Accessibility on social

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• Miscellaneous

- Example of <u>why not to use fancy fonts</u> on Twitter
- How to make your hashtags more accessible using Camel Case
- Color Contrast
 - Social media graphics should always have enough color contrast to see text
 - Light colored font should be against darker backgrounds and vice versa
 - Color contrast between the foreground and background text needs to be at a ratio of at least 4.5:1to make text the most legible.
 - Use WebAim's <u>Color Contrast Checker</u> to check if your colors are accessible
- Alt text
 - Alt text is the alternative to non-text content or images.
 - For individuals with visual impairments, this allows those individuals to still consume content without seeing it.
 - Crucial for those who use screen readers or voice over software.
 - Recommended is 125 characters or less (but be descriptive!) -- also why it's important to try not to include too much text on graphics, images are better, keep the text in the post
 - Bad: Two people in a room; BETTER: Student wearing a lab coat looking into a microscope in a lab with a professor
 - Facebook alt text
 - Alt text on Facebook
 - Different from captions
 - No limit, but gives you a warning when you go over 100 characters
 - Can be put in before or after publishing
 - Before: Paint brush icon > edit photo > change alt text
 - *After:* Click options on bottom right of photo > Change alt text
 - Twitter
 - Image descriptions on Twitter
 - Image descriptions 420 limit
 - Enable through Settings > Accessibility > Enable image descriptions
 - Starting to show you that you put alt text by putting an ALT in the bottom left corner in your own feed
 - Don't use fancy fonts -- screen readers can't read them
 - \circ Instagram
 - Alt text on Instagram
 - Added alt text capabilities last December
 - 125 character limit

- Before posting: After selecting your photo, selecting a filter or editing it, and in the last frame before you click share, click "Advanced Settings" near the bottom of the share options (see left frame). This will take you to the Advanced Settings menu where you can click "Write Alt Text" and then write your image description. This can be different from your caption and should visually describe what is happening in the image. This will be read to users who use Instagram with a screen reader.
- After posting: If you've already posted your photo, you can add in your alt text after the fact. Go to the photo and click the line of three dots in the top right corner and click "Edit." This will take you to the Edit Info window, where you can then click "Add Alt Text" in the bottom right corner of the image. You'll then be able to write the alt text, click Done and save your changes.
- LinkedIn
 - Alt text on LinkedIn
- Captions
 - Twitter
 - Share a link to the closed captioned video (YouTube, Vimeo)
 - Upload video with captions "burned into" video
 - Instagram/Instagram stories
 - Tips for captioning videos for Instagram stories specifically
 - Download video and caption text file from Vimeo (if applicable) or write in captions. <u>Rev</u> is a good transcribing service, but there are many out there.
 - Go to Adobe Premiere Pro
 - Import media (pull in video)
 - Click folded note icon and select captions select "open captions," which will embed captions in video. Click okay and drag into project
 - Can drag and drop and move captions around in editing window in Premieer Pro
 - If this will be going on Instagram stories, keep in mind to put captions centered and in multiple lines so they stay within the cut of the video that will be shown on Instagram stories
 - Doesn't have to be used for Instagram stories, can widen horizontal span of text for Twitter videos
 - Can directly type caption into "caption" text box on left side of Premiere Pro editing panel or can copy paste text into Pro from text file. Public Affairs uses 40 size, Futura Medium Condensed font in captions.
 - Export video

- To export, use H.264, name, and click export, preset is to Match Source with High Bitrate
- Can also export from Premiere Pro with Facebook and Instagram presets
- Make sure to click export video *and* audio (make sure both are checked if you want both)
- Updated version of Premiere Pro will have social media specific export options, as mentioned by Phil with Alumni
- Premiere Pro, will grab the shape and size of whatever it is you drop in first. Quick tip for creating phone-screen sized content, use a screenshot from phone as first item dropped in program to get program to snap to that size
- Airdrop, email or send video via cloud to your phone. Using <u>CutStory</u> app, you can cut up video to fit 15-second Instagram story lengths. Then just upload to Instagram in order. CutStory adds watermark, but for a \$1 one-time fee you can have watermark removed.
- Learn how to caption on <u>Facebook</u> or <u>YouTube</u>.
- Resources and Articles
 - Accessible images best practices from CSUN
 - Cal State LA's web accessibility resources and training
 - Assistive Technology Tools: Tools you can use to test accessibility or see how a student using these tools would interact with your content.
 - Color Contrast Checker (link provided above)
 - Kurzweil <u>Read for the Web</u> add-on
 - Using Google Drive to transcribe
 - Microsoft narrator
 - <u>Accessibility extensions on Chrome</u>
 - Newsletters
 - <u>CommonLook's weekly accessibility newsletter</u>
 - WebAIM's accessibility newsletter