

# Social Media Accessibility

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OR HOW TO GET THE  
BIGGEST AUDIENCE  
ENGAGEMENT



# What is Accessibility?

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- Accessibility refers to the design of something that can be used and enjoyed by all people.
- It's not just wheelchairs.
- This also applies to digital spaces. When you create a post on social media, are you utilizing the available technologies to make sure that everyone can access that information?
- Let's talk about it.

# Ways to improve Digital Accessibility

- Adding "alt text" to photos.
  - People who are blind or low-vision use screen readers to navigate the web



A poster for a community conversation. At the top left is the Houston Health Department logo. A QR code is in the top left. The main graphic is a large yellow speech bubble with the text "COVID-19 Vaccine Disability Community Community Conversation". Below this, it says "February 24, 2022 • 6-7 p.m." and "https://bit.ly/DisabilityTownhall". There are five small portrait photos of speakers with their names and titles below them: Gabe Cazares (Mayor's Office for People with Disabilities), Kimberly Aguilard PhD (Houston Commission on Disabilities), Dr. Jaquana White (Houston Health Department), Sr. Officer James Sobota (Houston Police Department), and Shelley Townsend (Families CAN). At the bottom, there is a graphic of blue stadium seats, the Houston Health Department logo, the NOBACOMM logo, and the website "houstonhealth.org" with the phone number "832-393-4220".

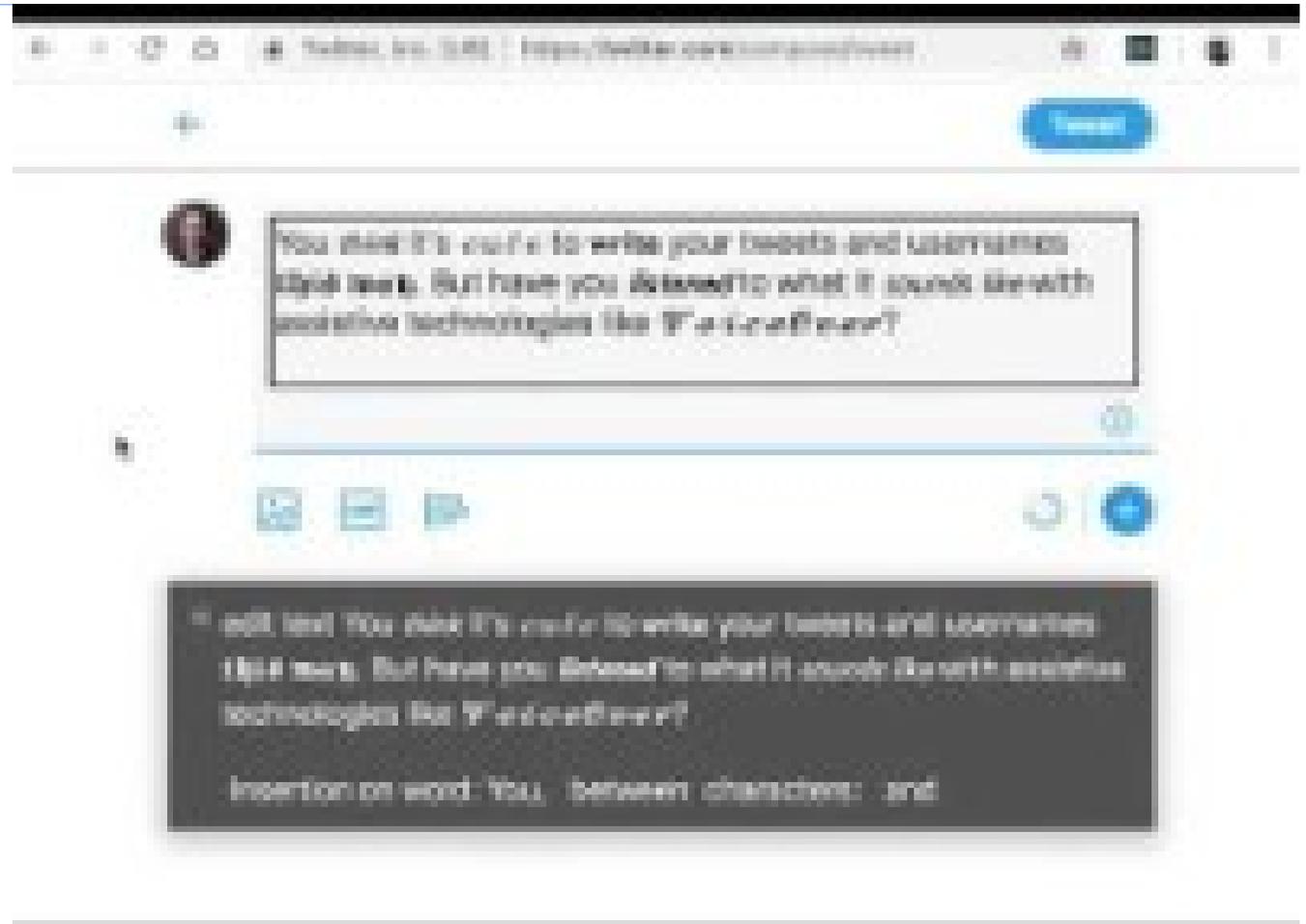
# Ways to improve Digital Accessibility

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- Add captions to your videos
  - Deaf or hard of hearing followers of yours want to be able to join in the conversation.
  - Videos you post should have captioning.
    - Closed Captioning is what you are probably most familiar with. These are captions that the viewer can toggle on or off as they like. Think of Facebook's auto caption or Netflix
    - Open Captioning is when you burn the captions into the video file themselves so no matter where you post the captions will always be visible. This is great for maintaining control of accuracy or staying on brand with typography.
  - Thankfully, there are lots of convenient apps that do a very good job of live captioning your videos as you record.
- If you have the budget get ASL interpreters in addition to captioning.

# Ways to improve Digital Accessibility

- Write your hashtags in “Camel Case”
  - When blind or low vision people with screen readers read hashtags, things can get confusing if they're not formatted correctly.
  - The easiest way to read a hashtag for everyone is to capitalize the first letter of each new word
  - For example, #BetterTogether and #DontStopDontForget is more readable than #bettertogether or #dontstopdontforget



# Twitter Accessibility

- How to enable Alt Text
  - Go to "Settings and Privacy"
  - Click "Accessibility"
  - Click "Compose Image Description"
- Now when you add images you will see an option to add alt text to it.
- Don't use graphic fonts that are not native to the social platform as they don't show up on screen readers



Houston Mayor's Office for People w/ Dis... @MoPD\_Hou... · Apr 22 ...

Happy #EarthDay Houston! Today we work towards combatting the effects of climate change which disproportionately affects people with disabilities. Storms continue to grow in number which leave many disabled people lacking shelter, medical care, and social structures. #BeTheChange



## Image description

Text reads, " Climate Justice is Disability Justice. Nothing About us Without Us." There is a globe and some scattered foliage around the text.

Dismiss

# Facebook Accessibility

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- When you create a post with an image attached, Facebook will auto generate alt text.
- As the poster you have the option to change that alt text.
  - First hover over/click the photo you are adding.
  - Then hit "edit" then type your description in the box labeled "Alt text"
  - Then click save.



# Instagram Accessibility

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- When you post to Instagram, scroll down to the very bottom and click "Advanced settings"
- Under "Accessibility" click "Write alt text"
- Type your description and hit "Done"



# So, what now?

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- My biggest tip for how to ensure the brand you maintain is accessible is use these best practices in your daily life.
  - Do you use social media for yourself, your dog, your favorite celebrity? Make your own posts accessible and suddenly it doesn't take that long to do it at work. Practice makes perfect.
- Voice to Text
- Resources and trainings start with your budget. Ask your employers to include accessibility in the budget and you'll be surprised at what you can get.

# Resources!

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- <https://www.accessible-social.com/>
  - I can't recommend them enough as a great source to learn more about this topic!
- <https://askjan.org/articles/The-Americans-with-Disabilities-Act-A-Brief-Overview.cfm>
  - ADA Titles overview
- <https://www.perkinselearning.org/technology/blog/how-write-alt-text-and-image-descriptions-visually-impaired#:~:text=Length%20of%20text&text=It%20is%20strongly%20recommended%20that,tweet%2C%20or%20about%20280%20characters.>
  - Deep dive into Alt Text
- <https://webaim.learn.usu.edu/>
  - Not social media related, but knowing how to make your Office documents accessible directly translates into making all aspects accessible!

# Contact me!

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I'm Nick! Thanks for listening.

I'd love to help you make sure that Texas has the most accessible digital presence!

[Nick.Arcos@houstontx.gov](mailto:Nick.Arcos@houstontx.gov)

(832) 395-5426

[Houstontx.gov/disabilities](https://houstontx.gov/disabilities)

@NicholasInHouston on Instagram

@Nicholas\_Arcos on Twitter

