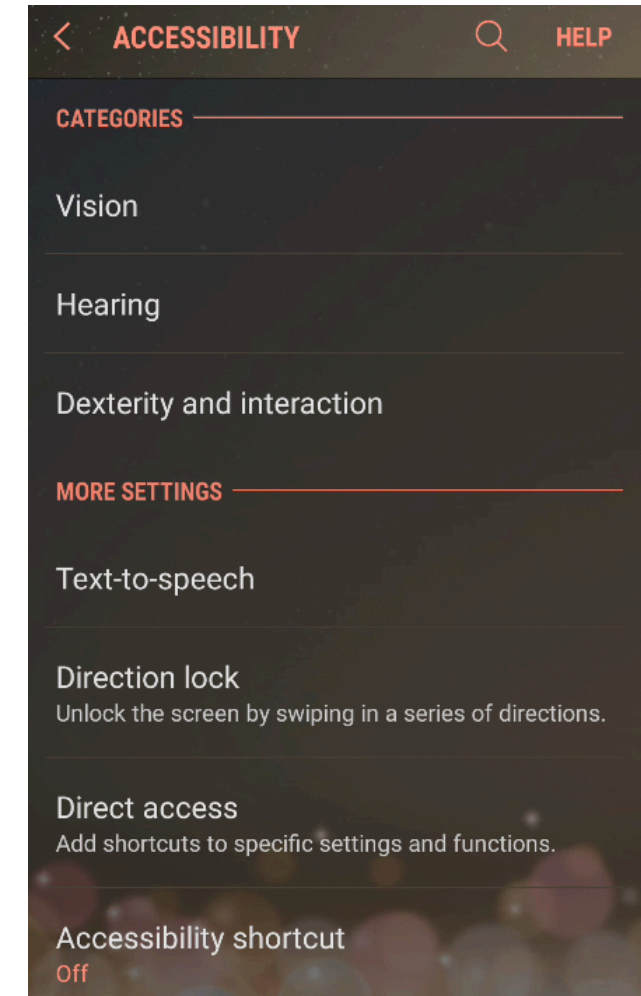
Screen readers

- **VoiceOver:**
Apple (comes installed)
Ask Siri
- **TalkBack:**
Android (comes installed)
Ask Google
- **JAWS:** Windows Desktop
- **ChromeVox:**
Google Chrome
browser extension

Apple



Android



「Image Descriptions/Alt Text

Image Descriptions & Alt Text

Image descriptions = social media version of alt text

Alternative text, or alt text, provides a textual alternative to non-text content.



Ask yourself: Does this provide access to programs, activities or services at your school?

Reasoning: Some social media platforms don't have a place to enter alt-text, so we have to implement work arounds (within the context or surroundings of the image itself.)

Purpose: To provide context and equal access to your content.

Best Practices: Image Descriptions & Screen Readers

 [#BachelorOfArts...not #bachelorofarts](#) 🤔 🙄 🤢

What to do:

- Use Camel Case (#LetsGoHokies, #VirginiaTech).

Why?

- If not, screen readers will run the words together.

Note:

- Instagram will force everything back to all lowercase.

What to do:

- Avoid using acronyms or spell out whenever possible.

Why?

- If under four characters, the screen reader doesn't read it as separate letters, it's read as a typical English word.

Note:

- Use dashes or spaces when writing image descriptions to effectively communicate or use a different way to convey the information.

Note:

- AP style is not preferred with assistive technology. Periods add long pauses (think am, instead of a.m. at times).
- Emojis are taken literally, so include the word too.



Best Practices: Image Descriptions & Screen Readers



Virginia Tech
@virginia_tech

#WednesdayWisdom: This is not where you park the e-scooters. 🧑🚲🧑🚲 Please enlighten yourself by reviewing the approved scooter drop-off locations 👉 bit.ly/VTscootermmap



12:50 PM · Oct 16, 2019 · Twitter Web App

||| View Tweet activity

9 Retweets 104 Likes

What to do:

- Since most platforms aren't accessible, include a link to an accessible website with more information and use short, concise links.

Why?

- These are less likely to frustrate screen reader users than long, imprecise links.

What to do:

- Use plain language (avoid verbose, convoluted language and jargon) This writing is designed to ensure the reader understands as quickly, easily, and completely as possible.

Note:

- Plain language helps everyone.

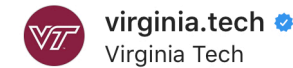
Image Descriptions/Alt Text

What should you include in an image description?

- Anything you would need to gather from the image to complete a task/paint the picture.

You should:

- Describe the image using general terms. Be concise, but you can be descriptive in certain situations to paint a clear picture (think frequent campus scenic shots that need to be differentiated).
- **DO describe:** Placement of objects, image style, colors, names of people, clothes (if they are an important detail), animals, text placement, emotions, surroundings.
- **DON'T describe:** Obvious details such as describing facial features, details that are not the focus, overly poetic or detailed descriptions, emojis, multiple punctuation marks.



[View Insights](#)

[Promote](#)



Liked by [behokieready](#) and 10,524 others

[virginia.tech](#) Tag a Hokie who's been ready for spoOoOky season at [#VirginiaTech](#) for way too long. 🧛 🍂 🍁 🍊 🍋



Cancel

Alt Text

Done

Alt text describes your photos for people with visual impairments.

Maroon, orange, yellow, and green leaves adorn the Hokie Stone buildings surrounding the Drillfield on the Virginia Tech Blacksburg campus.

Image Descriptions/Alt Text

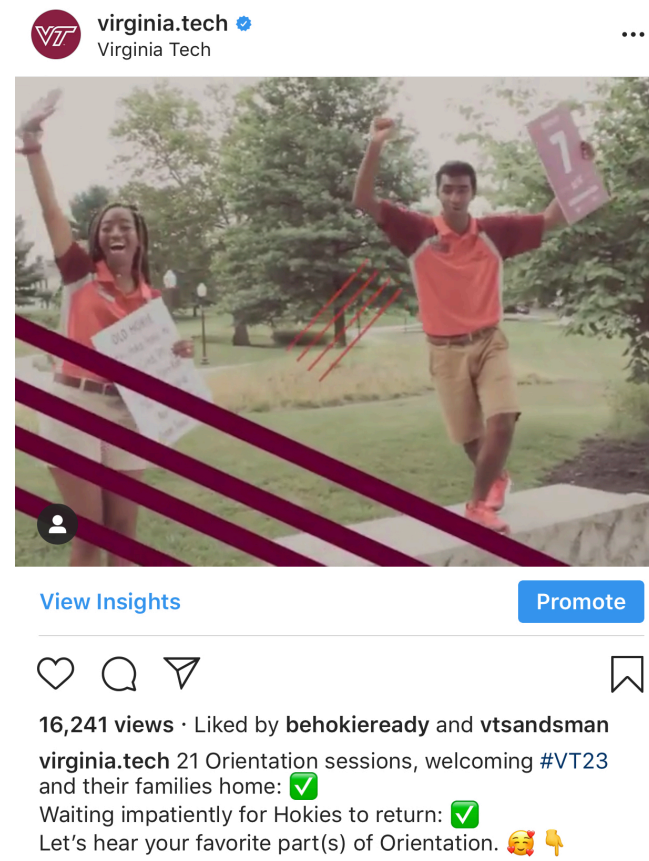
What should you include in an image description?

- Information about activities, programs and services.
- Event information:
 - What it is
 - Where it is (address)
 - When it is (date/time)
 - Other essential info (cost, registration or contact info)

Consider:

Using a more dynamic photo and have the event details in the caption and alt text, which is more appealing to everyone in the audience and a best practice anyway.

DO

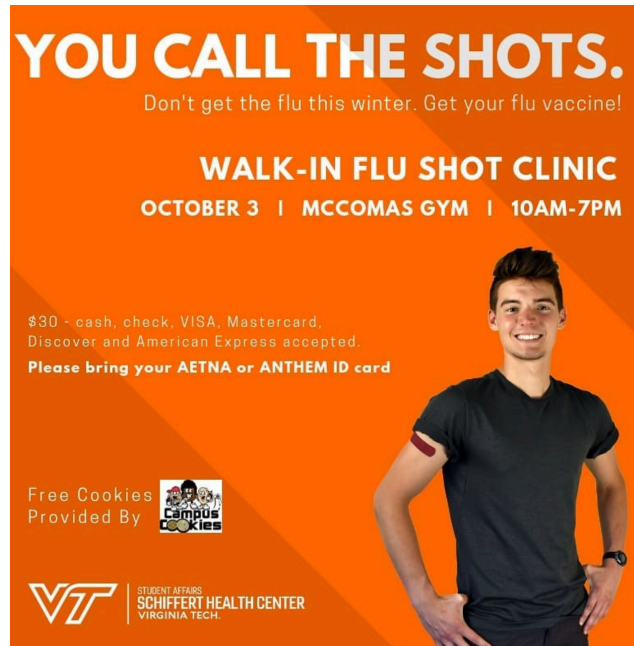


DON'T



Instagram: Event Promotion

DON'T



schifferthealth Our flu shot clinic is TODAY!
Just walk-in, no appointment needed!
#FightFlu
@virginia_tech @vtlsa @CCCatVT
@VirginiaTechSSD @HokieWellness
@VTRecSports @VTCampusLife @vthrl

DO



Ask yourself:

Can someone with a disability access the event without an image description?

Note:

Most events are better displayed on stories or in the captions via a dynamic photo.

Alt text example:

[Image Description: An event flyer. Schiffert Health Center, Walk-In Flu Clinic. October 3, 10 a-m to 7 p-m, McComas Gym. Bring 30 dollars cash or card and A-E-T-N-A or ANTHEM I-D card]

Inclusive Language

- **Don't make assumptions about someone's gender, race or identity.** Use general and gender neutral terms (student(s), club, team).
- Ask for pronouns if possible.

CancelAlt TextDone

Alt text describes your photos for people with visual impairments.

Two alumni pose with a Virginia Tech flag in Egypt.



Person First Language

In life and in your
image descriptions

**Put the person
before the
disability.**

**Do not make it
the defining
characteristic.**

People First Language	Language to Avoid
Person with a disability	The disabled, handicapped
Person without a disability	Normal person, healthy person
Person with an intellectual, cognitive, developmental disability	Retarded, slow, simple, moronic, defective or retarded, afflicted, special person
Person with an emotional or behavioral disability, person with a mental health or a psychiatric disability	Insane, crazy, psycho, maniac, nuts
Person who is hard of hearing	Hearing impaired, suffers a hearing loss
Person who is deaf	Deaf and dumb, mute
Person who is blind/visually impaired	The blind
Person who has a communication disorder, is unable to speak, or uses a device to speak	Mute, dumb
Person who uses a wheelchair	Confined or restricted to a wheelchair, wheelchair bound
Person with a physical disability	Crippled, lame, deformed, invalid, spastic
Person with epilepsy or seizure disorder	Epileptic
Person with multiple sclerosis	Afflicted by MS
Person with cerebral palsy	CP victim
Accessible parking or bathrooms	Handicapped parking or bathroom
Person of short stature	Midget
Person with Down syndrome	Mongoloid
Person who is successful, productive	Has overcome his/her disability, is courageous

Courtesy of: The CDC

Accessibility Features: By Platform

Platform Breakdown

Image Description/
Alt Text Features



Twitter: was one of the first few platforms to offer anything without a 'hack.'

Facebook: has 'auto alt-text' but isn't perfect

Instagram: hidden alt text now supported **(NEW!)**





















































Stories (Snap, IG, FB): not compatible with assistive technology

Pinterest: no official features, must add in caption

LinkedIn: hidden alt text now supported **(NEW!)**

Third party management tools

Do they support accessibility?

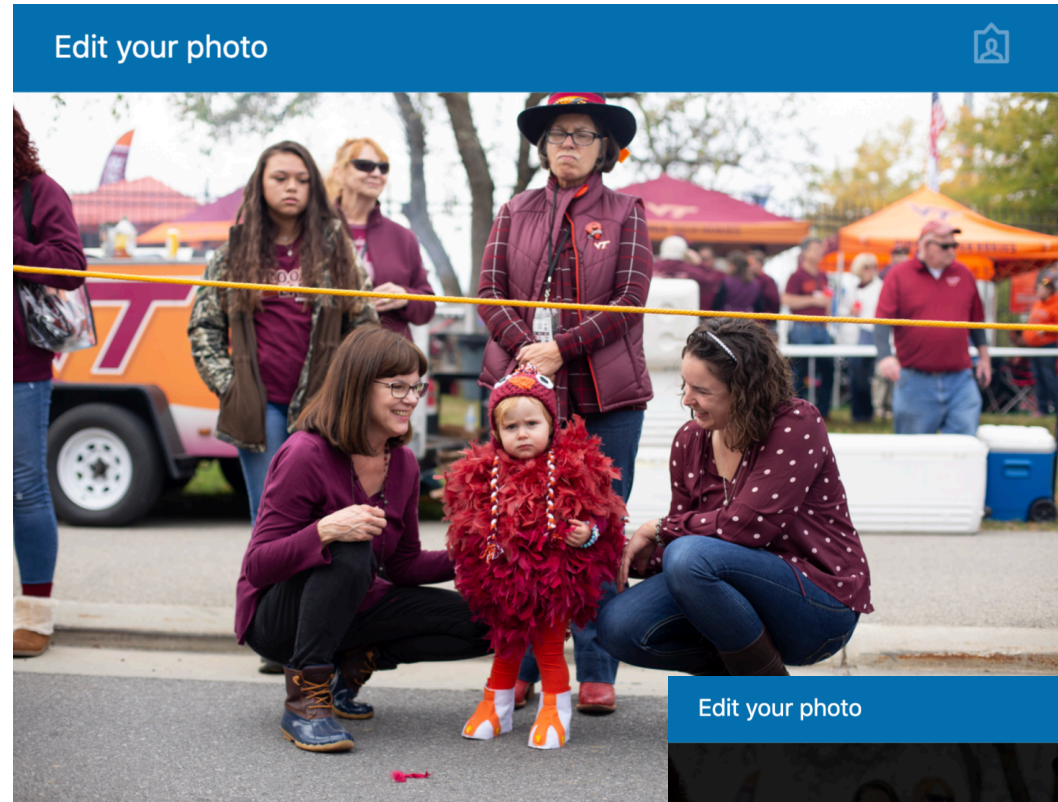
9	10	11	12	13	14	15
#VTinDC/#VTInnovationCampus						
 1  26  18  2  1	 26  30  3  1	 27  13  2  2	 28  15  2  3	 25  12  2  1	 37  26  2	 9  2  1
16	17	18	19	20	21	22
#VTinDC/#VTInnovationCampus						
 22  9  1  2	 2  23  9  2  1	 18  8  3	 2  21  8  2	 16  11  2	 10  1  1	 7  2  1


- Buffer: yes
- Hootsuite: yes
- TweetDeck: yes
- Falcon: no
- All others: no (but some have roadmaps or updates in the works)

LinkedIn

Accessibility settings

- Now supports hidden alt text
- 120 character maximum
- Mobile limitations:
 - Can't add or edit via mobile



 Add alt text

Edit your photo

Add alt text

By adding alternative text that describes the contents of the photo, you are making your image more accessible.

Text describing what's in the photo

0/120

Cancel

Save

 Add alt text

Back

Next

Twitter

Accessibility settings

Settings	Accessibility
@virginia_tech	Vision
Account >	Compose image descriptions <input checked="" type="checkbox"/>
Privacy and safety >	Add the ability to describe images for the visually impaired. Learn more
Notifications >	Motion
Content preferences >	Reduce motion <input checked="" type="checkbox"/>
General	Limits the amount of in-app animations, including live engagement counts.
Display >	Autoplay >
Data usage >	On cellular or Wi-Fi
Accessibility >	

- Go to “Settings and Privacy.”
- Works on desktop or mobile.
- Click on “Accessibility.”
- Check the box that says “compose image descriptions.”
- **NEW: Reduce motion setting**

Personal account/phone view

<	Accessibility
VoiceOver	
Pronounce # as “hashtag”	<input checked="" type="checkbox"/>
Include usernames in timelines	<input checked="" type="checkbox"/>
Read shortened URLs	<input checked="" type="checkbox"/>
Interaction	
Magic Tap action	None >
Vision	
Increase color contrast	<input checked="" type="checkbox"/>
Improves legibility by increasing the contrast between text and background colors.	
Compose image descriptions	<input checked="" type="checkbox"/>
Adds the ability to describe images for the visually impaired. Learn more	
Motion	
Reduce motion	<input checked="" type="checkbox"/>
Limits the amount of in-app animations, including screen transitions and live engagement counts.	
Video autoplay	On cellular or Wi-Fi >
Web browser	
Open links in Reader View	<input type="checkbox"/>
Change text size, contrast, and page layout on websites for improved readability.	

Twitter

The overview

- Considered one of the most accessible social media platform.
- Has official hidden image description field (not visible to sighted users).
- 420 characters per photo.
- Can turn on in the settings.
- Check your work via VoiceOver or through 'inspect' on desktop.



“A nighttime view of Lane Stadium from the South Endzone, showing the V-T football team entering the field from the back left, the stands packed and striped in maroon and orange by Hokie fans, cell phones lit in the air, and red and orange fireworks illuminating the sky from both the left and right of the stadium.”

Twitter

- CONTEXT IS KEY: Jokes can be risky without alt text.

Limitations:

- Can't retroactively edit alt text.
- Can't add alt text on behalf of another user's post you want to share.



Instagram

Instagram is a visual platform so alt text is vital

Includes:

- General description of photo.
- **NEW:** Now has built-in accessibility features. Can add alt text to albums!!
- Can only add links in bio.
- Alt text character max: 100

What to do:

- Write caption and then use the alt text to fill in any blanks that someone may need to fully experience it.
- Note that IG hashtags will try to force everything back to all lowercase, but correct this.

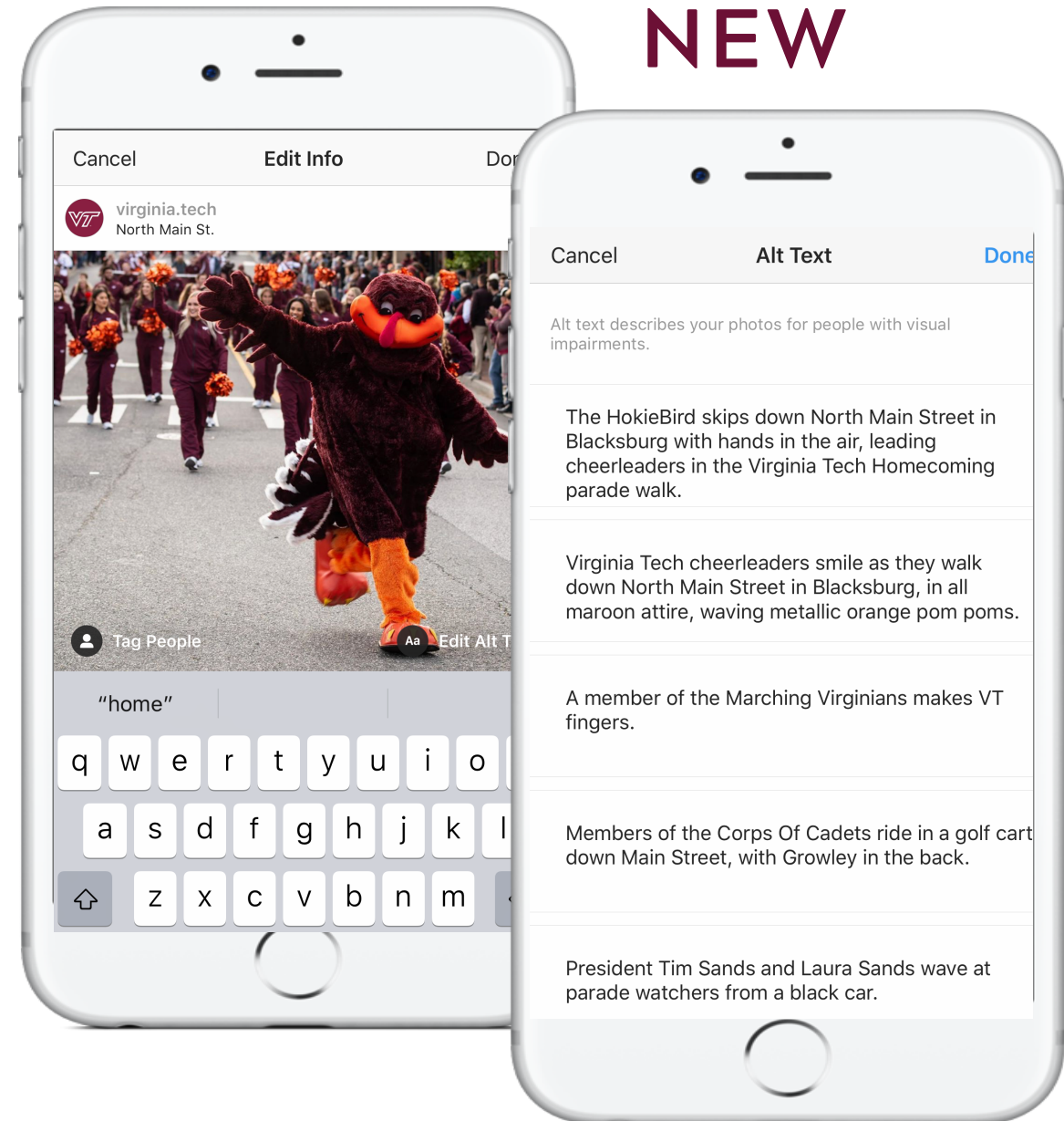
Before: (nested style)

 Liked by vtpamplin and 5,559 others

virginia.tech When you roll up to the city post-grad with your 100 job and #VirginiaTech degree. 🙌🔥 #VTinDC
...

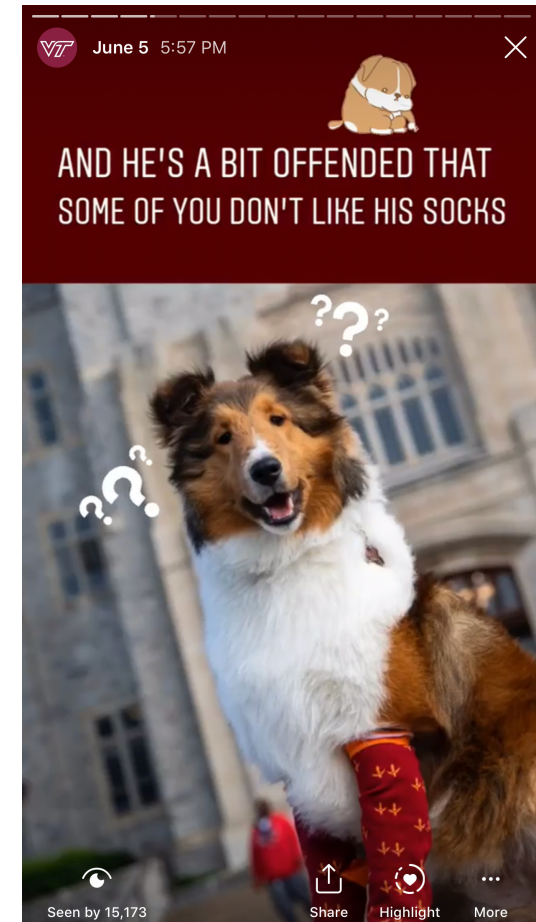
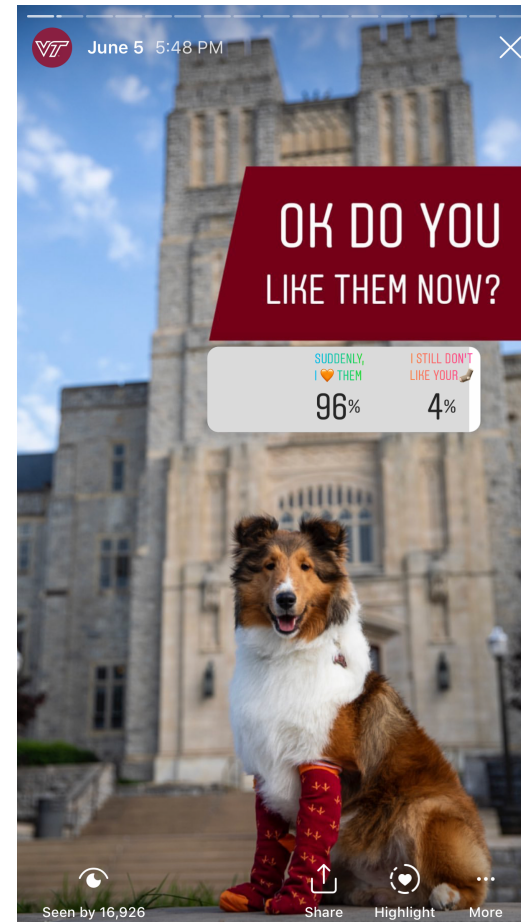
[Image description: The HokieBird is in D-C, squatting toward the ground, with arms crossed, with the United States Capitol building in the background]

NEW



Instagram Stories

- Currently no built in accessibility features for transcribing videos. ☹️
- You should still: use large text and readable colors, plan your stories ahead of time, so they make sense, and use good lighting for photos and videos.



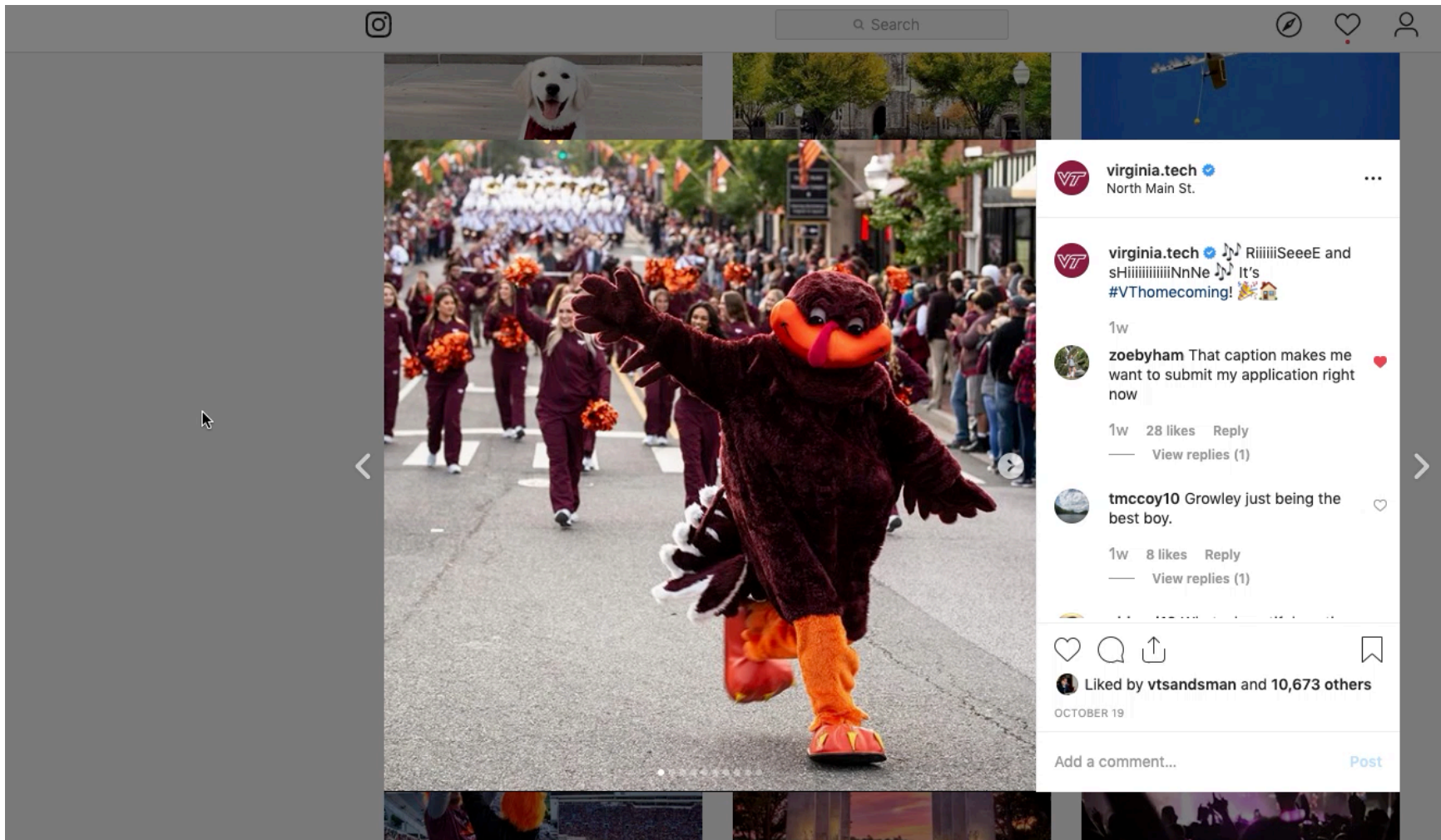
Stories: Apps to try

- Clipomatic (\$5): allows for live-captioning in over 30 languages and allows users to make manual corrections to the auto-transcribed captions. Download it here: <https://apps.apple.com/us/app/clipomatic-text-on-videos/id1263032315>
- Clips (FREE): an app from Apple that allows users to record themselves and then edit captions manually. Download it here: apps.apple.com/gb/app/clips/id1212699939



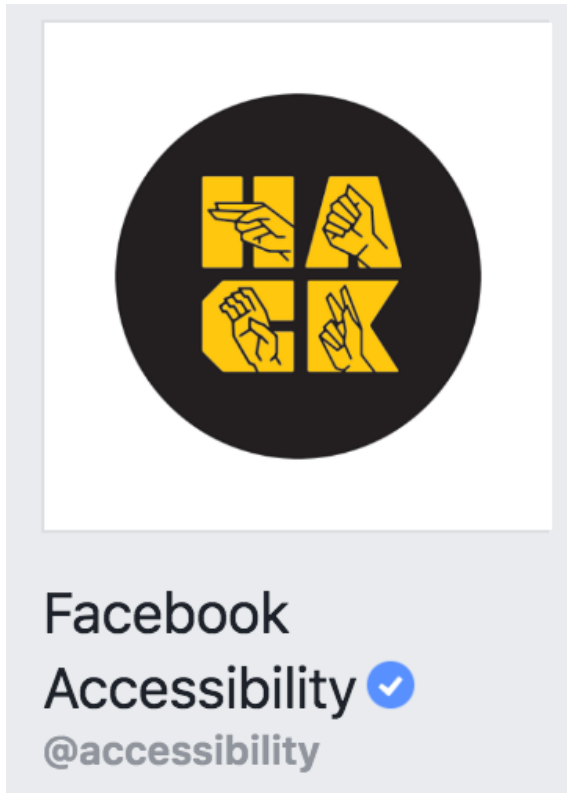
Quick Alt Text Check

How to bulk-check alt text quickly:



Facebook

www.facebook.com/accessibility



Facebook Accessibility

February 28 · 🌐



Facebook's mission is to bring the world closer together — and that means everyone. More and more, people are turning to Stories on Facebook and Instagram to share moments from their day. Stories let you post items that expire after a day. You choose which friends' Stories you want to explore. The Stories platform is evolving fast as we learn how people prefer to use it.

The Facebook Accessibility team is dedicated to making Facebook Stories an accessible, fun and meaningful experience for everyone. We've already made numerous small improvements to the user interface on web, iOS and Android. For example unlabelled controls now have appropriate labels and several interactive Stickers are now focusable and have labels.

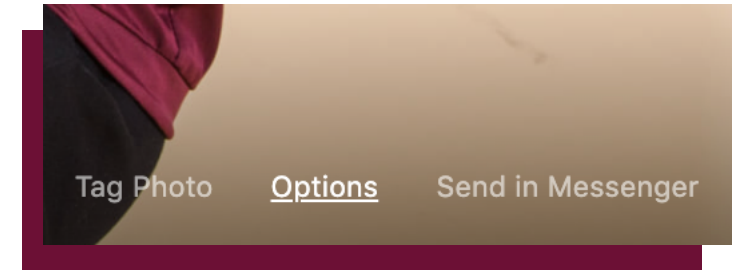
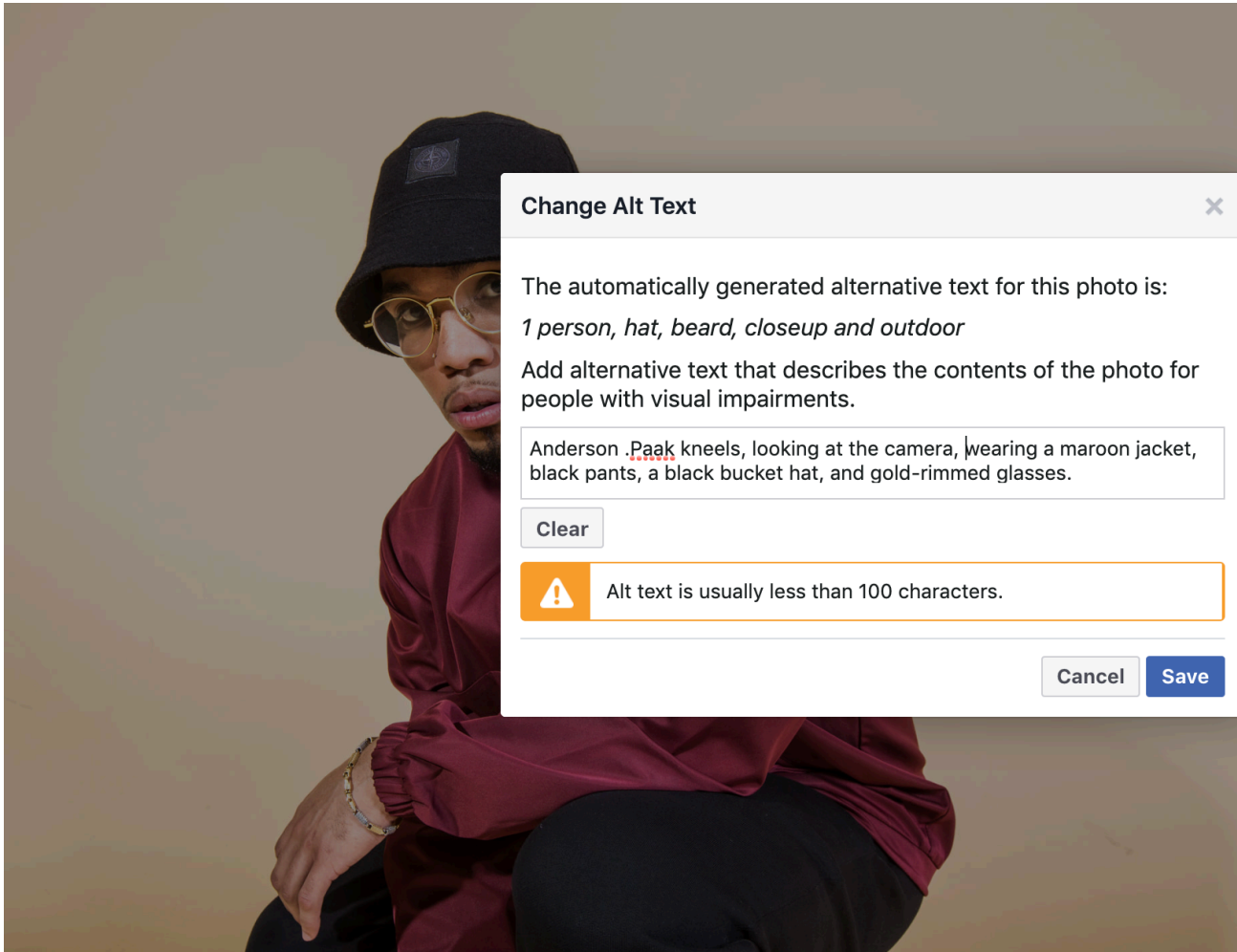
We plan to introduce more substantial improvements in the coming weeks and months. These improvements will be informed by design sessions with folks in the community. We will post updates on this page.

👍❤️😂 363

323 Comments 50 Shares

- Many of their accessibility features are not fully rolled out/available to all pages.
- Facebook is dedicated to improving accessibility on their channel though.
- Check this page for updates.

Image Descriptions: Facebook



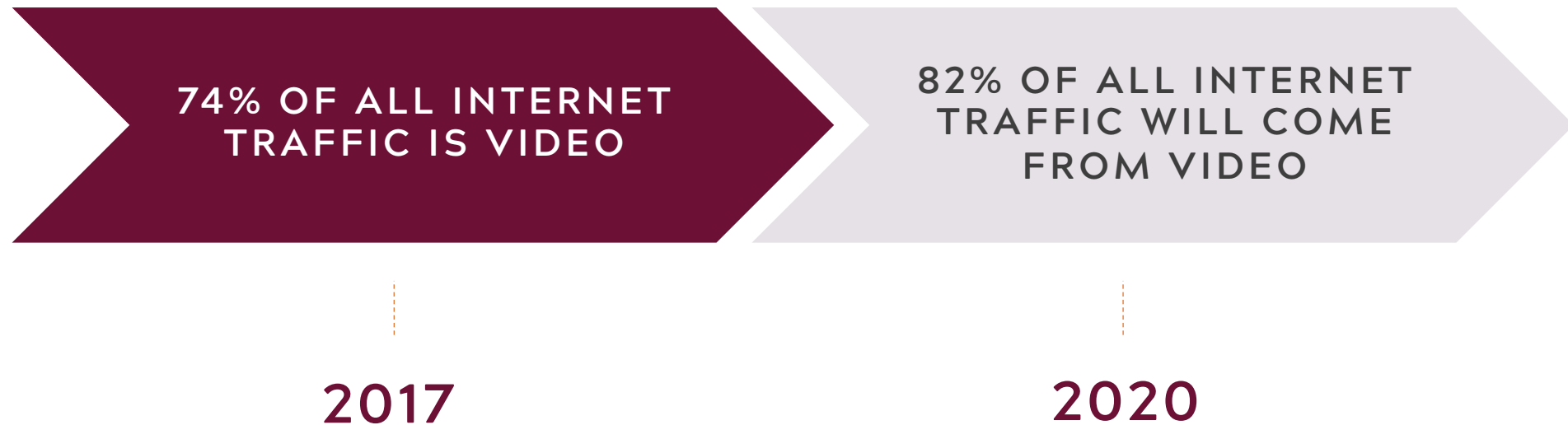
- Uses object recognition/AI technology to provide automated alt text.
- Can/need to edit the description.
- Can't add alt text at all via mobile
- Only social platform other than YouTube that creates editable auto-captions
- Might need to add the description in caption like with Instagram.
- Can add a clickable link to an accessible website in the caption, unlike on Instagram.
- Less than 100 characters.

「 Social Media Accessibility: Video Captions

Video

For video with anything spoken, it should always be captioned.

It's a mobile-first, sound-off world, but sadly, this makes most videos incomprehensible.



Platform Breakdown

Open vs. Closed Captioning



Closed captioning (CC), subtitling, and open captioning are all processes of displaying text on a television, video screen, or other visual display to provide additional or interpretive information.

YouTube: closed or open captioning

Facebook: closed or open captioning

Twitter: closed or open captioning (**NEW** as of March 2019!)

Instagram: open captioning only

Stories (Snap, IG, FB): open captioning only

LinkedIn: closed or open captioning (**NEW** as of March 2019!)

LinkedIn

Accessibility settings

- **NEW:** Can upload SRT file now
- Can't edit or auto-populate captions
- Can't upload from mobile

Video Settings

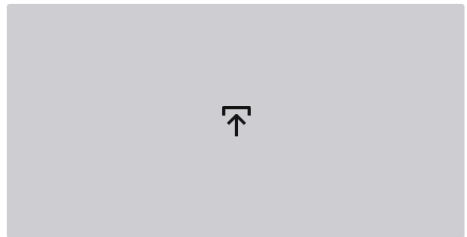
Video Title

0/45

Upload a thumbnail
(JPG/GIF/PNG only)

The image should be 16:9
aspect ratio for horizontal video,
and 1:1 for vertical video.

Select file



Video caption file (SRT only)

Select file

Cancel

Save



Virginia Tech

233,865 followers

3d

Last week, the nation's first residential drone delivery service launched right here in SWVA...Christiansburg, VA to be exact. 🤔 Thanks to [Google](#)'s Wing and the [#VirginiaTech](#) Mid-Atlantic Aviation Partnership, residents can now have goods & packages delivered on demand from [Walgreens](#), [FedEx](#), & select retailers...all in less than ten minutes. 🙌



499 • 13 Comments

Best Practices: Captioning

Not only do captions assist people with hearing impairments, they also help language learners, and enhance viewing in low or no-sound environments.



Always: Edit the auto-captions.

Keep in mind:

- Capitalization
- Punctuation
- Formatting
(no run-ons and no more than two lines)
- Color contrast when writing and editing captions
- Timing

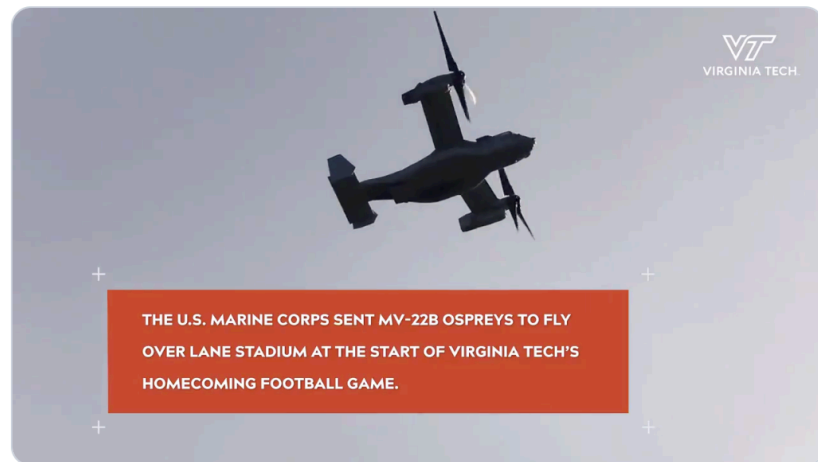
Try:

- Watching YouTube videos on this topic from YouTubers who are Deaf/Hard of Hearing. Learning about this topic from people who live with these disabilities is extremely helpful.

Open Captioning

We're doing the best we can with what we have.

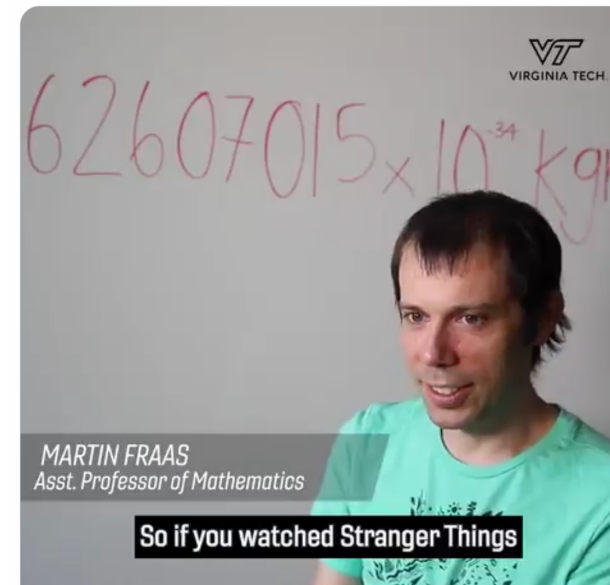
- Also called “burned-in” captions
- Unselectable - can't be turned on/off
- Be aware of color contrast/placement of text & logos
- Limitations: benefits people who are deaf but not those who are blind



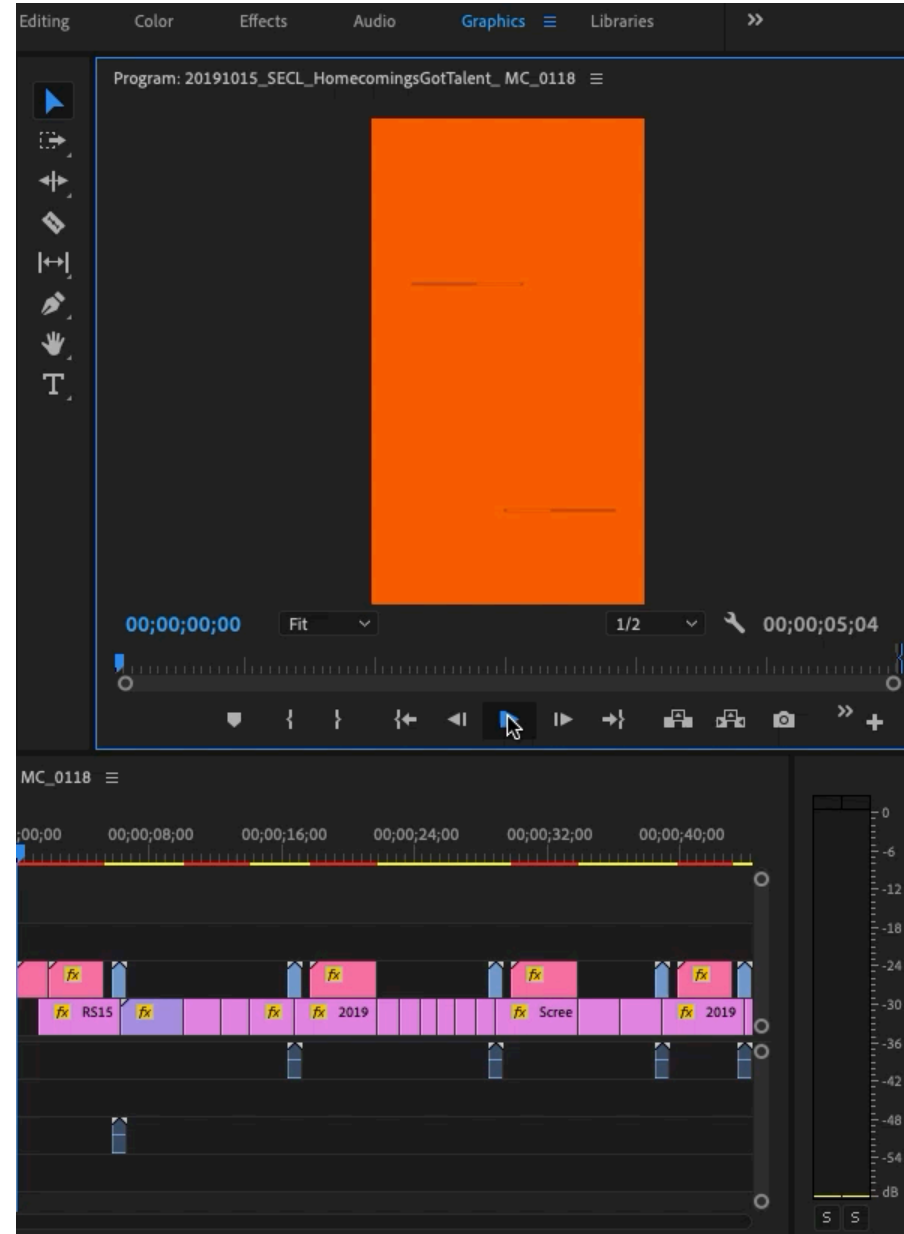
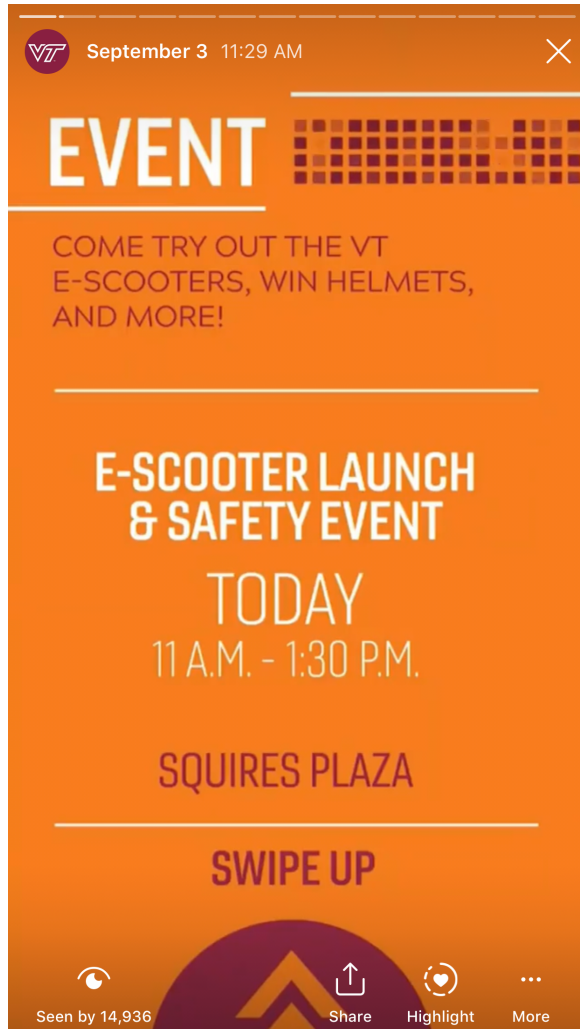
3:38 PM · Oct 22, 2019 · Twitter Web App



Ok @Stranger_Things fans...this one's for you. 🧐

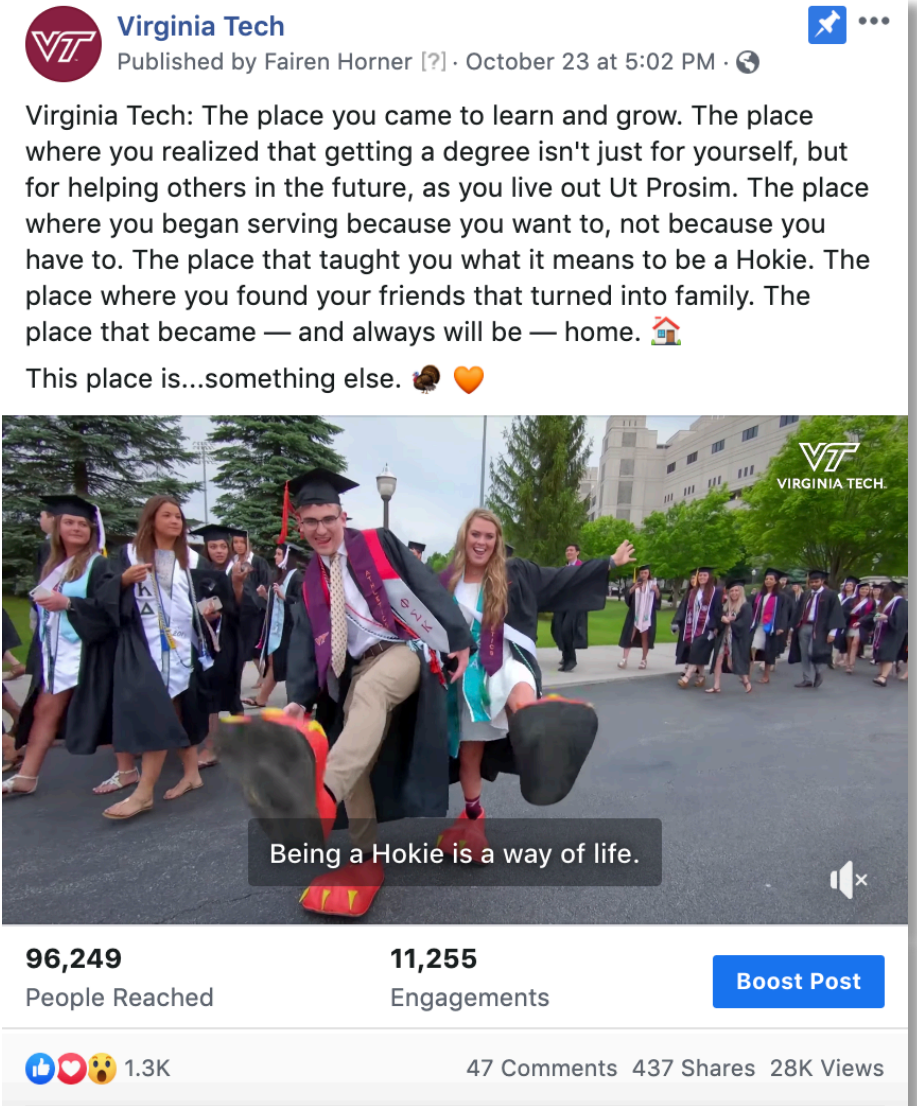


Open Captioning



Closed Captioning

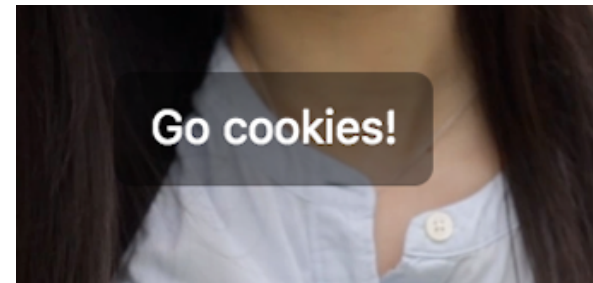
- Have a shaded box behind them to create contrast with whatever is on the screen)
- Are created with an SRT file (SubRip Text)
- Seen on TV
- Has to be turned on/off
- Be aware of color contrast/placement of text and logos
- Can be added to videos on YouTube and Facebook
- Benefit: Google indexes for ranking and search engine optimization



┐ Closed Captioning

Don't think you need to edit the auto-generated captions?

THINK AGAIN.



.....➡ Go Hokies!

Captioning

When to correct
grammar and dialogue

Use your judgement.

If the language would
impede the
interpretation, then
it's ok to edit it.

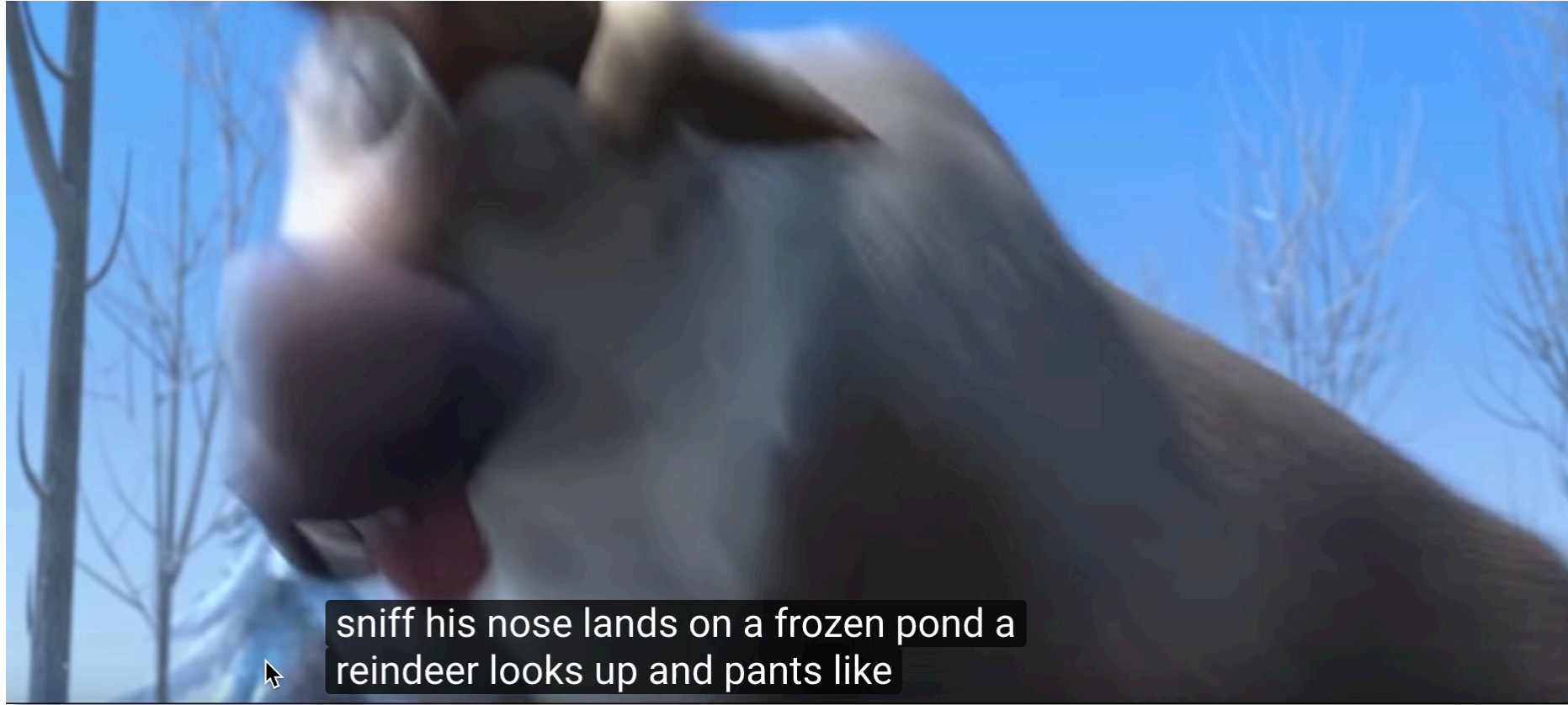
If possible, consult
the speaker.





Open Captioning

Audio descriptions

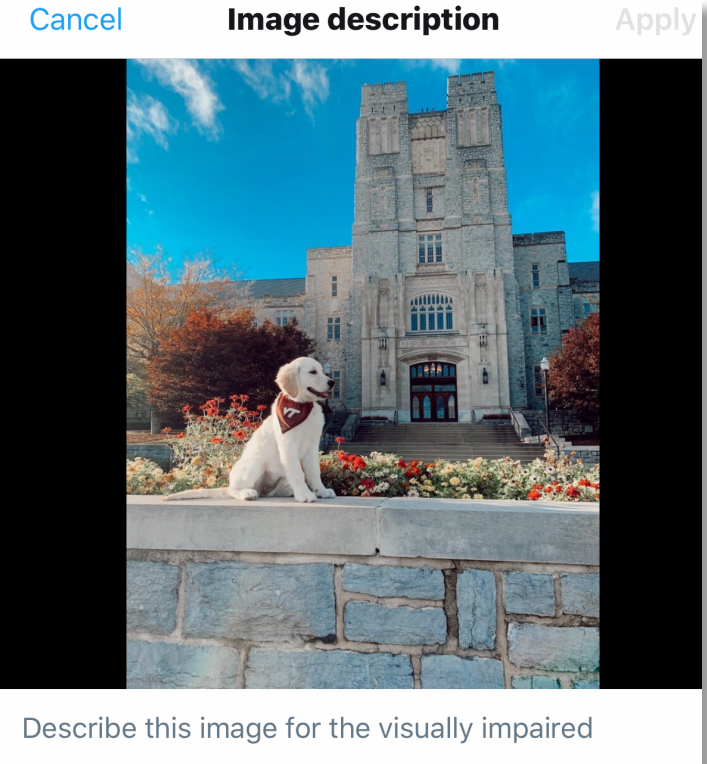
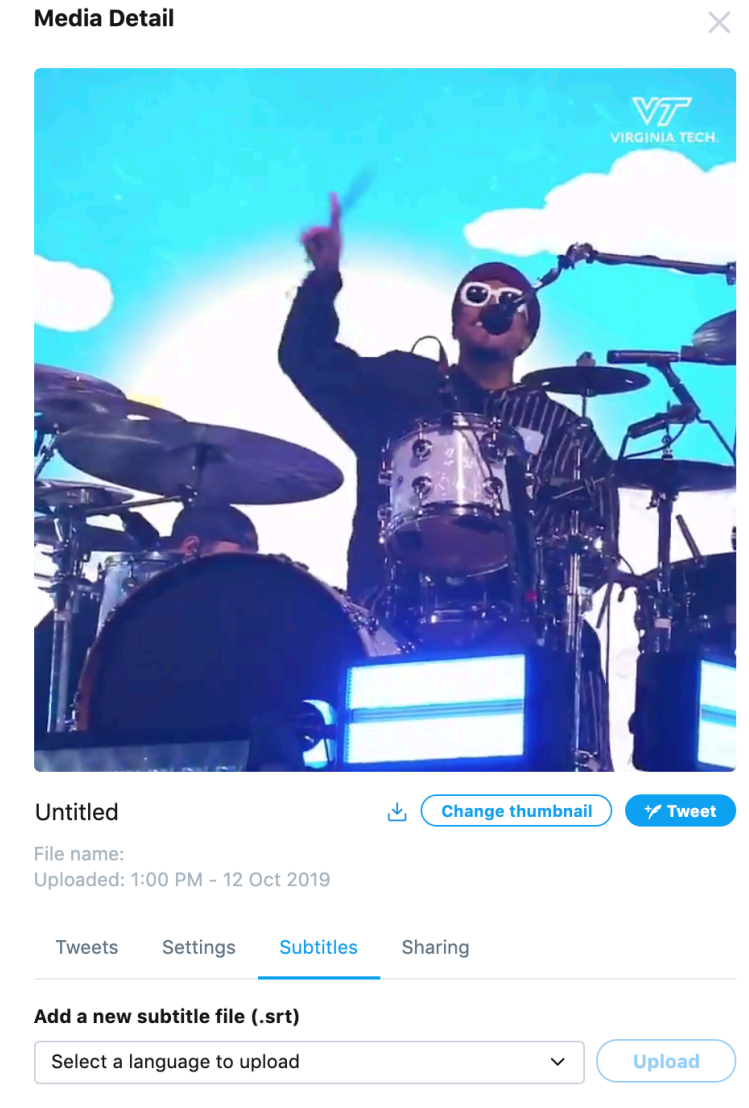


sniff his nose lands on a frozen pond a
reindeer looks up and pants like

Twitter

The overview: Limitations

- No auto-generated captions. Can't upload SRT file with video on initial upload, but can add in back-end through the Twitter Media Studio.
- Can't retroactively add/edit alt text.
- Mobile limitations: Can't access Twitter media studio on the mobile app to add an SRT file.
- Twitter Media Studio is still invitation only. Visit studio.twitter.com to see if you have access.



Captioning: YouTube & Facebook

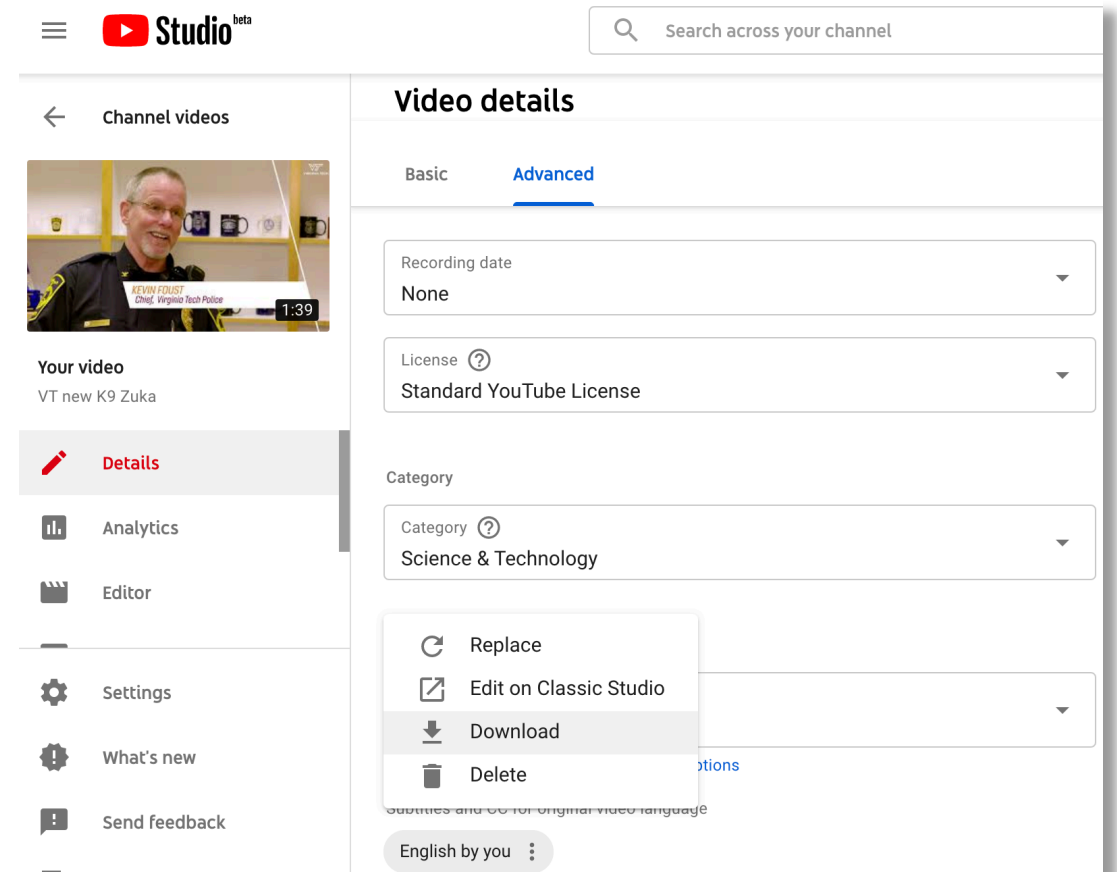
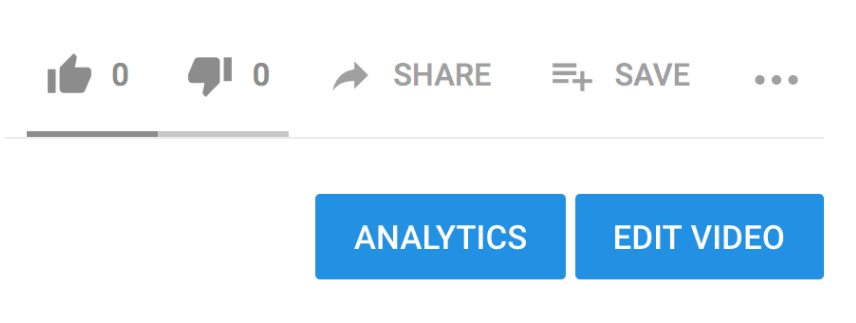
- Upload SRT (.srt) file.
- Auto-sync a transcript.
- Create using editor tool. (Auto-generated captions are close but **ALWAYS** need to be edited.)

Pro Tip:

- You can export an SRT file from YouTube once you have the captions edited and synced the way they need to be and then upload that with the video on Facebook.



YouTube “how-to” export SRT file view



Live Captioning

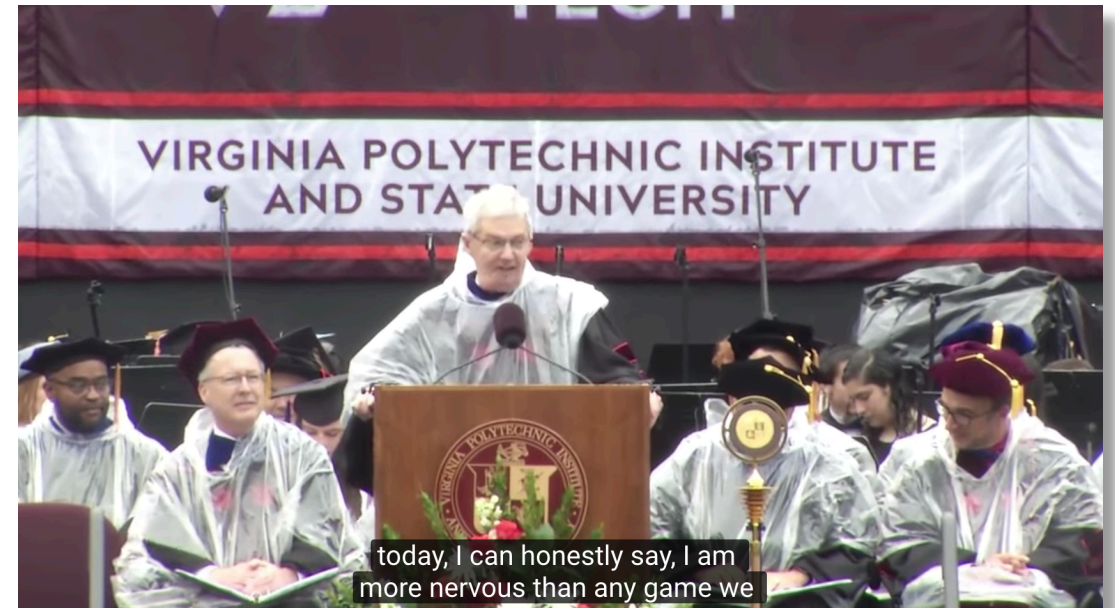
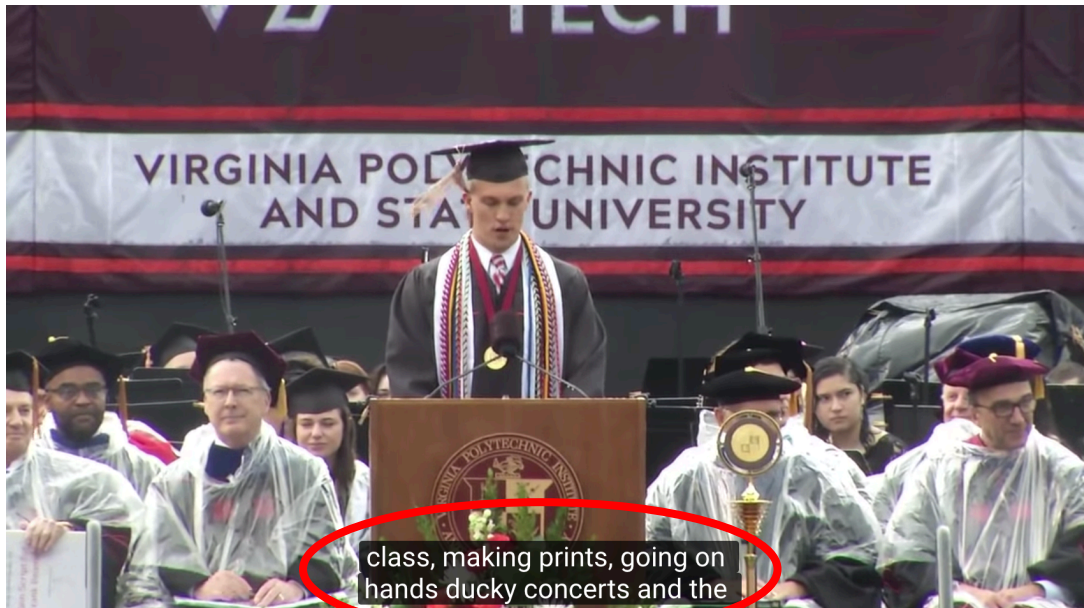
- Provide as many materials up-front as possible (scripts, presenter titles, etc.)
- We use ACS: Costs \$105/hour.
- Small mistakes are still made. Edit SRT file afterward to correct mistakes.
- **Limitations:** Facebook live captioning -- must upload afterward. This is a problem considering that no one should have to miss out on an event or wait to enjoy it.

Fun Fact: Google's automatic captioning technology is now available on the Pixel 4 phone.

Coming to more Android devices soon

The technology will capture and automatically caption videos and spoken audio on your device, except for phone and video calls.

All in real-time on your device – not in the cloud, so it works even if your device lacks a signal or access to Wi-Fi.



「 Social Media Accessibility: Graphic Design

Graphic Design

“To be truly accessible, content must allow individual preferences in color, size and typeface to override the author’s suggested design”

Consider Readability and Perceivability.

Doublecheck:

- Color
- Contrast

(Use a contrast analyzer to ensure enough differentiation between text and background colors, so others can easily distinguish foreground from background)

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground Color

Lightness

Background Color

Lightness

Contrast Ratio
9.19:1
[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

webaim.org/resources/contrastchecker

Consider color blindness and color vision deficiency

AVOID BAD COLOR COMBOS

Green & Red, Green & Brown, Blue & Purple, Green & Blue, Light, Green & Yellow, Blue & Grey, Green & Grey, Green & Black

DON'T



DO

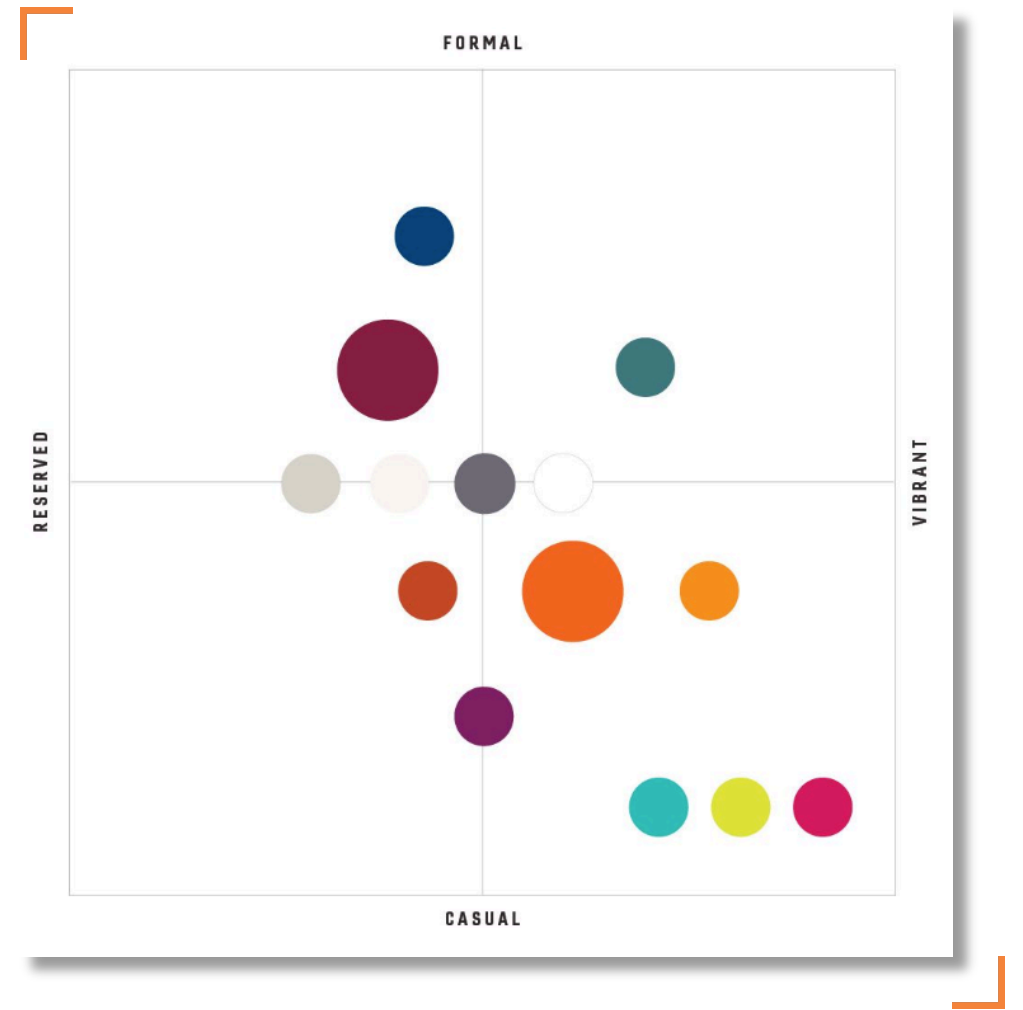
Use brand color palettes to make beautiful Virginia Tech pieces



Brand Resources

Visit the VT Brand Center

vt.edu/brand



Consider readability

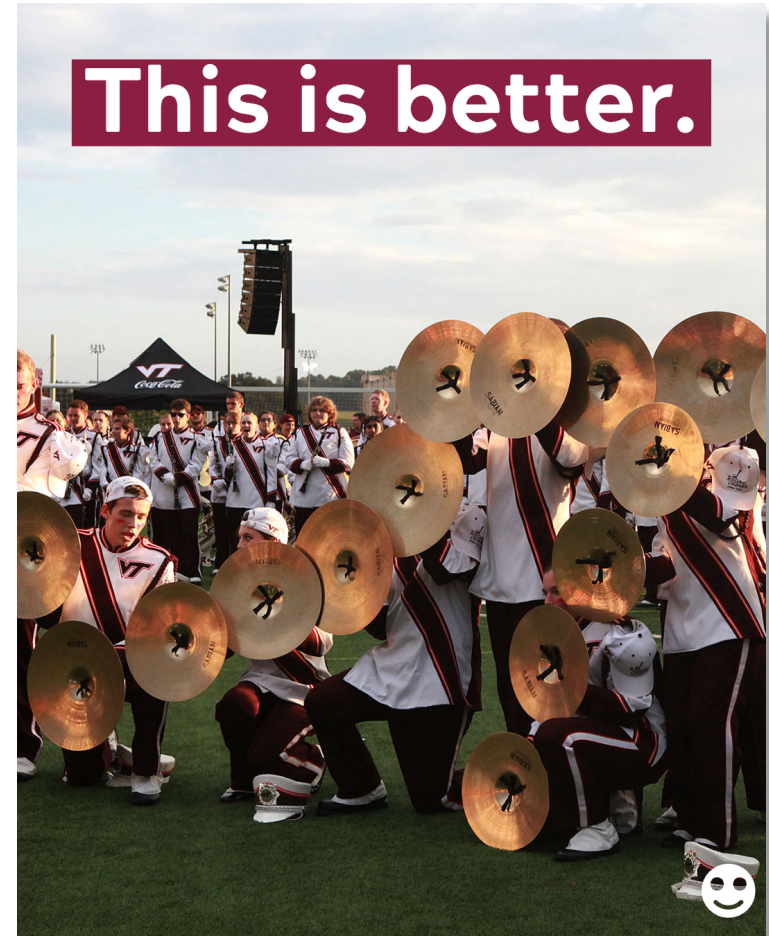
AVOID TEXT ON IMAGES:

Hard to read text over complicated backgrounds and in general

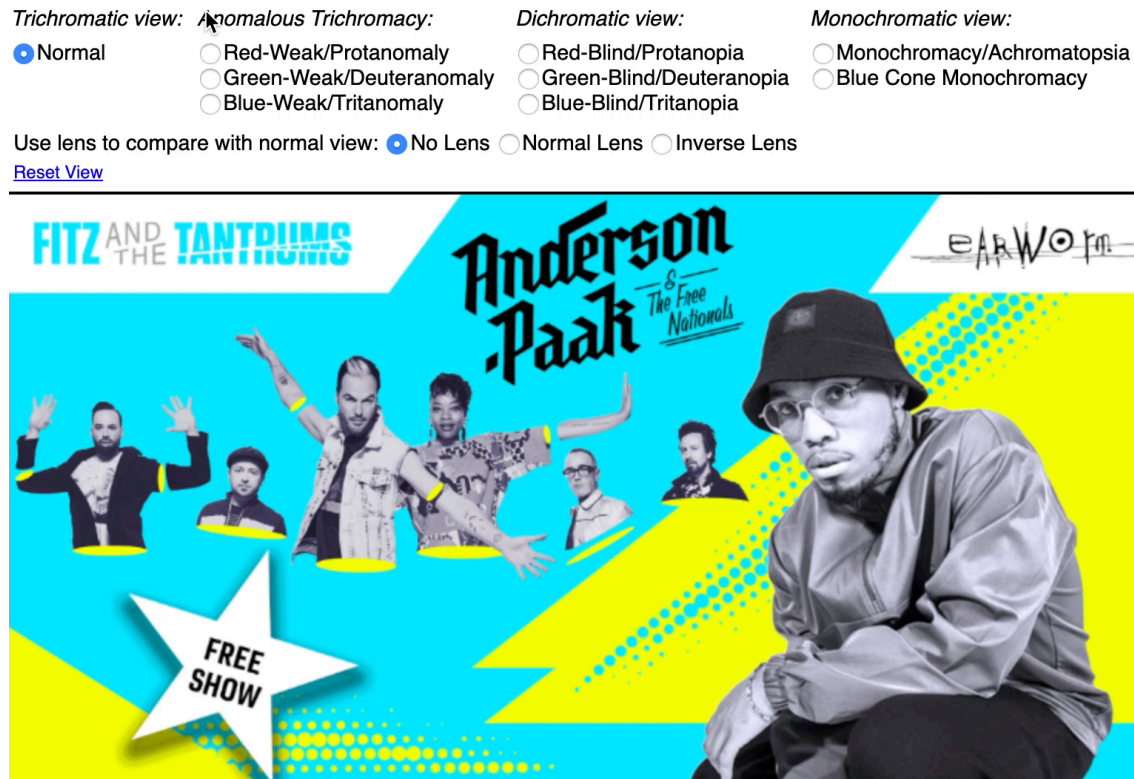
DON'T



DO



Graphic Design: Best Practices



Check creative with a free online
Color Blindness Simulator

DO:

- Use both colors and symbols
- Keep it minimal; simple is best
- Use patterns and textures to show contrast
- Use a range of clearly contrasting colors and hues
- High contrast - aim for bright colors/contrast
- Instead of using multiple colors, try multiple shades of the same color - monochrome
- Thicker lines

Graphic Design

“To be truly accessible, content must allow individual preferences in color, size and typeface to override the author’s suggested design”

Consider Readability and Perceivability.

Doublecheck:

- Typographic legibility (font, shape, weight, style, and scale)
- Typography readability (dimension and spaces: leading, kerning, and tracking)
- Text alignment: (Left-aligned is best)



Virginia Tech ✓
@virginia_tech

Wow. Over 6,000 Hokies around the world gave back on [#VTGivingDay](#), raising over 2 MILLION DOLLARS for Virginia Tech. 🙌

THANK YOU FROM THE BOTTOM OF OUR HOKIE HEARTS. 🎉❤️🐔🙌



Graphic Design

Designing for users who are deaf or hard of hearing



Do...

write in plain language

Do this

use subtitles or provide transcripts for videos



use a linear, logical layout



break up content with sub-headings, images and videos



let users ask for their preferred communication support when booking appointments



Don't...

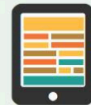
use complicated words or figures of speech



put content in audio or video only



make complex layouts and menus



make users read long blocks of content



make telephone the only means of contact for users



Designing for users with low vision



Do...

use good colour contrasts and a readable font size



publish all information on web pages



use a combination of colour, shapes and text

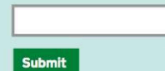


follow a linear, logical layout

200% magnification



put buttons and notifications in context



Don't...

use low colour contrasts and small font size



bury information in downloads



only use colour to convey meaning



spread content all over a page

200% magnification



separate actions from their context



Graphic Design

Designing for users with dyslexia



Do...

use images and diagrams to support text



align text to the left and keep a consistent layout



consider producing materials in other formats (for example audio or video)



keep content short, clear and simple



let users change the contrast between background and text



Don't...

use large blocks of heavy text



underline words, use italics or write in capitals

DON'T DO THIS

force users to remember things from previous pages - give reminders and prompts



rely on accurate spelling - use autocorrect or provide suggestions



put too much information in one place



Designing for users with anxiety

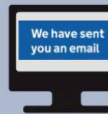


Do...

give users enough time to complete an action



explain what will happen after completing a service



make important information clear



give users the support they need to complete a service



let users check their answers before they submit them



Don't...

rush users or set impractical time limits



leave users confused about next steps or timeframes



leave users uncertain about the consequences of their actions



make support or help hard to access



leave users questioning what answers they gave



Designing for users on the autistic spectrum



Do...

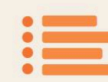
use simple colours



write in plain language

Do this

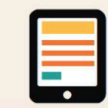
use simple sentences and bullets



make buttons descriptive

Attach files

build simple and consistent layouts



Don't...

use bright contrasting colours



use figures of speech and idioms



create a wall of text



make buttons vague and unpredictable

Click here!

build complex and cluttered layouts



Case studies

2019

Legal Battle Over Captioning Continues

A legal dispute over video captions continues after court rejects requests by MIT and Harvard University to dismiss lawsuits accusing them of discriminating against deaf people.

2017

Berkeley Will Delete Online Content

Starting March 15, the university will begin removing more than 20,000 video and audio lectures from public view as a result of a Justice Department accessibility order.

The department ordered the university to make the content accessible to people with disabilities. Berkeley, however, **publicly floated** an alternative: removing everything from public view.

Takeaways

1. When you're creating content, your copy needs context and your videos need captions. This benefits everyone.
2. You must provide equal access to your programs, activities and services.
3. Keep in mind, what's accessible for one person, may not be for someone else, but it's important that we all move toward total inclusion.
4. Accessible content makes for better content in general. You will find that you're paying more attention to detail and posting intentionally.

**THE
FUTURE IS
ACCESSIBLE**



Questions

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