MAKING DIGITAL CONTENT ACCESSIBLE AND INCLUSIVE

Top Ten Web Accessibility Tips:

1. Use headings to organize content
2. Include alt text for images
3. Give your links unique and descriptive names
4. Use color with care
5. Design accessible forms
6. Use tables for data, not for layout
7. Ensure content can be accessed w/ a keyboard alone
8. Use ARIA roles and landmarks
9. Make dynamic content non-interruptive (counters, tickers)
10. Choose a content management system that supports accessibility

Web Content Accessibility Guidelines Overview:

https://www.w3.org/WAI/standards-guidelines/wcag/

Tips to Make Social Media Accessible Adapted from Fashioneyesta:

1) Add alt text and/or image descriptions
2) Capitalize the first letter of each word in hashtag: #CamelCase; screen readers pronounce it really weird otherwise! Example: #inclusiveactivity vs. #InclusiveActivity
3) Add audio descriptions to your videos; develop these while writing the script so you can have audio space for dialogue, narration and audio description; Add captions to Instagram Stories
4) Add descriptive hyperlinks to your content instead of click here
5) Don't overuse GIFs – they are not accessible for people who use voiceover

Writing Alt Text:

HubSpot - Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO https://blog.hubspot.com/marketing/image-alt-text

Axess Lab - How Does Alt Text Work? https://axesslab.com/alt-texts/

University of Minnesota tutorial blog post on accessible social media

https://accessibility.umn.edu/tutorials/accessible-social-media

Facebook:

1) Edit the alt text once the photo is posted by clicking options in the bottom right corner, then the 3rd option down is "change alt text." They recommend writing 100 characters or less.
2) Write alt text into the post itself after the content. Photo: A bird flying on a sunny day. Graphic: A bird icon.

Instagram:

1) While you are creating a post, go to Advanced Settings. Select Write Alt Text and write a description for each photo in the post. When you are finished, click done.
2) For posts that are already up on your profile, click "Edit" and then "Edit Alt Text" at the bottom right of the photo. Then click done.

Twitter:

1) Click the box that says "Add description" under the photo.
2) Write alt text – you have 420 characters to describe the photo.
3) Click done.

How to Check You're Doing it Right:

Check if your alt text and image descriptions are working!

- iPhone/iPad: Settings -> Accessibility to turn on Voiceover
- Android: Settings -> Accessibility, tap Talkback
- Windows 10: Control Windows Enter to turn on or off Narrator
- Mac: Command F5 to turn on or off Voiceover

Influencers:

Molly Burke - IG: @MollyBurkeOfficial

Emily Davison - FB: @FashionEyesta IG: @FashionEyesta2012

Ink Davidson - IG: @InkDavidson

Pippa Leigh - IG: @PippaLeigh13

The Disability Collective - IG: @TheDisabilityCollective