



Social Media Accessibility:

Our Network Depends on It

Learning Takeaway Resource

View the webinar at DisabilityInclusionPgh.org.

Social Media Accessibility: Our Network Depends on It

Disability Social Media Etiquette

- People with disabilities are in the social media community
- Use the social model as a reference guide for how people with disabilities should be represented
- Use inclusive language
- Be aware of current disability image trends
- Know the reputation of the source you are quoting

Medical Model



Do not represent people with disabilities as patients, victims, or invalids. The medical model portrays people with disabilities as needing a cure or deserving of pity.

Social Model



The social model proposes that what makes someone disabled is not their medical condition, but the attitudes and structures of society. Remember, when describing the image, people with disabilities are brothers, friends, daughters, spouses, employees and customers.

Current Disability Image Trends

- Models who are people with disabilities
- Show normalized assistive devices, that people with disabilities use rather than those used in the medical field
- Represent a variety of disabilities
- Do not use people with disabilities performing everyday tasks as inspiration for the nondisabled community

Essential Images

- Include text
- Enhance the meaning of the post
- Convey a message

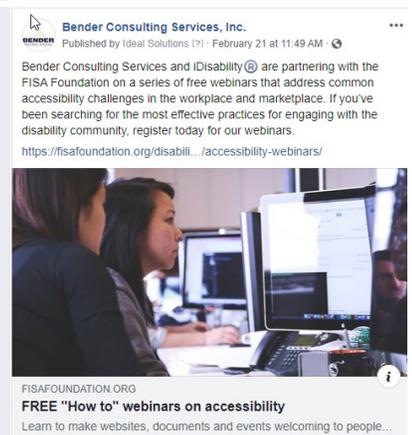
The following image is essential, as there is text in the image that only could be read with alt text.



Decorative Images

- Are text free
- Are not necessary to understanding the meaning of the post
- Are purely ornamental

The following image is decorative. The image is interesting, but does not provide additional content to the post.



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Correct Use of Images Representing the Disability Community



A woman with a mobility disability engaging in a conversation with someone. The image is bright, and the person looks engaged and happy. The wheelchair the person uses is credible and authentic.



A man with a mobility disability with his family. The wife is pushing the chair, while the man is gripping the wheels as if trying to stop her. His unnatural grip on the wheel could cause injury. While the guy is sharply dressed, he is using a hospital wheelchair that is not properly fitted.



A man with hospital crutches staring sadly into space while his laptop rests beside him, rather than on his lap. He is holding the crutches, unnaturally, rather than leaving them rest nearby.



An adolescent girl entering a computer lab or classroom where she is greeted with smiles from her classmates. She is using authentic crutches and is leaning forward to put weight on the crutches.



A woman who is blind walking with a guide dog. The guide dog is not fitted with an authentic harness with a handle and reflective safety strips. The woman is also using a cane but is holding it with an unnatural grip. The dog appears to be pulling on the leash, but is not in motion, while the woman is positioned mid-stride.



A man interacting with what appears to be a guide dog. The harness is authentic because it has both reflective strips and a handle. The handle allows a person who is blind to feel the movement of the dog to better determine how to navigate the environment.



A young girl using sign language to communicate with her mother. The girl is looking at her mother's face and is using real signs. In this instance, she is asking for 'help' and her mother is signing back 'ok'.



A young boy who is being taught sign language. He is not looking at the teacher and has an unnaturally large hearing aid. The woman is signing the letter 'L' touching a paper with the letter 'A' written on it.

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Disability Social Media Etiquette



- Use simple and clear language
 - Avoid or spell out acronyms
 - Don't use text speak abbreviations
 - Avoid excessive use of emojis
 - Check reading age
- Create content connections
 - Respond to initial posts or thread posts to connect content on the same topic
 - Plan out Snapchat stories to ensure they make sense to all users
- Ensure color contrast
- Integrate hashtags and mentions in a non-obtrusive way
 - List at the end of the post rather than in the middle of sentences
 - Use CamelBacking (#BenderJobs vs. #benderjobs)



- Include/edit alt text for all images by using the platform alt text feature
 - Describe the purpose of the image
 - Ensure all text in images is described; transcribe memes and GIFS
 - Relay the important information first
 - Don't use words like 'image', or 'picture'
 - Understand the difference between essential and decorative images
- Ensure posts meet color contrast
 - Recommended as at least 4.5:1
- Tag people in images
- Provide image captions
- Select the largest text sizes and easiest to read fonts



- Appropriately abbreviate URLs
 - Some platforms have character limitations for URLs
 - Rather than allowing the platform to abbreviate URLs, use a URL shortener to create meaningful short links
- Provide indicators of what the link will take someone to, when the platform allows
 - [AUDIO], [PIC], [VIDEO]
- Remove any redundant links
- Always link to the full captioned version of any videos



- Consider providing instructions, where they exist, on how readers can turn off auto-play for social media platforms in the website's accessibility statement
- Ensure all videos are captioned
- Provide descriptive audio
- Use adequate lighting
- Avoid live streaming unless planned out
 - Announce who is speaking
 - Be descriptive
 - Provide an interpreter, live stream captioning or visual representation of the sound

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Social Media Statistics

- 69% of US adults use at least one social media platform
- 90% of Americans between the ages of 18-29 use social media
- The average internet user in America has approximately 7 social media accounts
- 97% of digital consumers have used social media in the last month

“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.”

- Tim Berners-Lee, Inventor, World Wide Web

“We believe the most important fact about social media is that it allows you to reach the most people possible with your message, which should always be the goal anyway.”

– Jodi Foran, My Ideal Solutions

- Facebook users watch 100 million hours of video in their news feeds daily.
- 85% of it is watched WITHOUT SOUND.
- Captioning is necessary to get viewers past the magic 3 second mark.
- Viewers passing the 3 second mark will keep watching for another 30-45 seconds.

- More than 2 billion photos are shared across Facebook, Instagram, Messenger and WhatsApp every day
- People with vision related disabilities comment and like photos as often as people without vision related disabilities

“So you know all those emoji and punctuation marks in your Twitter names get read aloud by screen readers, right? If it takes me longer to hear your Twitter name than to read your tweet? I scroll right on by. Please remember this when adding lots of emoji to things.

Thanks.”

– Sassy Outwater-Wright

Call to Action

- Be creative: Use social media as a method of educating others about the disability community and disability matters
- Be a part of the solution and create demand for accessible social media platforms by reporting any bugs or difficult to use features to the platform administrators

Where to Report Accessibility Issues

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)



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Adding Alt Text to Images



LinkedIn

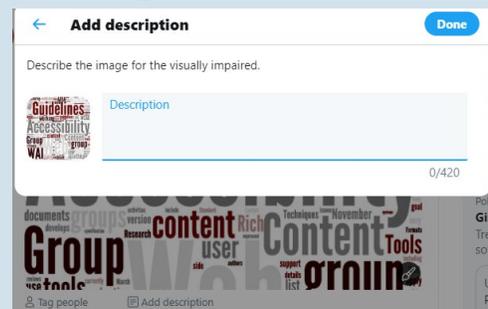
When posting, after uploading a photo select “Add alt text” in the bottom left corner.

The option to add and edit alt text is not available when using mobile devices, so this step should be done from a computer.



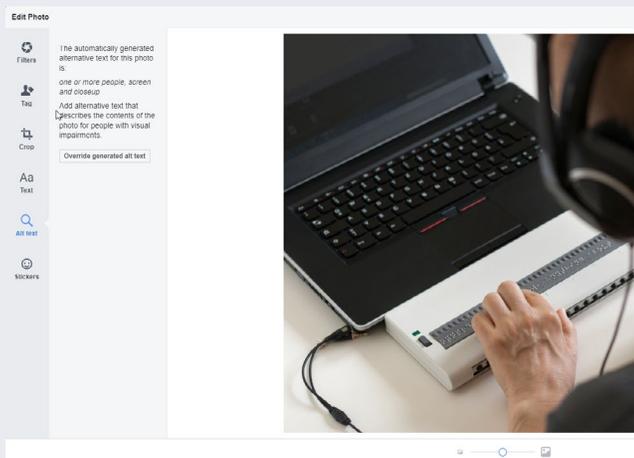
Twitter

For Twitter, start with ensuring alt text is enabled in the accessibility settings. In the Twitter app, go to the account settings, and select ‘Compose image descriptions’ from the menu. The next time an image is shared or ‘tweeted’ the option to add a description will be laid over the image. Selecting to add a description will allow alt text to be added.



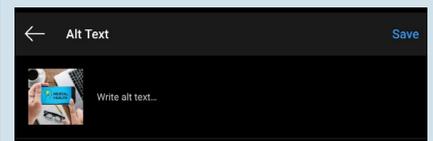
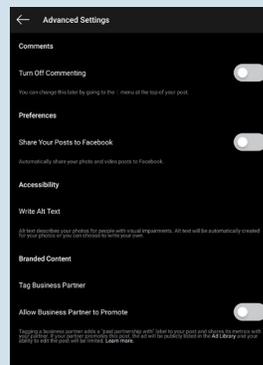
Facebook

When adding a photo to the News Feed, select the Edit Photo option. Then select alt text from the Edit Photo menu options. You can add alt text here.



Instagram

Adding Alt text to images in Instagram occurs during the uploading and editing process. After selecting the filter and editing the image, select next. Then select ‘Advanced Settings’ at the bottom of the screen. From here, select alt text.



Access our [Everyday Alt Text Guide](#) for tips on creating effective alt text.



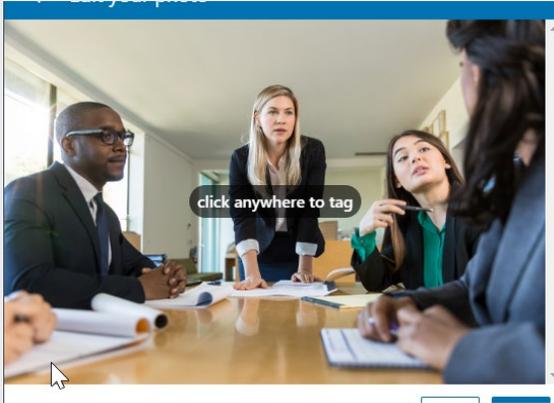
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Tagging Photos



LinkedIn

Begin with uploading a photo. After uploading, select the image by 'clicking anywhere to tag.' Then select the name of the person you wish to tag. You can tag up to 30 people in a photo.



Twitter

When creating a 'tweet', select to upload the photo. After uploading, select "Tag people" in the bottom left corner immediately below the image. Select the name of the person you want to tag. You can tag up to 10 people in a photo.



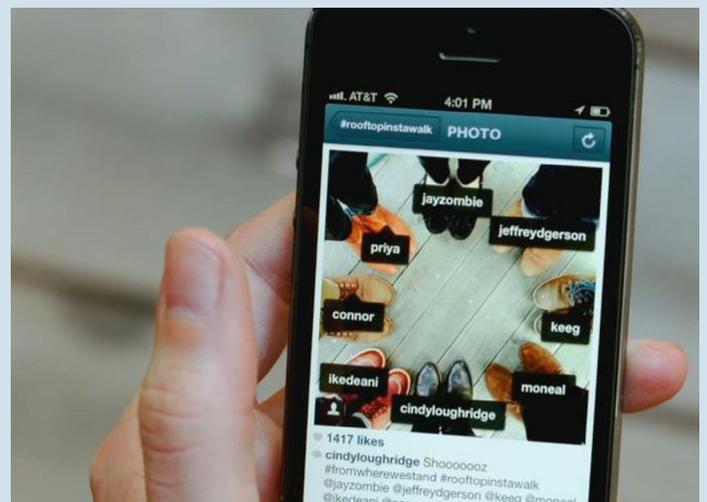
Facebook

Select the tagging feature by hovering over the photo. This can be done before or after adding a photo to a News Feed. Click a person in the photo and start typing their name. Select the full name of the person or page you want to tag. Save or select Done Tagging. You can tag up to 50 people.



Instagram

After selecting the photo or video and adding any effects or filters, tap Tag People from the Share screen. If already posted, tap Edit, then select Tag People. Start entering their name or username and select them from the dropdown menu. When finished tap Done or the blue check. You can tag up to 20 people in a photo.

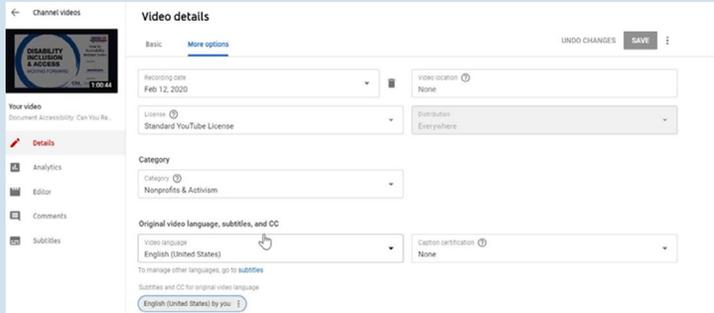


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Using YouTube to Create Accessible Videos

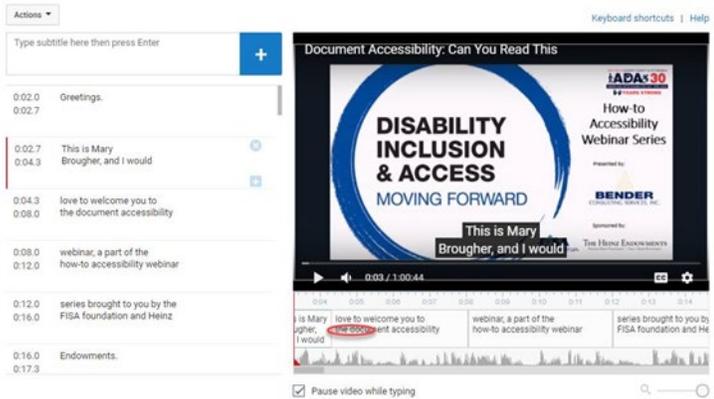
Adding Closed Captioning (CC) to Videos in YouTube

- Use captioning feature to create video captions.
- Auto-captions is ok, if you check it for accuracy and correct errors.



Transcribe and set timings: English (United States)

Delete draft Publish edits



Increasing Access to Collaboration in Videos in YouTube

- Turn on Community Contributions to your video to allow others to provide captions in secondary languages.

Video subtitles

Language

English (title and description language)

English (United States) (video language)

ADD LANGUAGE

Community contributions

Community Contributions

On for this video



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Disability Inclusion & Access: Moving Forward

FISA Foundation and The Heinz Endowments convened nearly 250 nonprofit and foundation leaders on November 21st 2019 to launch www.disabilityinclusionpgh.org. We believe that our community is at its best when everyone is included, and no one is left out. Disability Inclusion & Access: Moving Forward is a new initiative to support nonprofits, foundations and community organizations to be more welcoming and inclusive of people with disabilities.

About Bender Consulting Services

With 25 years of experience in supporting corporate and federal recruitment, workplace mentoring, and technology accessibility initiatives, Bender Consulting Services, Inc. is the leading national expert in disability employment solutions for private and public sector employers. To learn more about how to start your career with Bender Consulting Services, Inc., please visit our website at www.benderconsult.com.

Additional Resources

- [Bender Consulting Services](#)
- [iDisability](#): Civil Rights of Americans with Disabilities Free eLearning Module
- [FISA Foundation](#)
- [Heinz Endowments](#)
- [Disability Inclusion & Access](#)
- [Job Accommodation Network](#)
- [Caption First](#)
- [3Play Media](#)
- [We Will Slaughter Stigma Campaign](#)
- [AudioEye](#)
- [WCAG](#)
- [Section 508.GOV](#)
- [Color Contrast Analyzer](#)
- [American Association of People with Disabilities \(AAPD\)](#)
- [National Center on Disability and Journalism](#)
- [Associated Press Stylebook](#)
- [Microsoft Reading Age Check Instructions](#)
- [YouTube](#)

ADA FOR ALLEGHENY COUNTY & PITTSBURGH



AMERICANS WITH DISABILITIES ACT 1990-2020

 **YEARS STRONG**

