



Social media and Accessibility

www.accessibilityoz.com
@AccessibilityOz

AccessibilityOz






Speech-to-text program

Onscreen magnifier

Keyboard only

Screen reader

Epilepsy / Migraines

Fibromyalgia

Dyslexia

It's not just
about vision
impairments



Our Services

- Audits
- Mobile testing
- Building web sites
- CMS testing
- Accessible design
- Video accessibility
- User testing
- OS / browser testing
- Consultation
- Accessible documents

Our Products

- OzPlayer
- OzART
- OzWiki
- BrowseAloud

More information:
www.accessibilityoz.com



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AccessibilityOz


Why is social media so important for people with disabilities?



The reasons behind social media use

Personal: examples include creating online commentary of personal thoughts, sharing photos and discussing social events.

Work: examples include creating a résumé, creating professional connections and discussing job opportunities.

Entertainment: examples include sharing videos, following discussion from celebrities, discussing strategies in online games.

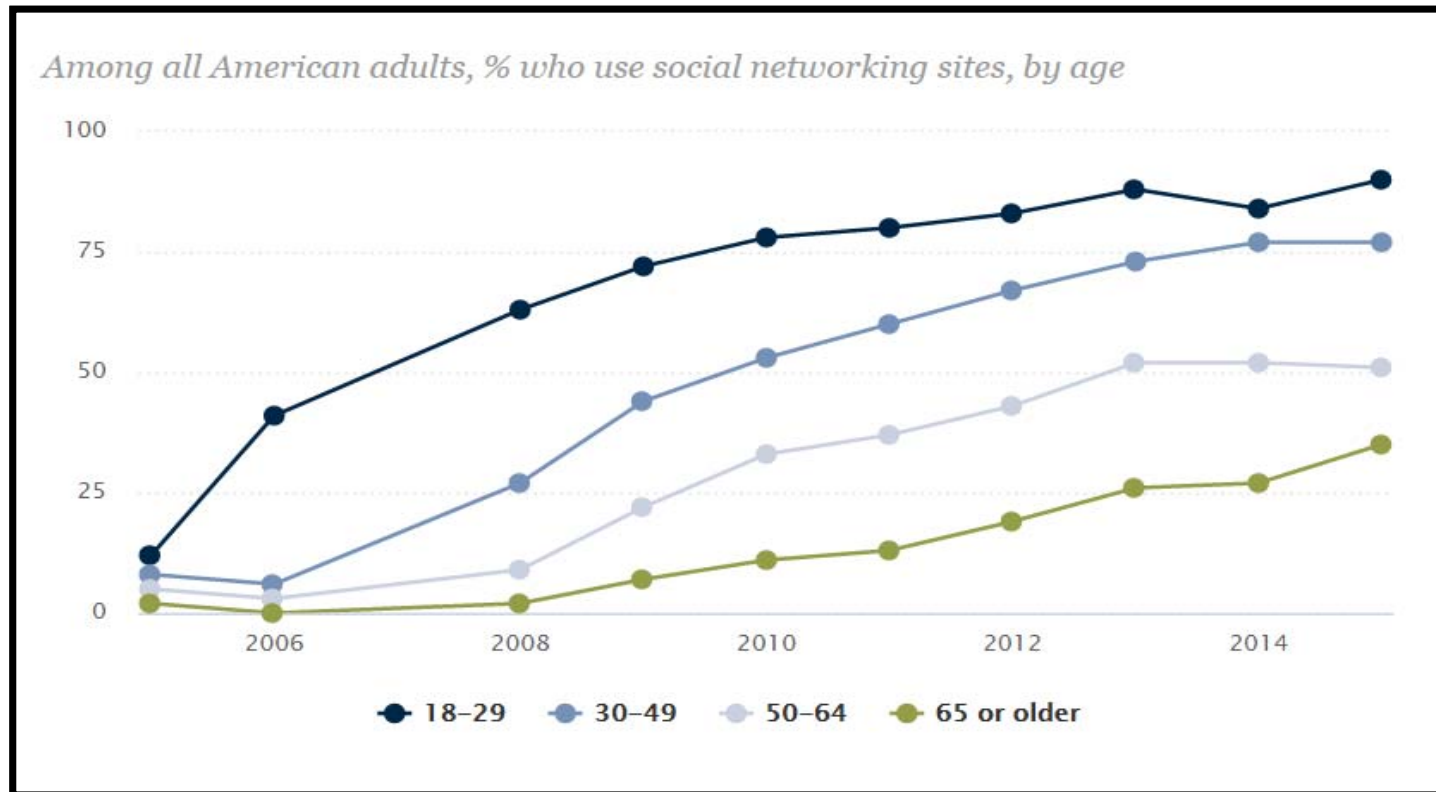
The reasons behind social media use

Provision of goods and services: examples include sharing information about a product, responding to user feedback about a product, accessing government services.

Education: examples include participation in online classes and sharing learning resources

From Social media? Get serious!

Social networking by age group



From Pew
Research Centre
Social Media
Usage: 2005 - 2015

The importance of social media

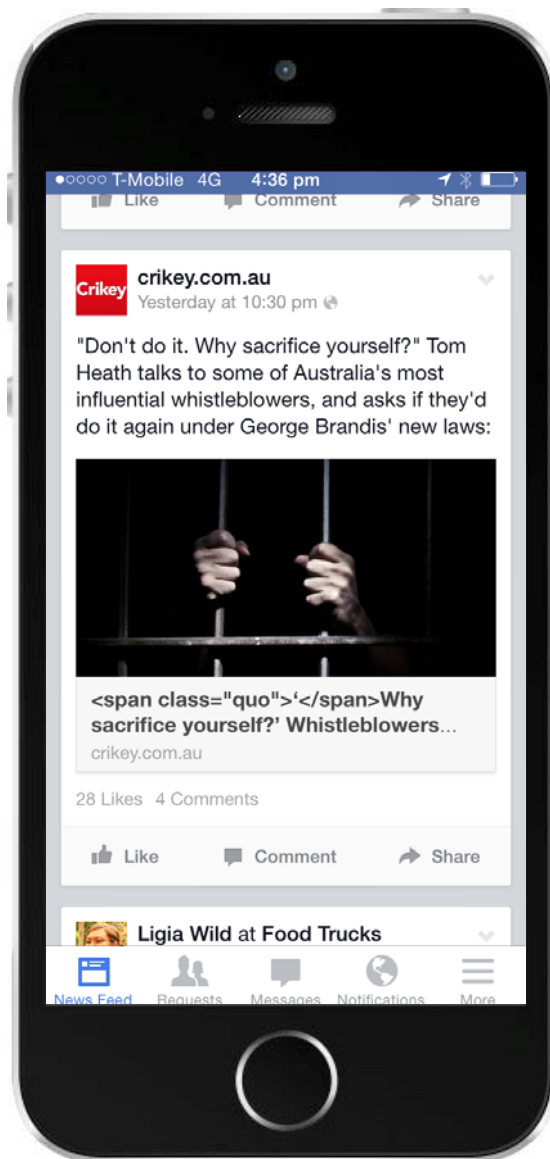
Unemployment for people with disabilities is: 10.2%

The percentage of recruiters who use LinkedIn: 95%

The percentage of HR managers that have reconsidered hiring a candidate after looking at social media: 55%

Why isn't social media accessible?





Testing

#TestAllTheThings

Facebook



Facebook

Facebook changes frequently
There have been some
improvements:

- No CAPTCHA on signup
- Headings in the news feed



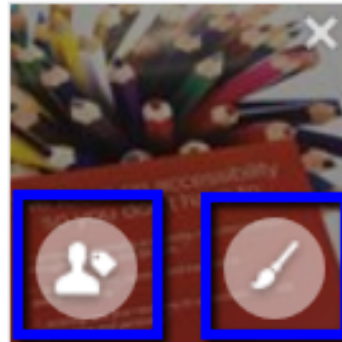
Major Facebook accessibility issues

- Not fully keyboard-accessible
- Very low contrast keyboard focus indicator
- Order of columns is incorrect
- Zooming breaks the site
- Not fully Voice-Over-accessible
- No ability to add ALT attributes to images

Keyboard accessibility



The keyboard can
only access the close
button



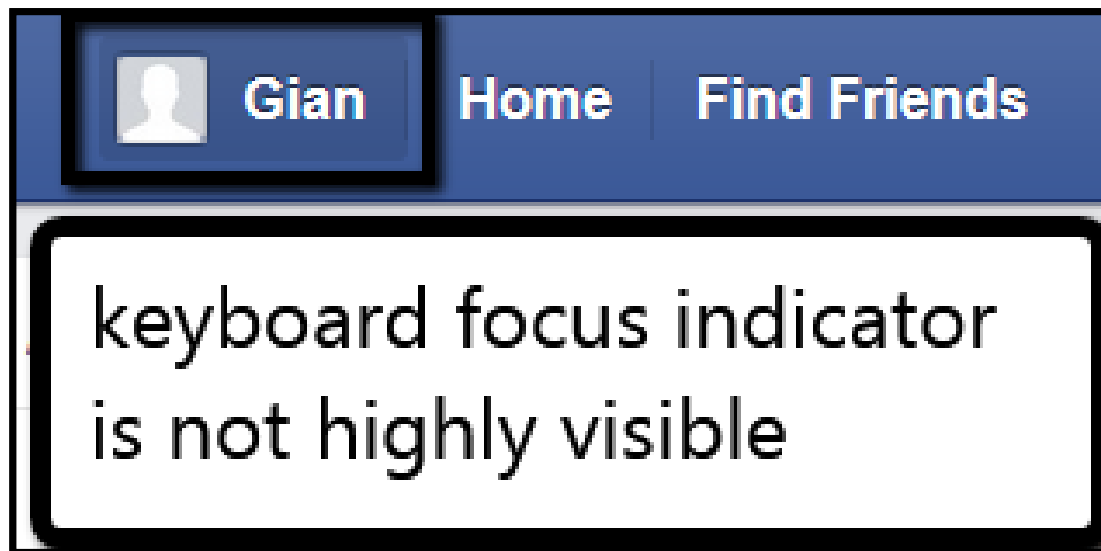
When hovering over the
image with the mouse
more options are available

Keyboard focus indicator

Can you spot the difference?

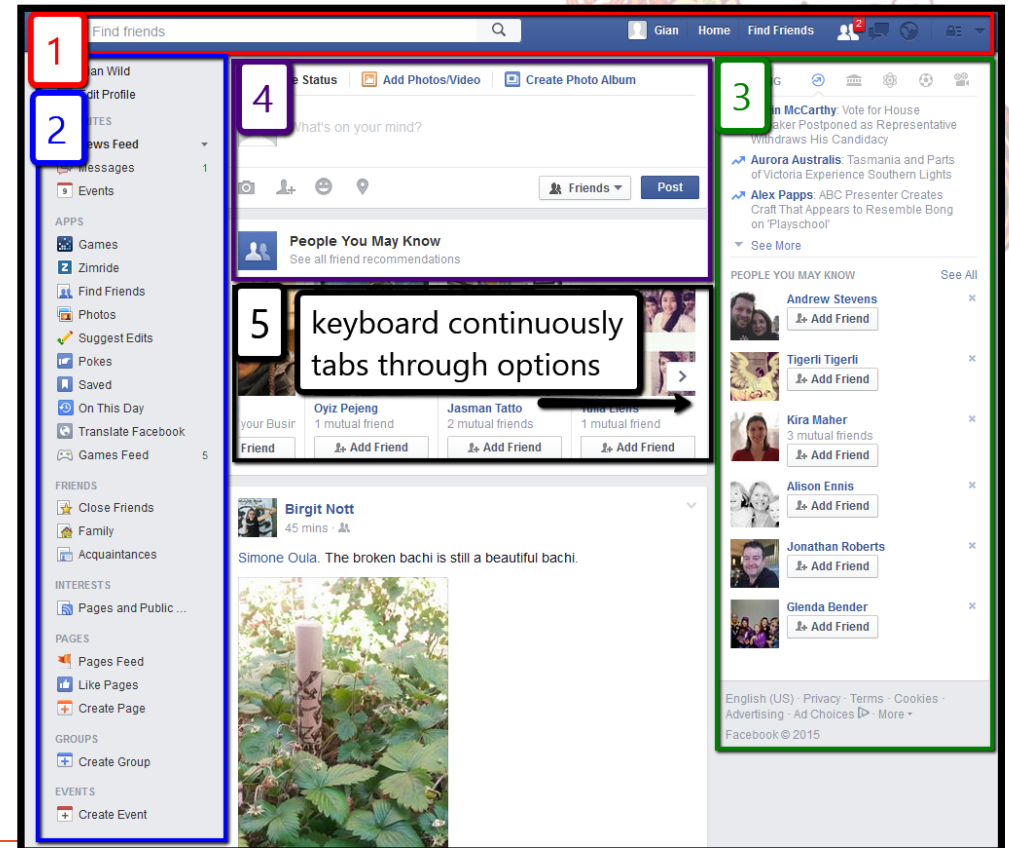


Keyboard focus indicator

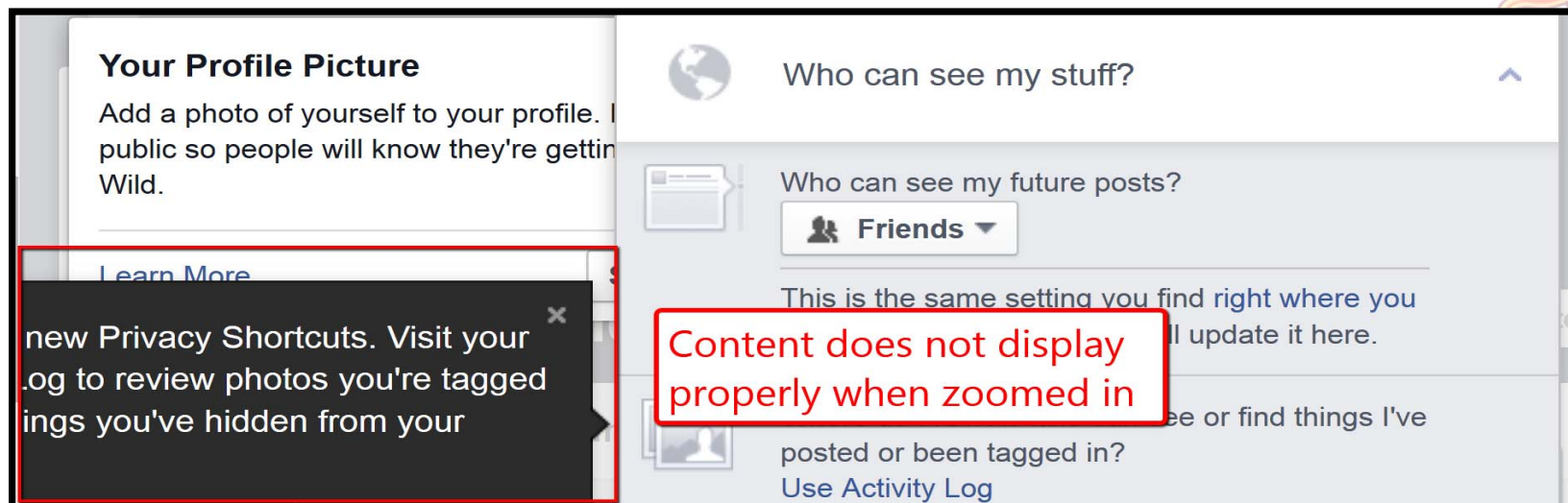


Order of columns is incorrect

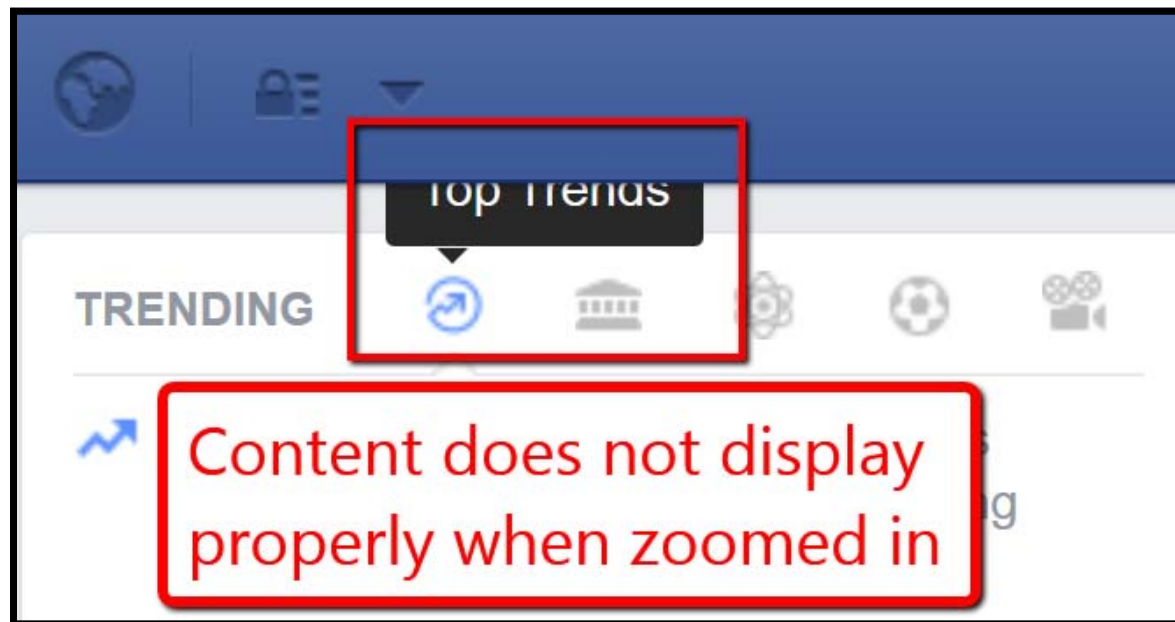
The visual order of the page does not match the order that items receive keyboard focus.



Zooming breaks the site

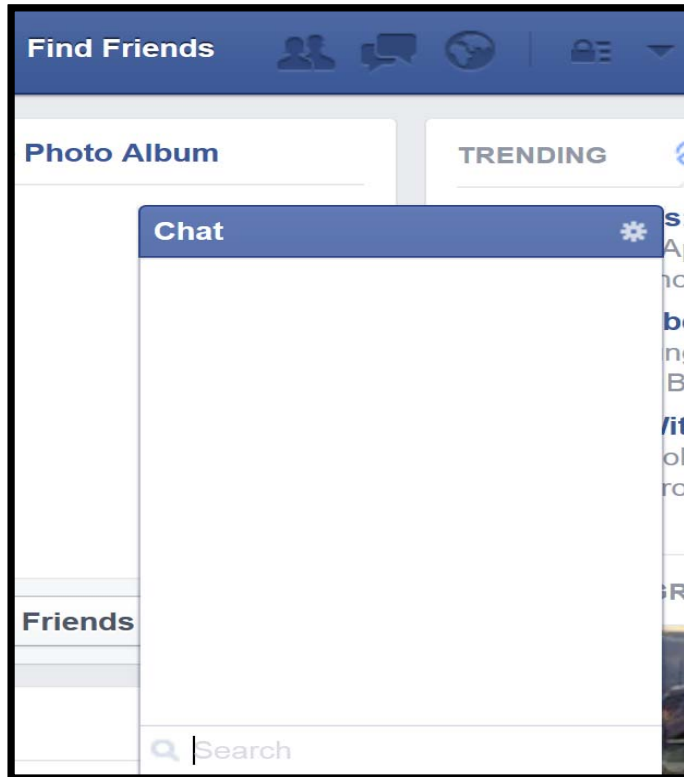


Zooming breaks the site

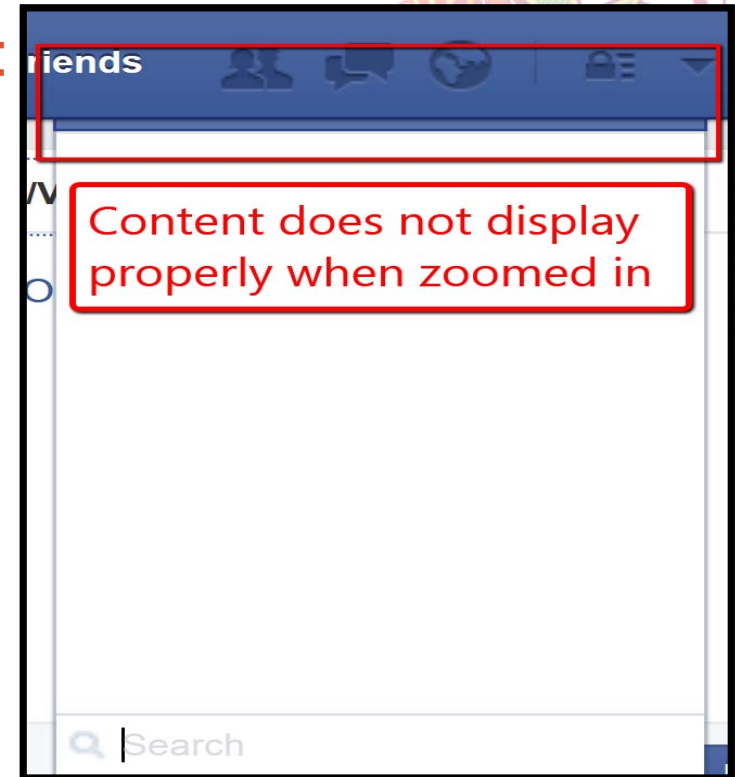


Zooming breaks the site

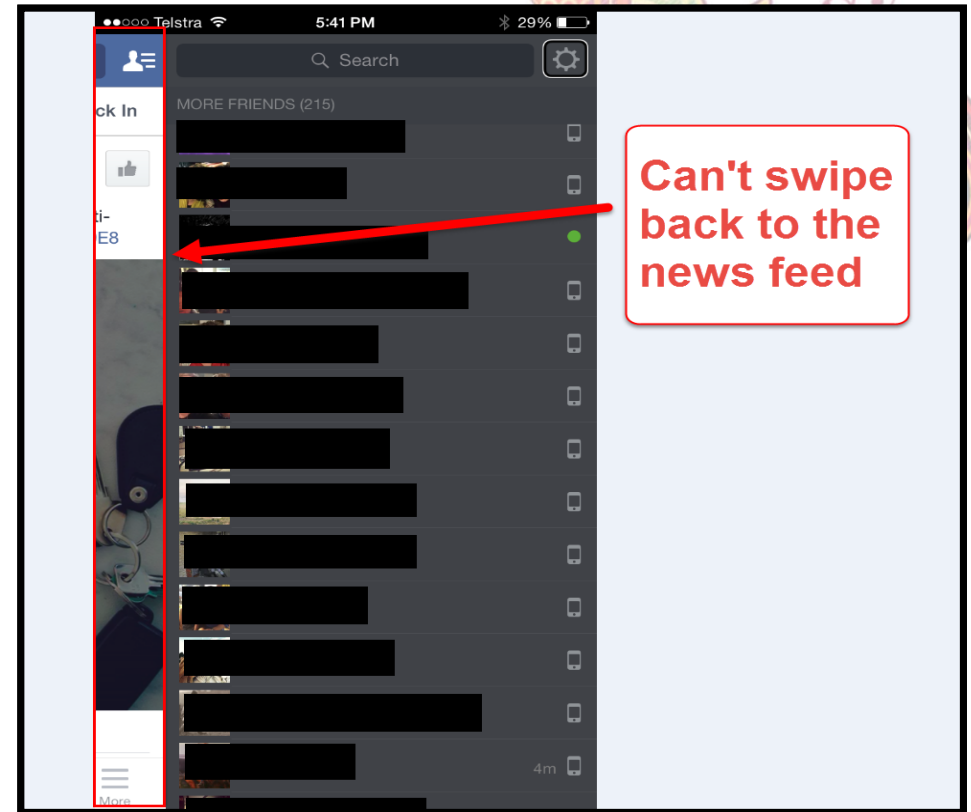
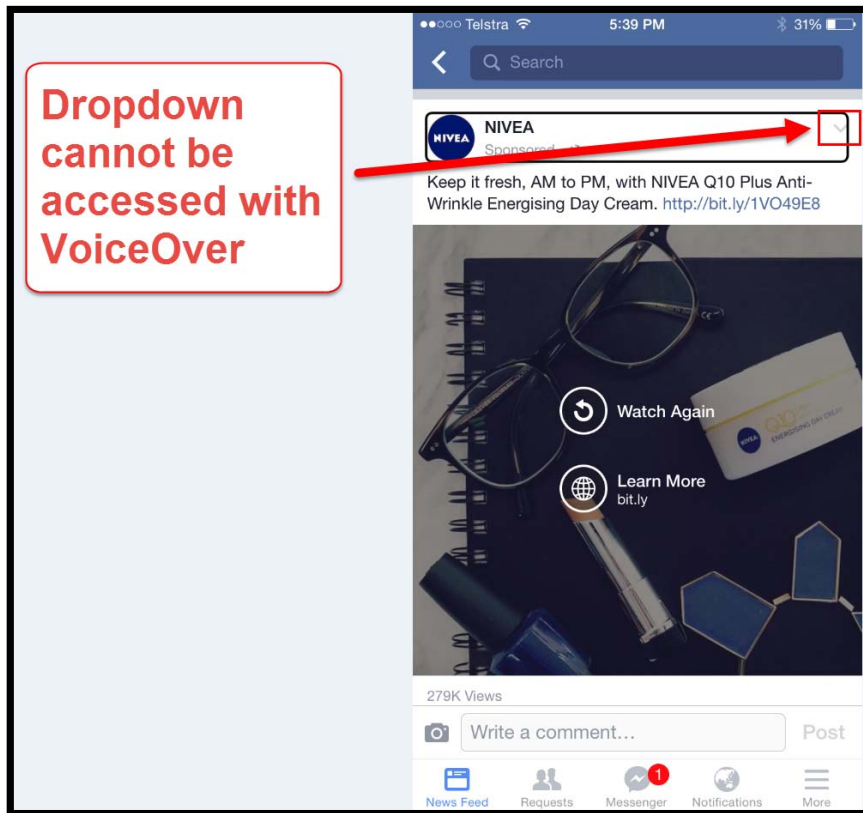
Normal:



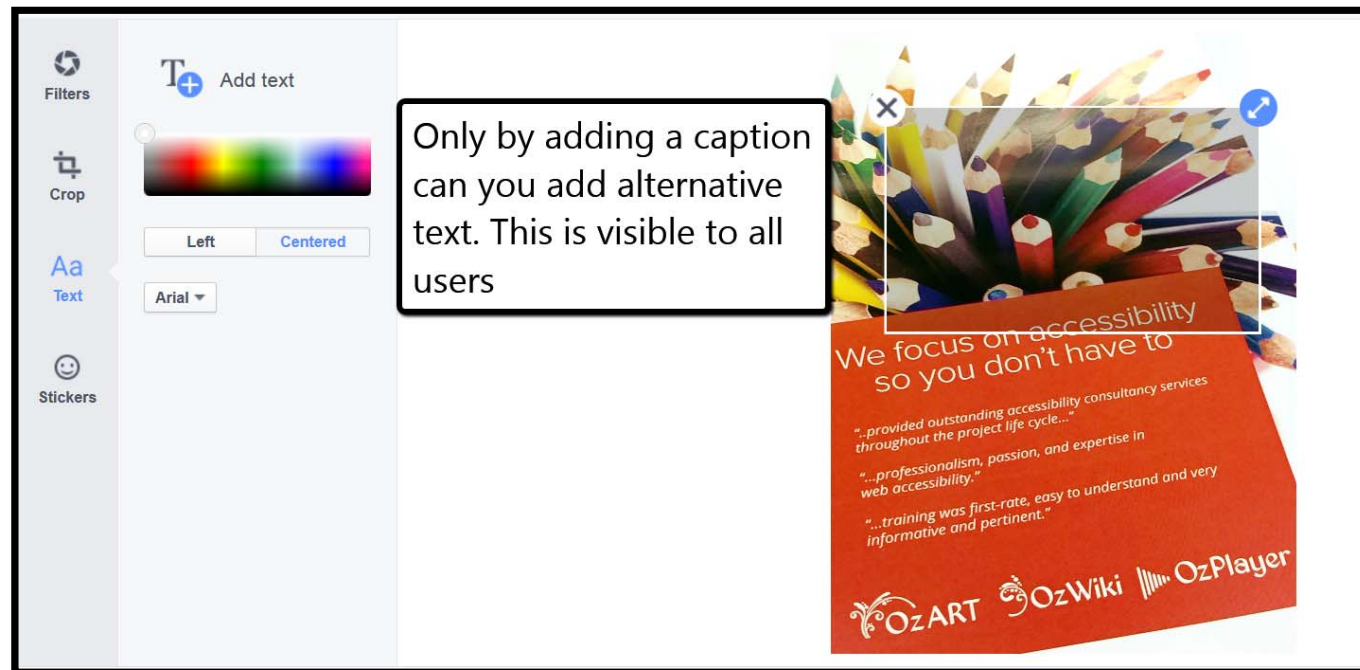
Zoom:



Problems with VoiceOver



No ability to add ALT attributes to images



YouTube



YouTube

All videos auto-play
(inaccessible)

There have been some
accessibility improvements:

- Embedded YouTube player & YouTube site is now almost fully keyboard accessible



Major YouTube accessibility issues

- Keyboard trap & not fully keyboard-accessible
- Order of items is incorrect
- Uploading is not accessible
- Zooming breaks the site
- Not fully Voice-Over-accessible
- Auto-captioning is problematic

Keyboard focus starts here

4 - Keyboard trap



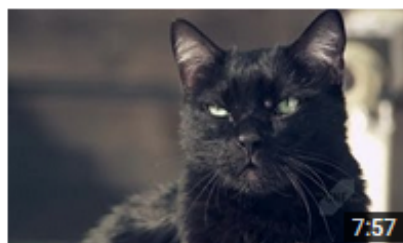
**THE NEW
COLORADO Z71**
TOUGH, SCRUBBED UP.

WATCH THE AD

HOLDEN
LET'S GO THERE



Recommended



Top 10 best cat commercials

by olyshum

379,845 views • 1 year ago



Misha and those other two

by Supernatural Conventions

79,484 views • 6 months ago



**Last Week Tonight with John
Oliver: Marketing to Doctors ...**

by LastWeekTonight

5,315,353 views • 8 months ago



**JIB4 - Jensen & Misha's
resume battle**

by IsabelCreo

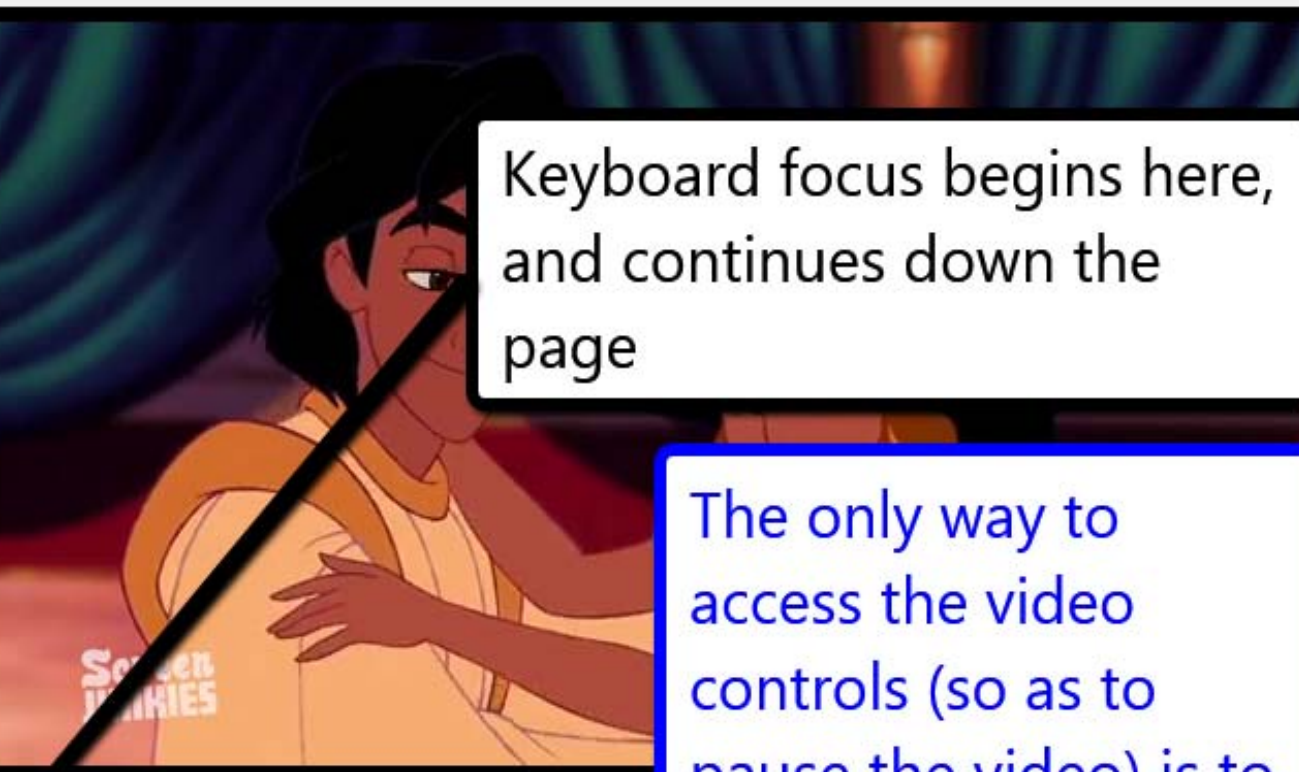
527,632 views • 2 years ago

Not fully keyboard accessible



Keyboard focus begins here, and continues down the page

The only way to access the video controls (so as to pause the video) is to backwards TAB over ten times



Honest Trailers - Aladdin

Screen Junkies

Subscribe 4,826,391

Add to Share More

52,474 1,237

Up next

Autoplay



Honest Anime Trailers - Dragon Ball Z
by Anime Addicts
22,787 views



Learn Web Design & Coding
AD by Treehouse
1,464,014 views



Movie Science: The Martian
by Screen Junkies
43,635 views



Honest Trailers - The LEGO Movie (feat. Epic Rap Battles of History - Nice Peter & ...)
by Screen Junkies
6,265,072 views



Honest Trailers - The Walking Dead
by Screen Junkies
12,483,102 views



Honest Trailers - Taken
by Screen Junkies
4,057,195 views

Upload button

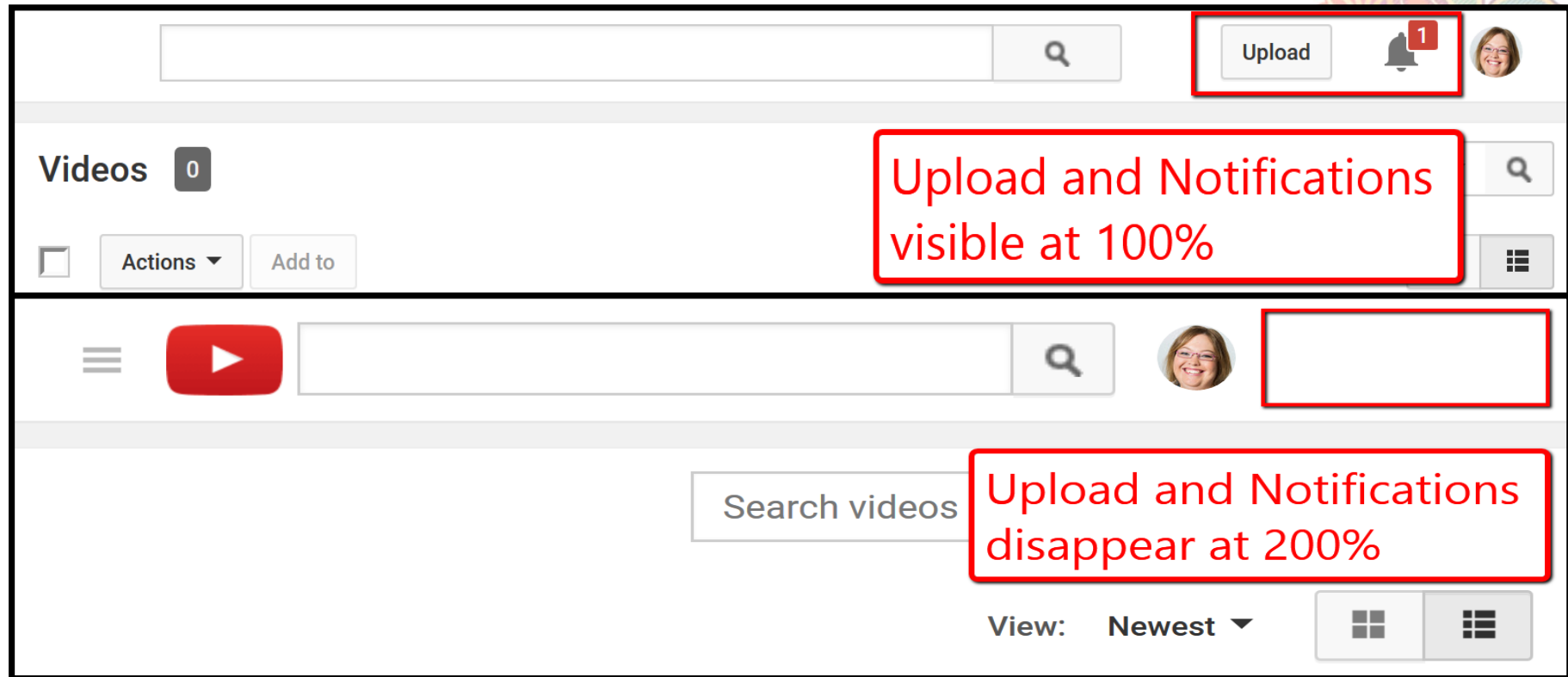
You can only upload videos by activating this button – which has no alternative



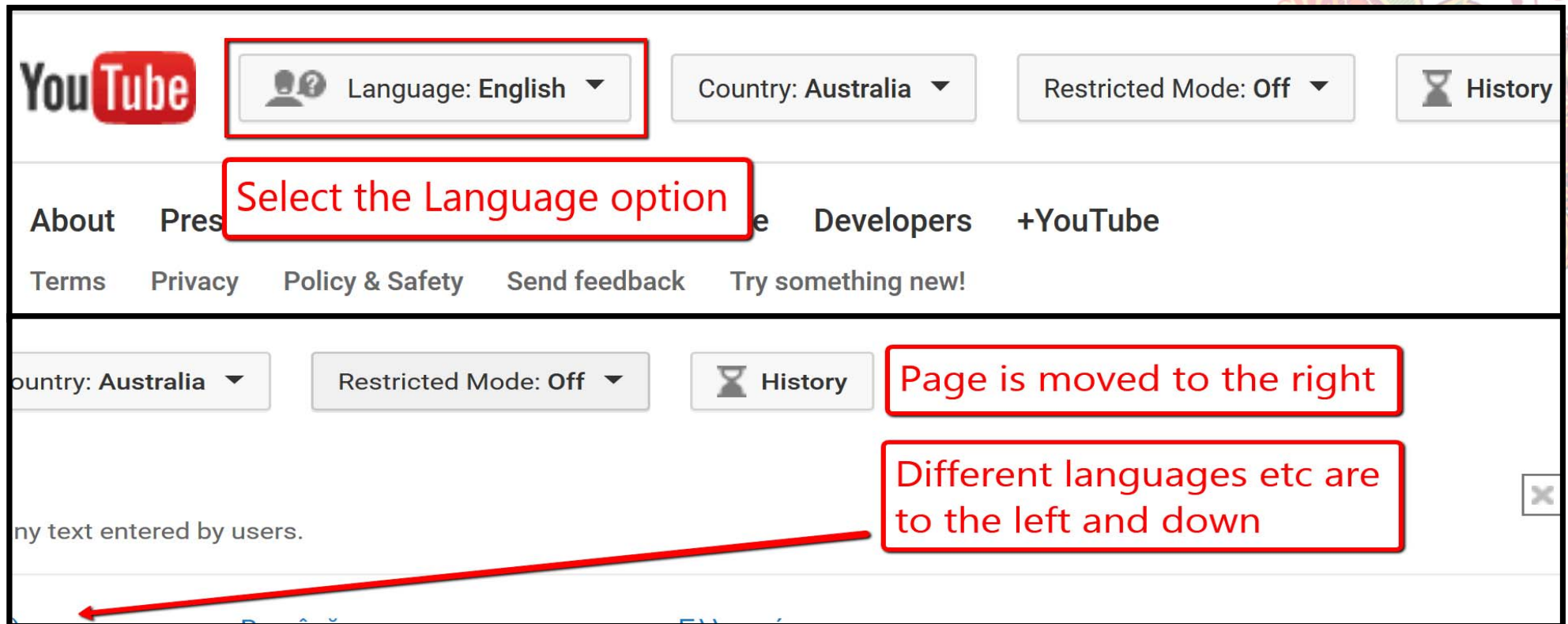
Select files to upload

This link needs to be activated to upload a video - it does not have an alternative

Zooming breaks the site

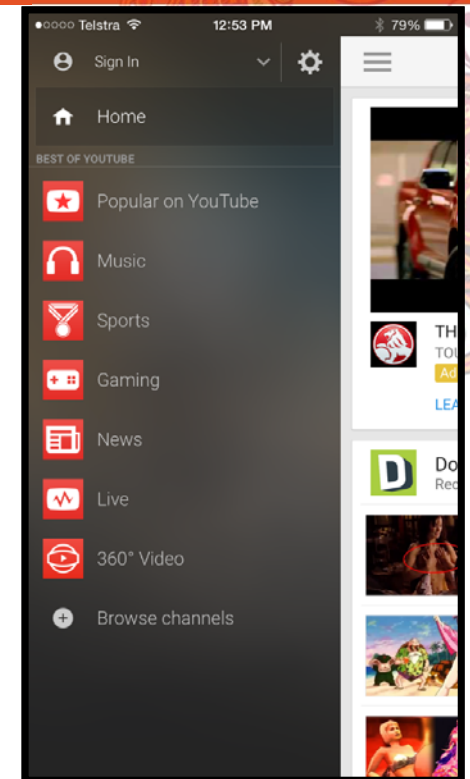
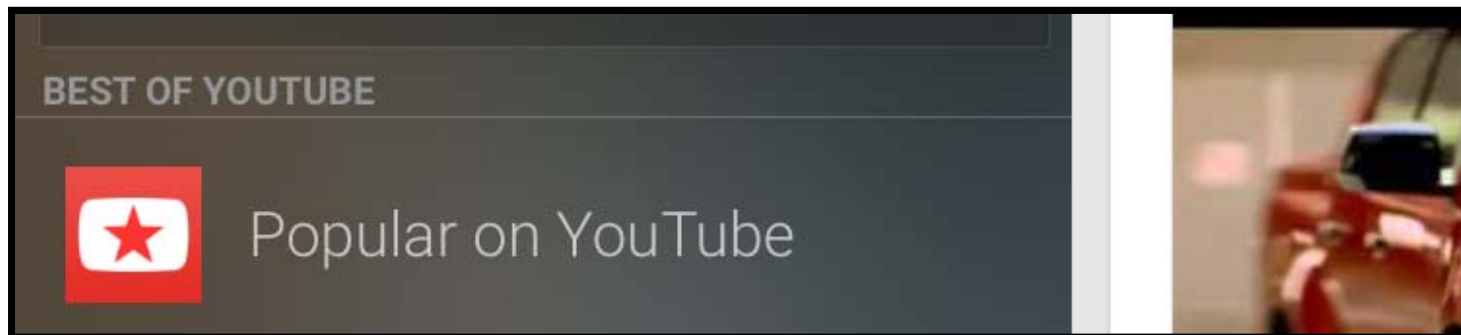


Zooming breaks the site



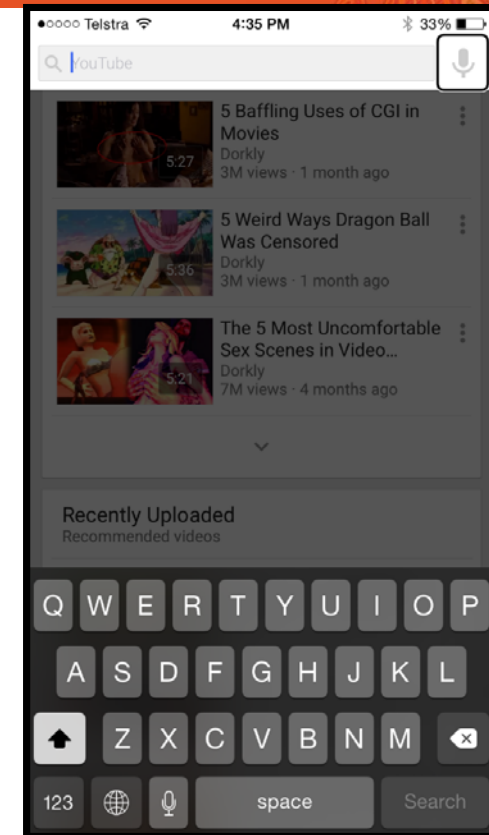
VoiceOver

‘BEST OF YOUTUBE’ read as ‘best of YaToob’

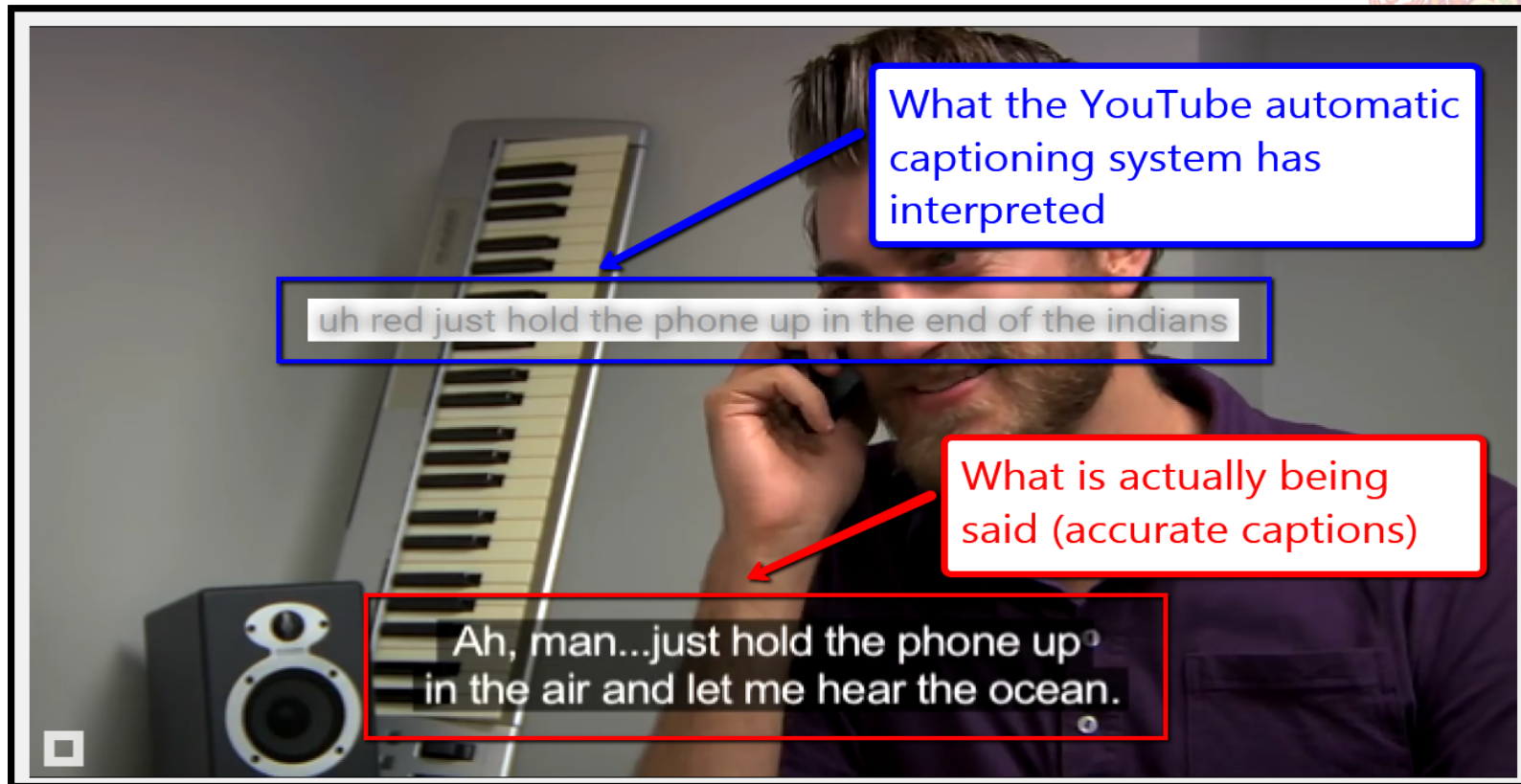


Swipe trap in VoiceOver

Search feature can't be exited. User can force VoiceOver to read the content underneath but the search remains overlapping the content.



YouTube captioning



Twitter



Accessibility problems with Twitter

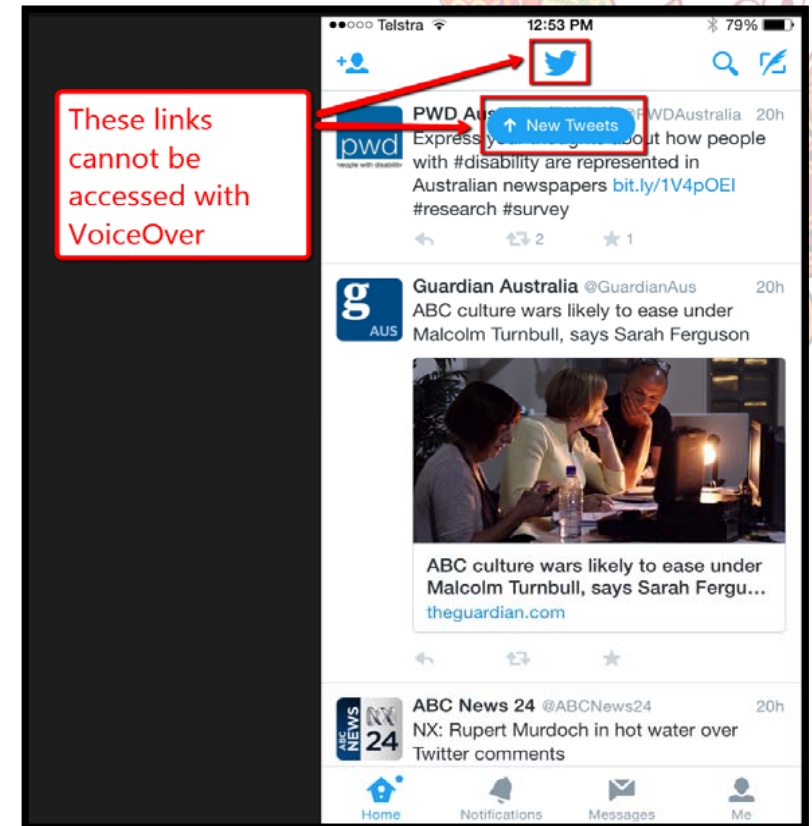
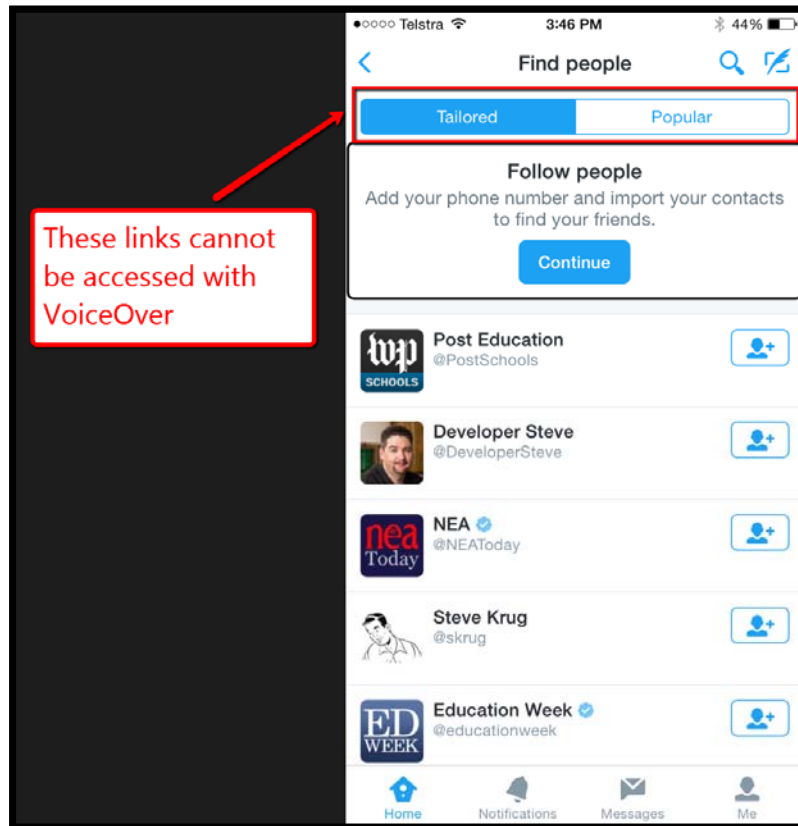
Mostly accessible

There have been some accessibility improvements:

- Full keyboard accessibility
- Removal of CAPTCHA



Not fully VoiceOver accessible



LinkedIn



LinkedIn

Inclusion of skip links

There have been some accessibility improvements

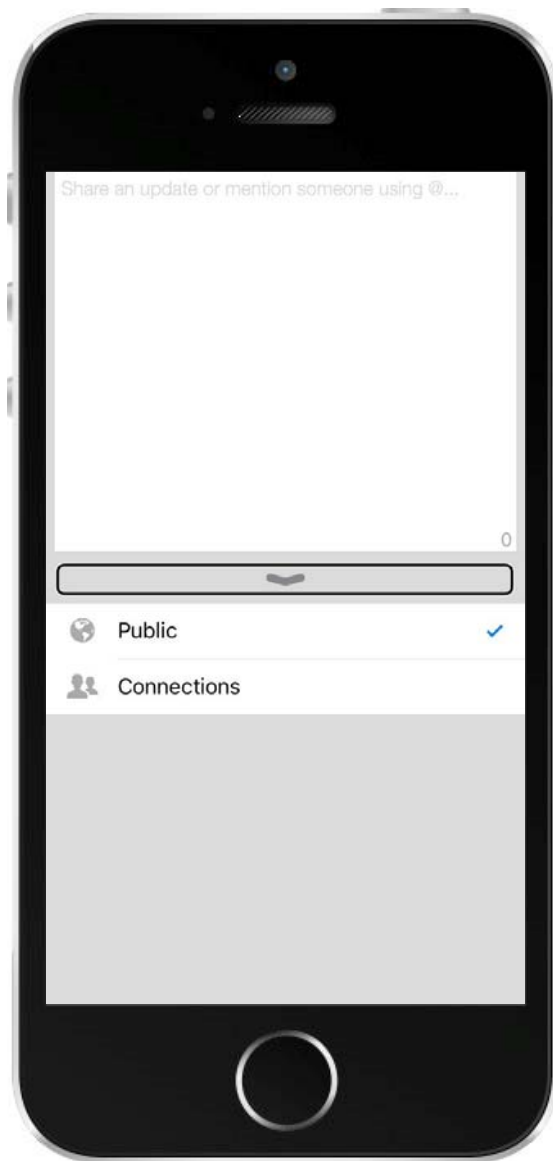
- Full keyboard accessibility
- Removal of CAPTCHA



Major LinkedIn accessibility issues

- Not fully keyboard-accessible
- Infinite scrolling
- Can't add ALT attributes to images





VoiceOver swipe trap


Cannot access anything on this page or go back (status update)

Keyboard accessibility

in PREMIUM Search for people, jobs, companies, and more...



Home Profile Connections Jobs Interests

Become a \$100M Company - Meet trusted advisors who can open new doors for you

 **Gian Wild**
Founder, Owner and CEO of AccessibilityOz
[Your recent activity](#)

11 people viewed your profile in the past 3 days

11 people viewed your post in the past 7 days: "Mobile accessibility issu..."

“ Share an update  Upload a photo  Publish a post

Cannot be used by the keyboard - never receives keyboard focus

Your Posts

Monitoring web accessibility
during the build of a web site

Published · Oct 14, 2014 | Delete

CAPTCHA: How to do it right
(ie. don't use CAPTCHA!)

Published · Aug 31, 2014 | Delete

Conferences

Published · Aug 28, 2014 | Delete

Articles

These items appear not to be accessible to the keyboard - although it may be due to the lack of keyboard focus indicator

Saving...

Publish



Add an image to bring your post to life

Images that are at least 700 x 400 pixels look best.



Gian Wild

Founder, Owner and CEO of AccessibilityOz

This is a post

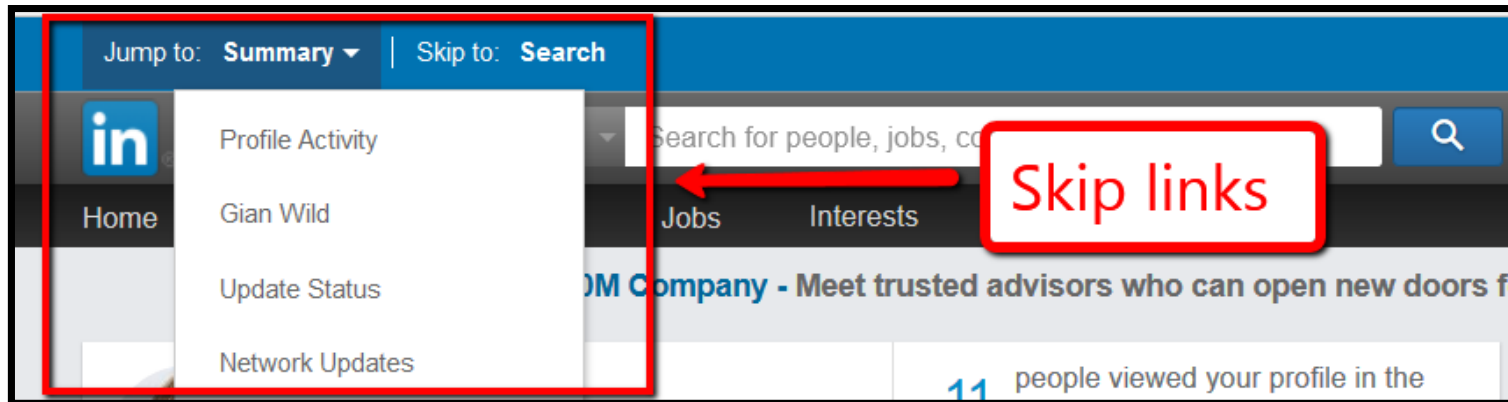
h1 h2 “

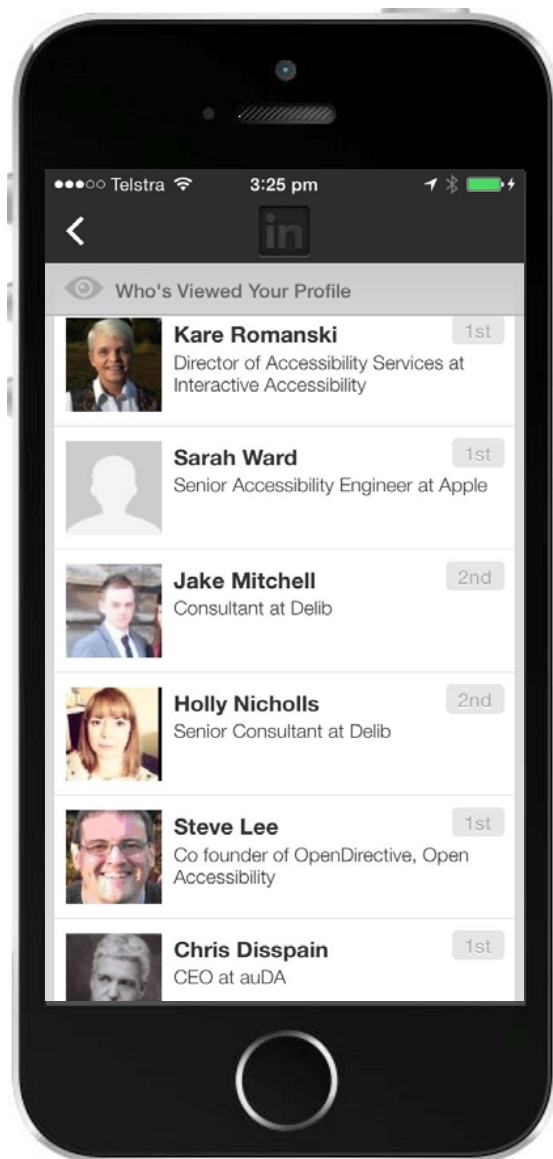
B *I* U **T**



This is a post

Skip links

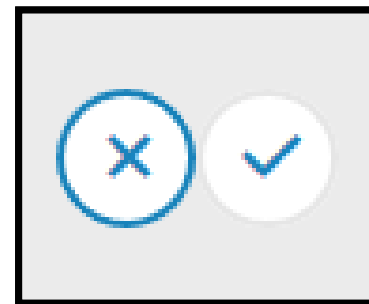
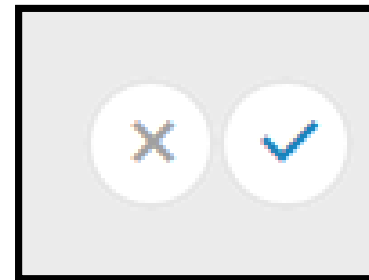




Colour contrast

Grey text on a grey background:
#JustSayNo

Keyboard focus indicator



Five steps to making social media accessible



Step One: Contact details

- Make your contact information available on your social media account page
- List a primary phone number and email address where a user can reach your agency with questions, or provide a link to your agency website that lists the appropriate contact information

Step Two: Repeat content

- Make your social media content available through your web site
- Provide options for daily digests
- Provide easy points of entry for more information
- Post your social media to multiple outlets

Step Three: Provide alternative apps

- Provide contact details to social media support /accessibility teams within your organisation
- Provide links to the social media accessibility tips and support
- Provide links to alternative apps and web sites that create an accessible interface for social media

Step Four: Clear and simple language

- Use camel case
- Avoid abbreviations
- Limit hashtags and add them only to the end
- Avoid miss-spellings
- Where linking to others' content on YouTube, warn users of auto-play, lack of transcripts, captions or audio descriptions

Step Five: Test

- Consider testing your social media with users with disabilities
- Consider testing your social media against WCAG2

Adapted from digital.gov



Facebook

Specific tips to make
Facebook accessible

Facebook accessibility

- Add captions to images
- Link to transcripts for videos
- Load videos to YouTube and add captions there



Facebook accessibility

Recommend alternative methods to the desktop interface:

- Facely HD
- m.facebook.com





YouTube

Specific tips to make
YouTube accessible

YouTube accessibility

- Warn users of the auto-play
- Make sure there is a transcript, captions and audio descriptions for all videos



YouTube accessibility

Recommend alternative methods to the desktop interface:

- Accessible Interface to YouTube
- Accessible YouTube
- The ICANT



YouTube accessibility

Host the videos on your web site in an accessible player:

- OzPlayer
- PayPal Accessible HTML5 Video player





Twitter

Specific tips to make
Twitter accessible

Twitter accessibility

- Describe photos and video or provide a link to the description
- Consider preceding tweets with [PIC], [AUDIO], [VIDEO]



Twitter accessibility

Recommend alternative methods to the desktop interface:

- EasyChirp
- Twitterific (mobile app)





LinkedIn

Specific tips to make
LinkedIn accessible

LinkedIn accessibility

Describe photos and images as text in your status update.

Search for contacts using Google, not the LinkedIn search.

Avoid using the LinkedIn mail system.





Thank you for
your time

ADA Audio Conference Special

Accessibility Health Check

- Identify the most serious WCAG2 issues in your site
- 10 – 15 page report; consisting of descriptions of accessibility compliance of your **template**, **general content** and **technical content**
- Impact statement – a paragraph on the impact that these accessibility errors will have on people with disabilities

ADA Audio Conference Special

Accessibility Audit

- WCAG2 accessibility audit of your entire site
- 100 – 150 page report; consisting of accessibility errors, examples in your site and solutions
- Impact statement – a paragraph on the impact that these accessibility errors will have on people with disabilities

ADA Audio Conference Special

Accessibility Health Check

\$3,000

(normally \$6,000)

Accessibility Audit

\$6,000

(normally \$10,000)

Special available until 30th November.

Payment upfront via invoice or credit card.

More information email:

enquiries@accessibilityoz.com

and quote “ADA Audio Conference Special”



Questions?

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