Part One: Social media and accessibility

pz.tt/some22-ahg

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Who knows who these two guys are?

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What Hollywood would have you believe

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What happens in reality

What is social media?

Social media explained

SOCIAL MEDIA EXPLAINED
twitter - im eating a #donut
facebook - i like donuts
foursquare - this is where i eat donuts
instagram - here is a photo of my donut
youtube - here i am eating a donut
linkedin - my skills include donut eating
pinterest - here's a donut recipe
spotify - now listening to "donuts"
g+ - im a google employee who eats donuts
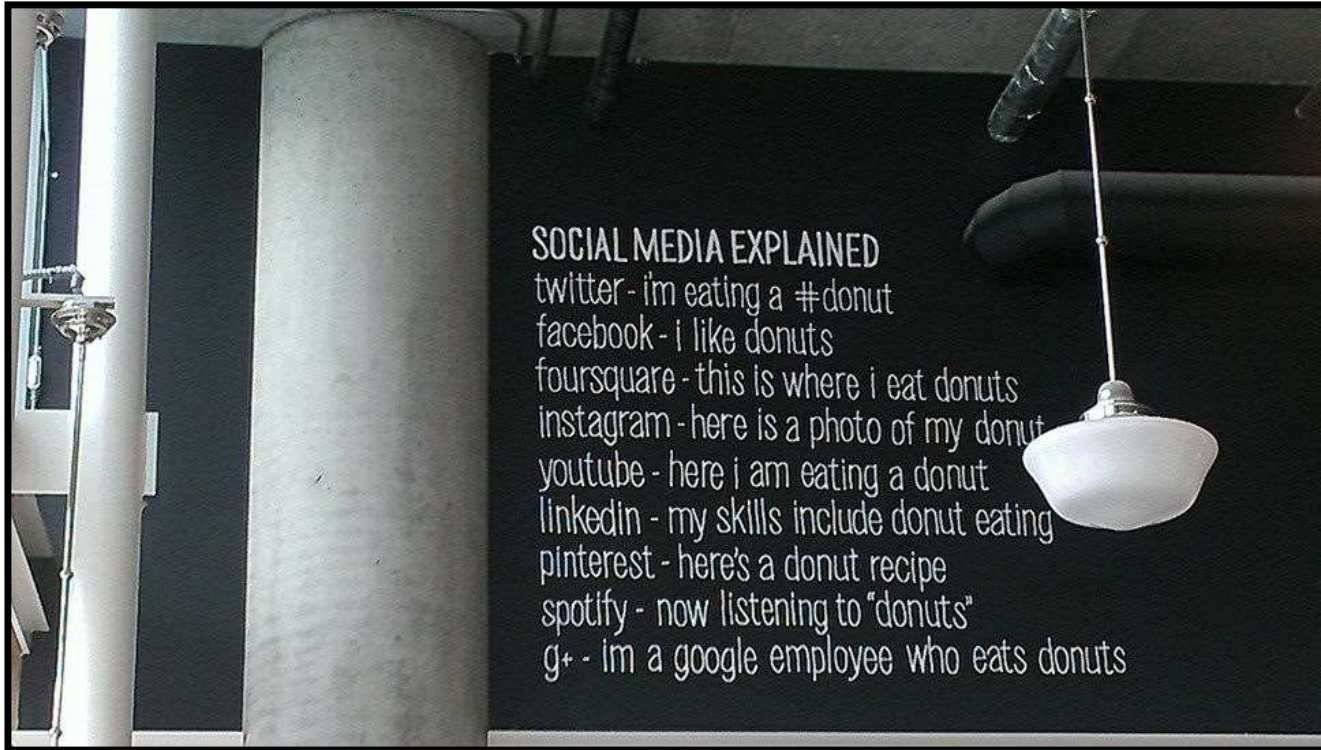
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Social media according to a donut store

And we can't forget about Tumblr!

Donut store explains social media

Tumblr - here's a picture of a donut, reblogged with a gif that somehow pertains to supernatural

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Access this presentation and all links at **pz.tt/some22-AHG**

Meet our team

- Dyslexia
- Moderate vision impairment
- Epilepsy
- Migraines
- Severe vision impairment
- Physical impairment
- PTSD
- Crohn's Disease
- Multiple Sclerosis
- Cerebral Palsy

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It's not just about vision impairments

About Gian

1998

Worked on first accessible website in Australia

Created Australia's first automated accessibility testing tool

Invited Expert to W3C WCAG2 Working Group

Worked on Melbourne 2006 Commonwealth Games

Managed Usability and Accessibility Services at Monash University

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AccessibilityOz

Founded AccessibilityOz

Released OzPlayer

Released OzArt

Spoke at the United Nations
on web accessibility

Chaired ICT Mobile Site
and Native App Testing
Committee

Inducted into the Centre for
Accessibility's Hall of Fame
as Accessibility Person of the
Year 2019

2022

About our products

OzART

OzWiki

OzPlayer

Factsheets

Accessibility **Voices**

Videos

More information: www.accessibilityoz.com

AccessibilityOz

About our services

Website & Application Audits

Mobile Testing

Accessible Word, PDF & HTML

On-site & Online Training

Video Accessibility

User Testing

Support hours & OzWiki access
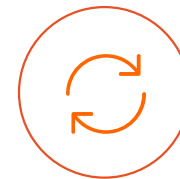
Accessibility during web development

AccessibilityOz

Agenda

- The reasons behind social media use
- Why is social media so important to people with disabilities?
- Social media to the rescue!
- Why isn't social media accessible?
- Overview of the accessibility of social media

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Agenda

- Steps to making social media accessible
- Using social media accessibility features
- Social media accessibility resources

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The reasons behind social media use

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.

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The reasons behind social media use

Entertainment:

- Examples include sharing videos, following discussion from celebrities, discussing strategies in online games.

Provision of goods and services:

- Examples include sharing information about a product, responding to user feedback about a product, accessing government services.

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The reasons behind social media use

Education:

- Examples include participation in online classes and sharing learning resources.

From Social media? Get serious!

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Why is social media so important for people with disabilities?

Some social media statistics

- 4.62 billion active social media users (58.4% of total population)

- 99% access social media via mobile (80% of the time spent on social media is via mobile)

- Average user has 8.4 different accounts

- Average time spent on social media is 2 hours 25 minutes per day

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Percentage of each age group that use SoMe (U.S.)

Age group	Percentage
18–29	84%
30–49	81%
50–64	73%
65+	45%

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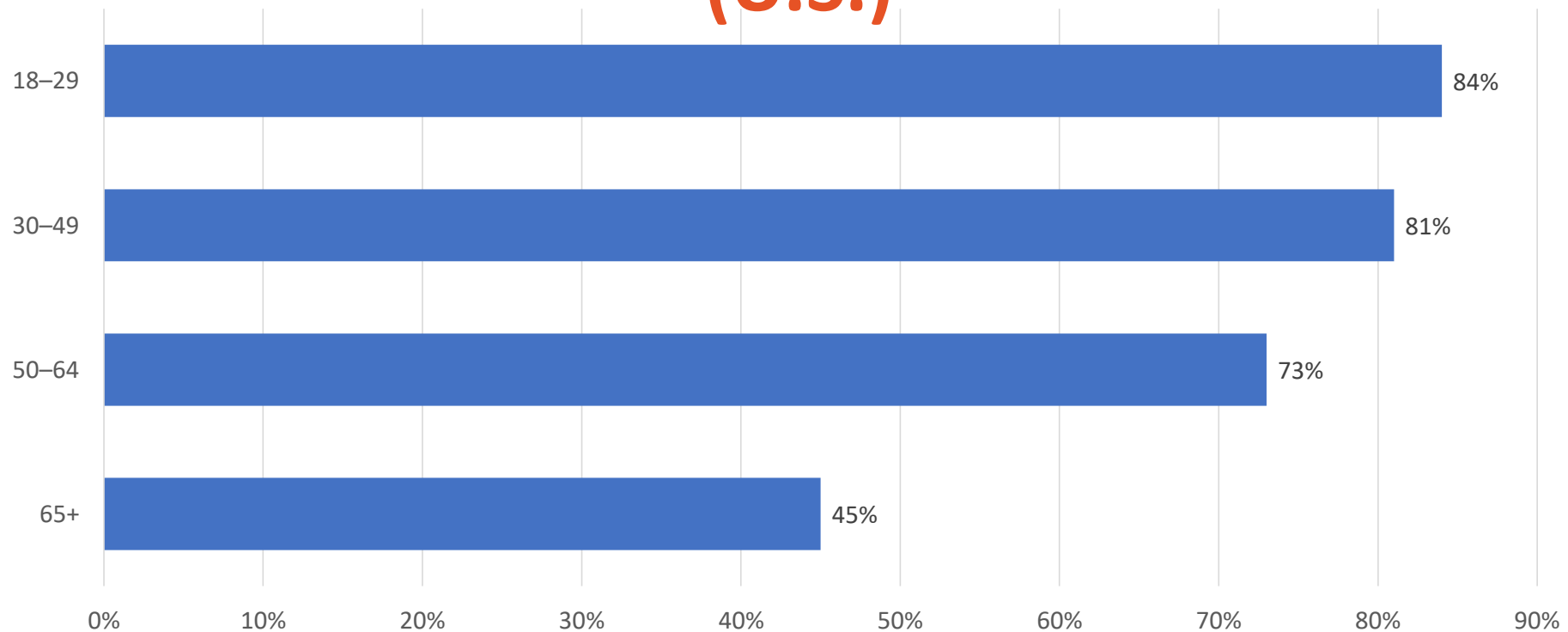
AccessibilityOz

Percentage that use each SoMe (U.S.)

Platform	Percentage
Reddit	18%
TikTok	21%
WhatsApp	23%
Twitter	23%
SnapChat	25%
LinkedIn	28%
Pinterest	31%
Instagram	40%
Facebook	69%
YouTube	81%
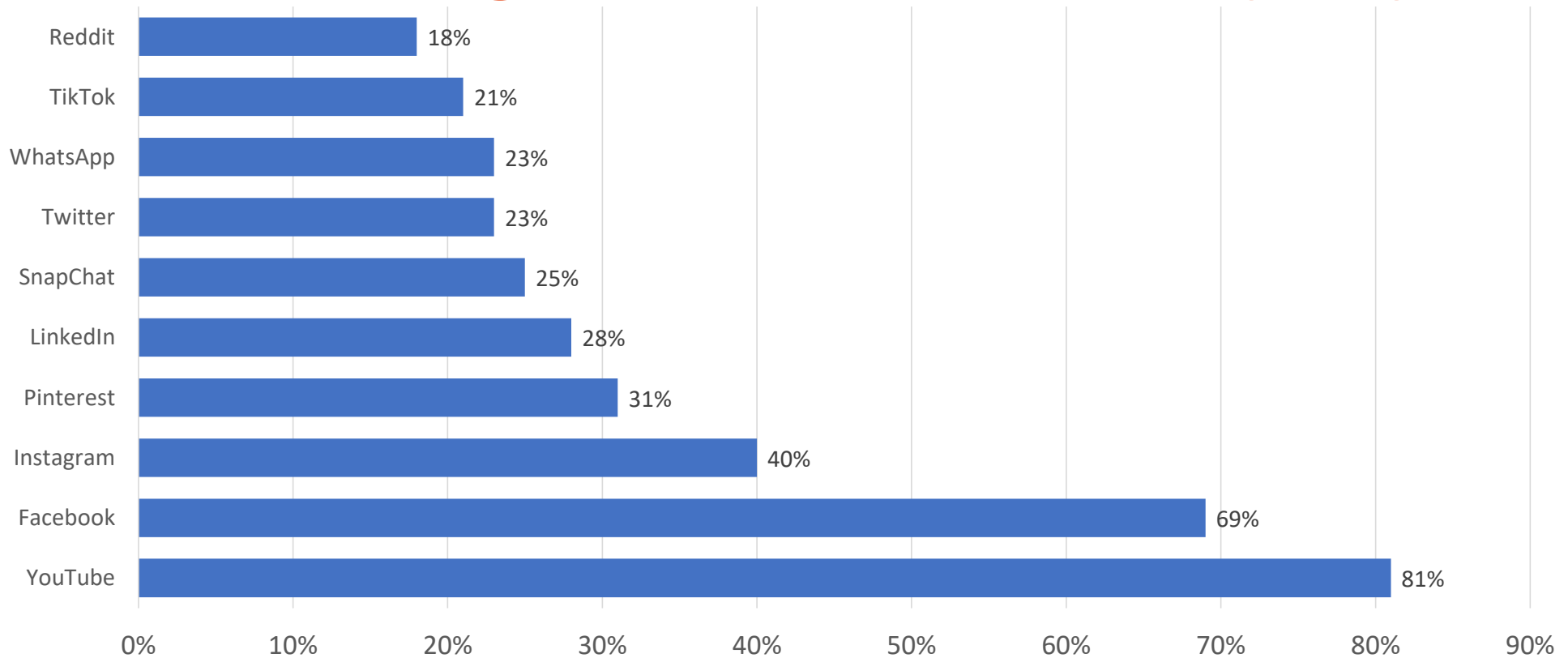
@accessibilityoz | pz.tt/some22-ahg

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The importance of social media

Unemployment for people with disabilities (of working age) in the U.S. is: **10.1%**

19.1% of people with disabilities (of working age) are employed – versus **63.7%** of people without a disability

The percentage of recruiters who use LinkedIn: **87%**

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Social media to the rescue!

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Twitter
Employment around the world

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Happy Thanksgiving Day

LinkedIn

Employment at any time

Facebook

Keeping up-to-date with information

Twitter

Connecting people and companies

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Saving people (not hunting things

Why isn't social media accessible?

Testing

#TestAllTheThings
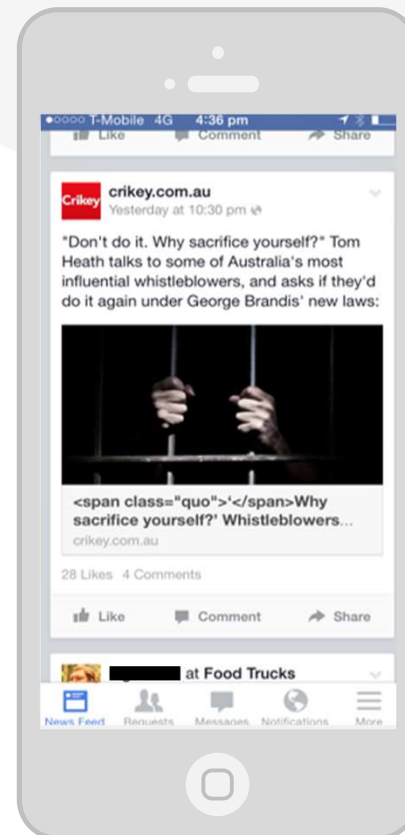
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Keyboard trap (2018)

on activating the vertical ellipsis, tab takes the user to "Not interested" - the next tab takes the user to the address bar in the browser
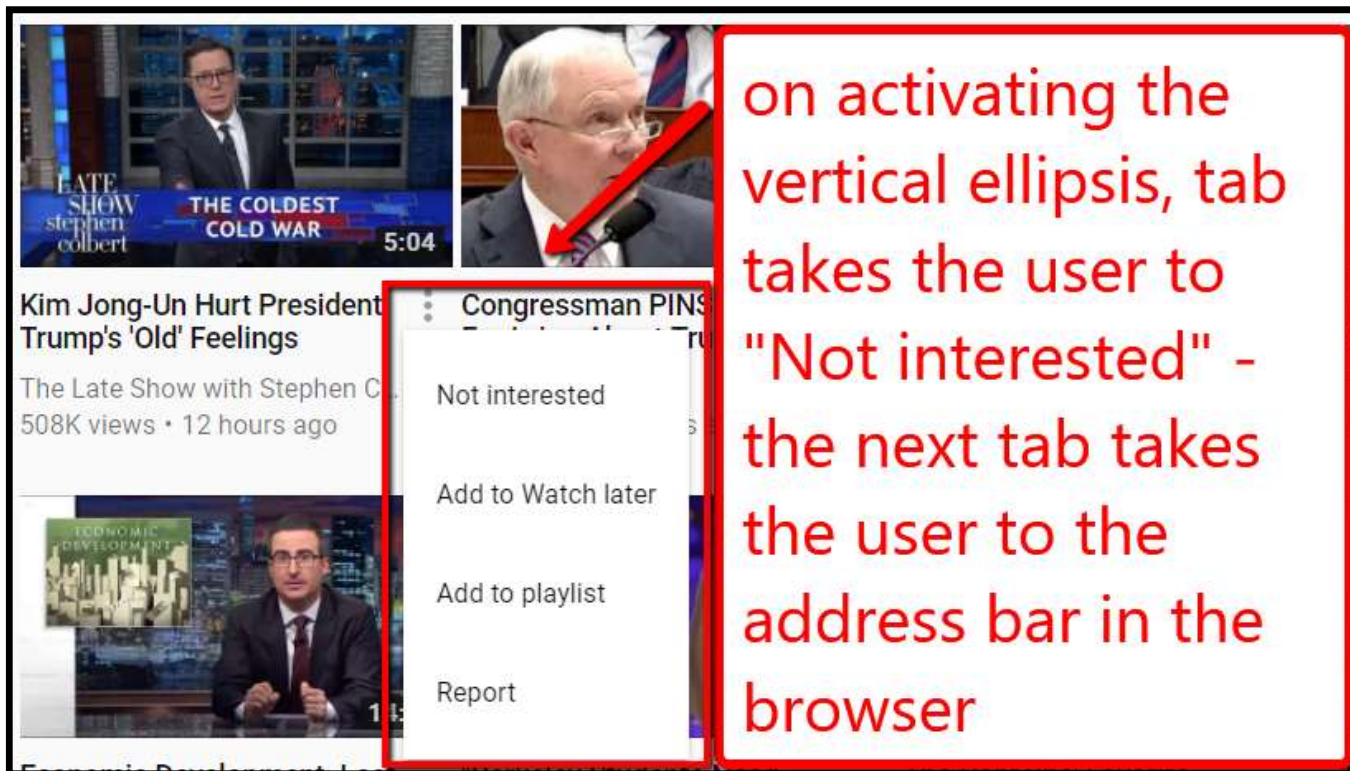
AccessibilityOz

Button label

- **2017:** Button unlabeled

- **2018:** Button labeled as "button I p 20 4 d p button"

- **2019:** Button replaced
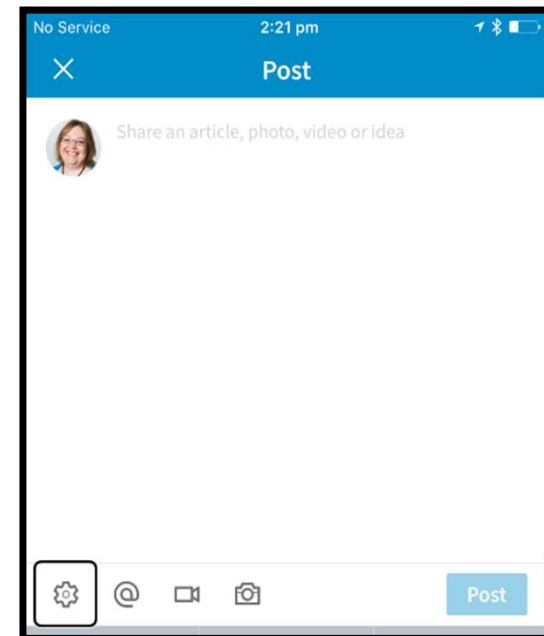
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Social media testing

What was tested?

Social media networks

2016, 2017, 2018:

- Facebook
- LinkedIn
- YouTube
- Twitter

2019, 2022:

- + Instagram
- + Pinterest

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This is not a complete audit — there may be many other accessibility problems!

Overview of social media accessibility

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Facebook

Facebook: Place-holding characters

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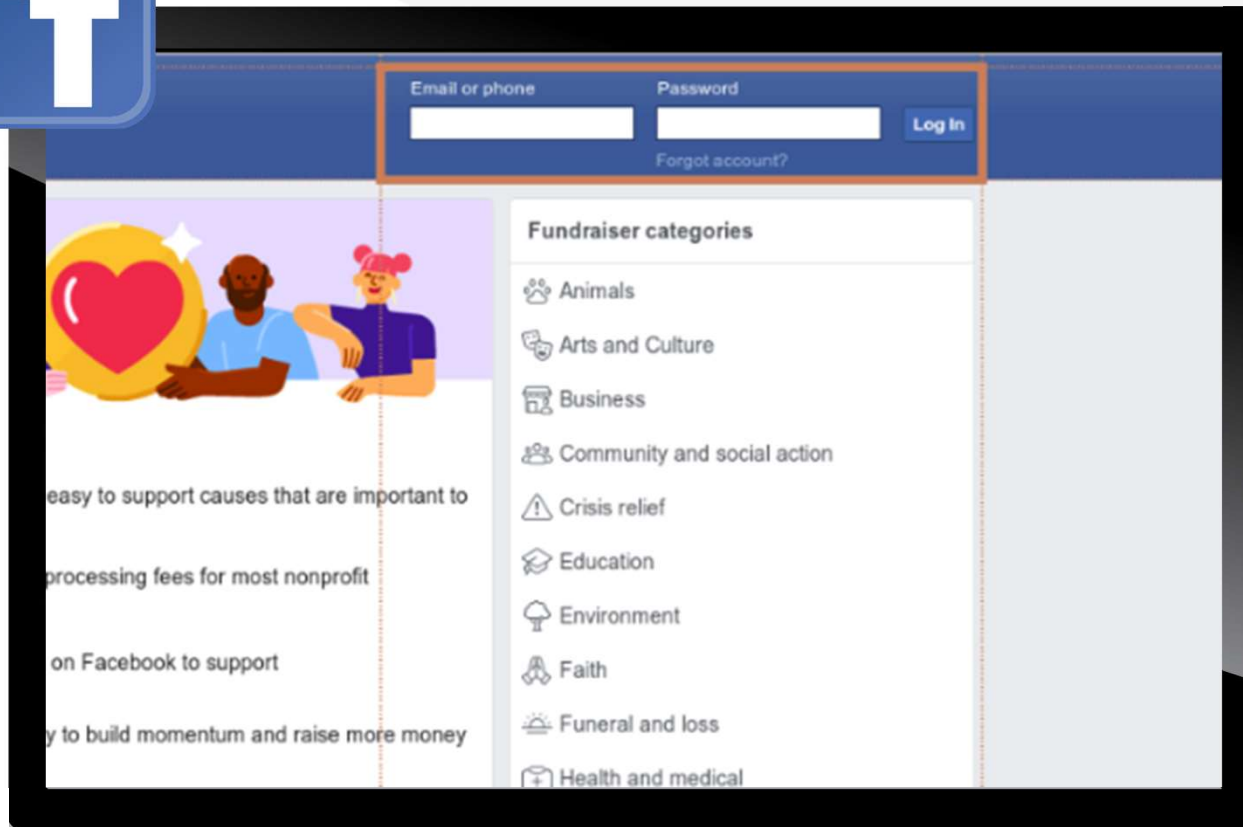
Facebook: Data table not coded with table headers

AccessibilityOz
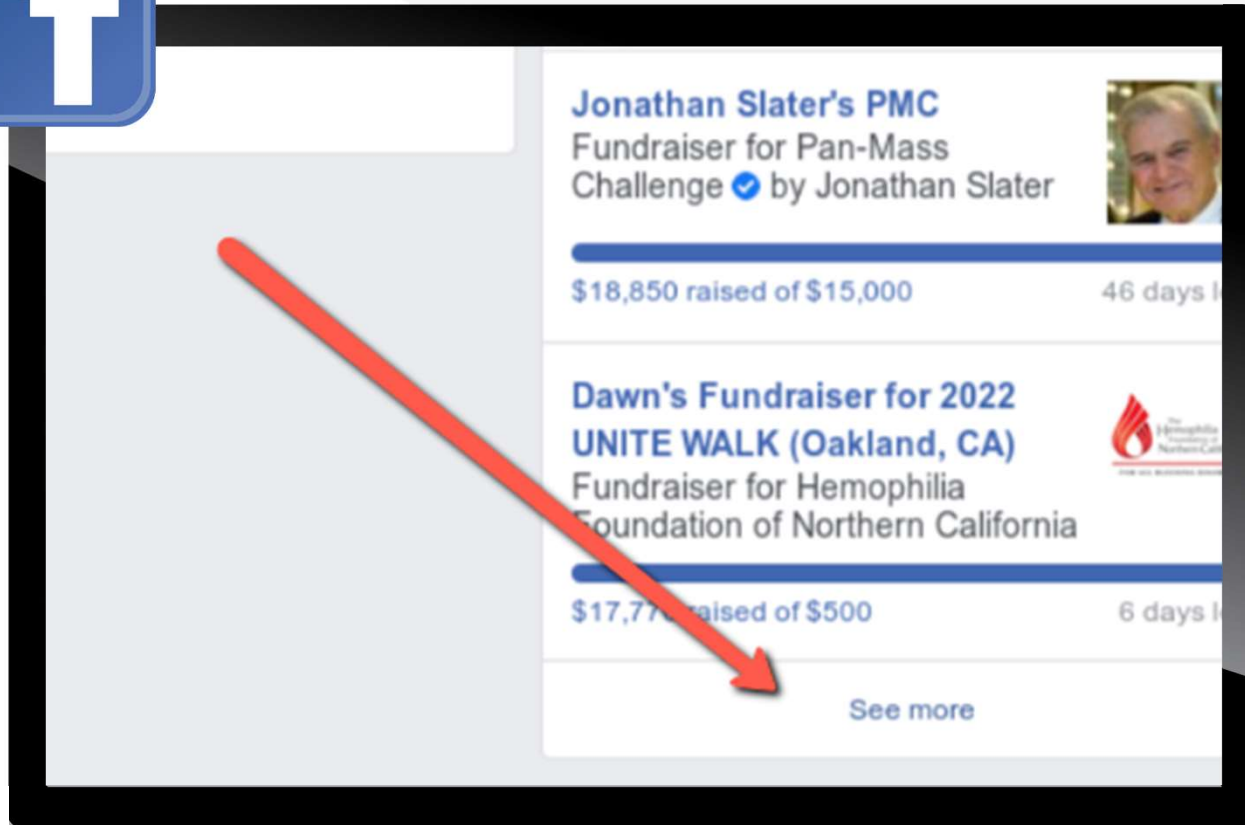
Facebook: "More" links

AccessibilityOz
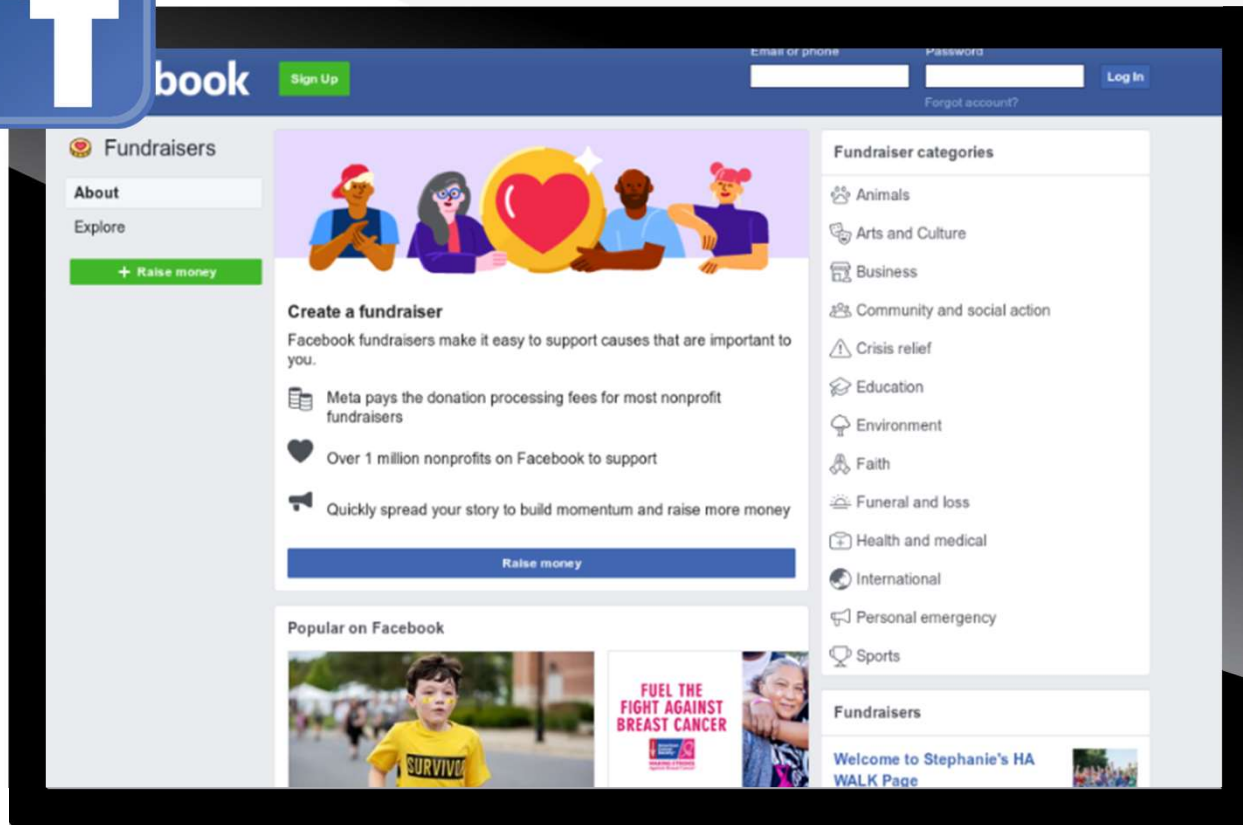
Facebook: Page title of "Fundraisers"

AccessibilityOz
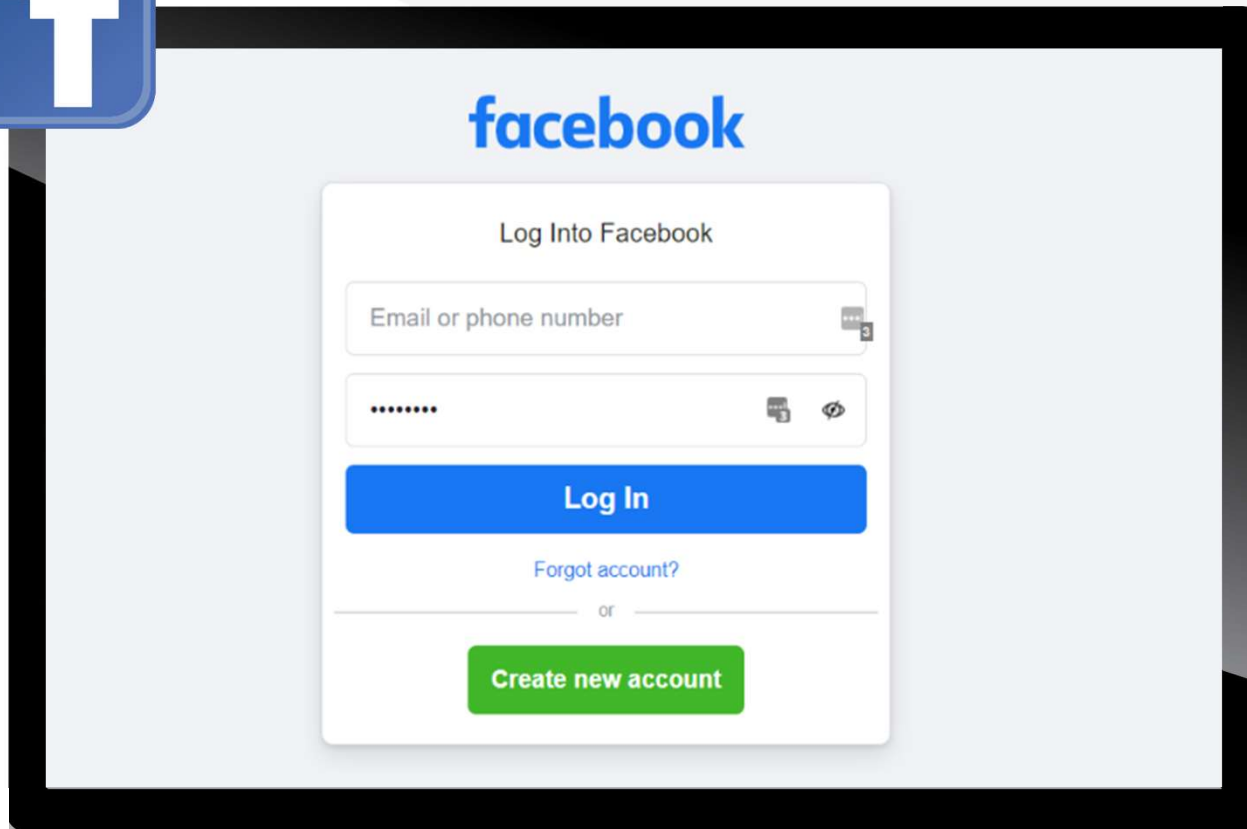
Facebook: No headings on this page

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Facebook coding errors

- Single digit accesskeys used
- JavaScript event handlers used instead of semantic links
- Deprecated features used
- FIELDSET and LABEL used outside of a FORM element
- Empty links

AccessibilityOz
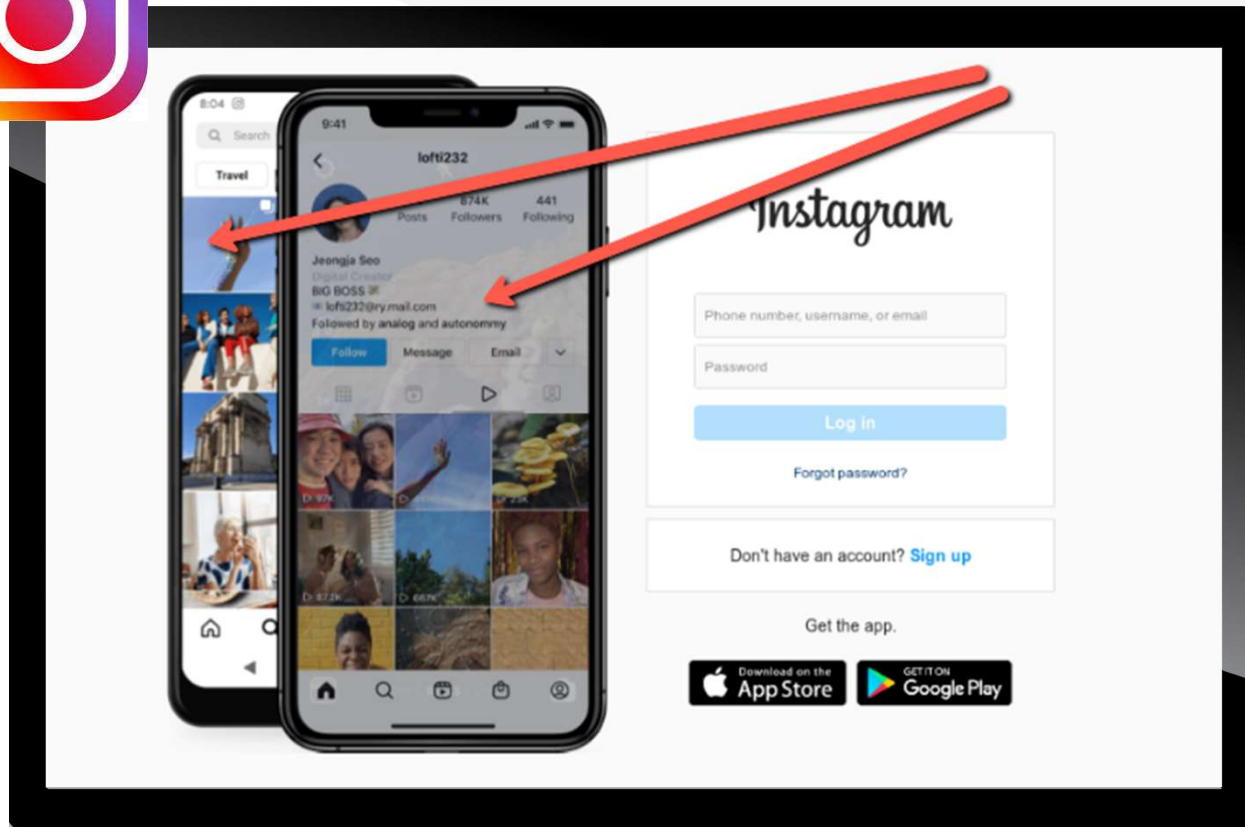
Instagram

Instagram: empty ALT attributes

AccessibilityOz
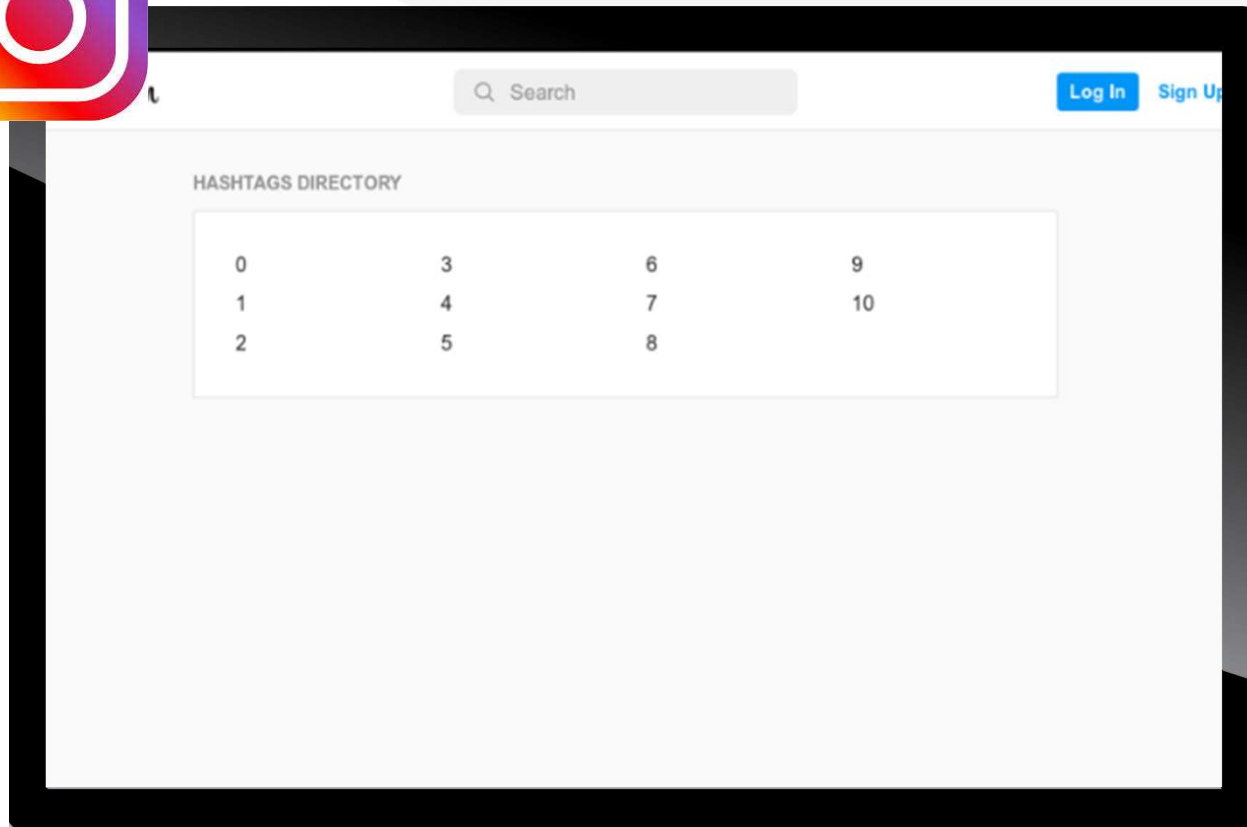
Instagram: What? (and very unclear text links)

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Instagram: Fields not coded with LABEL FOR and ID

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Instagram: Non-descriptive text links

AccessibilityOz
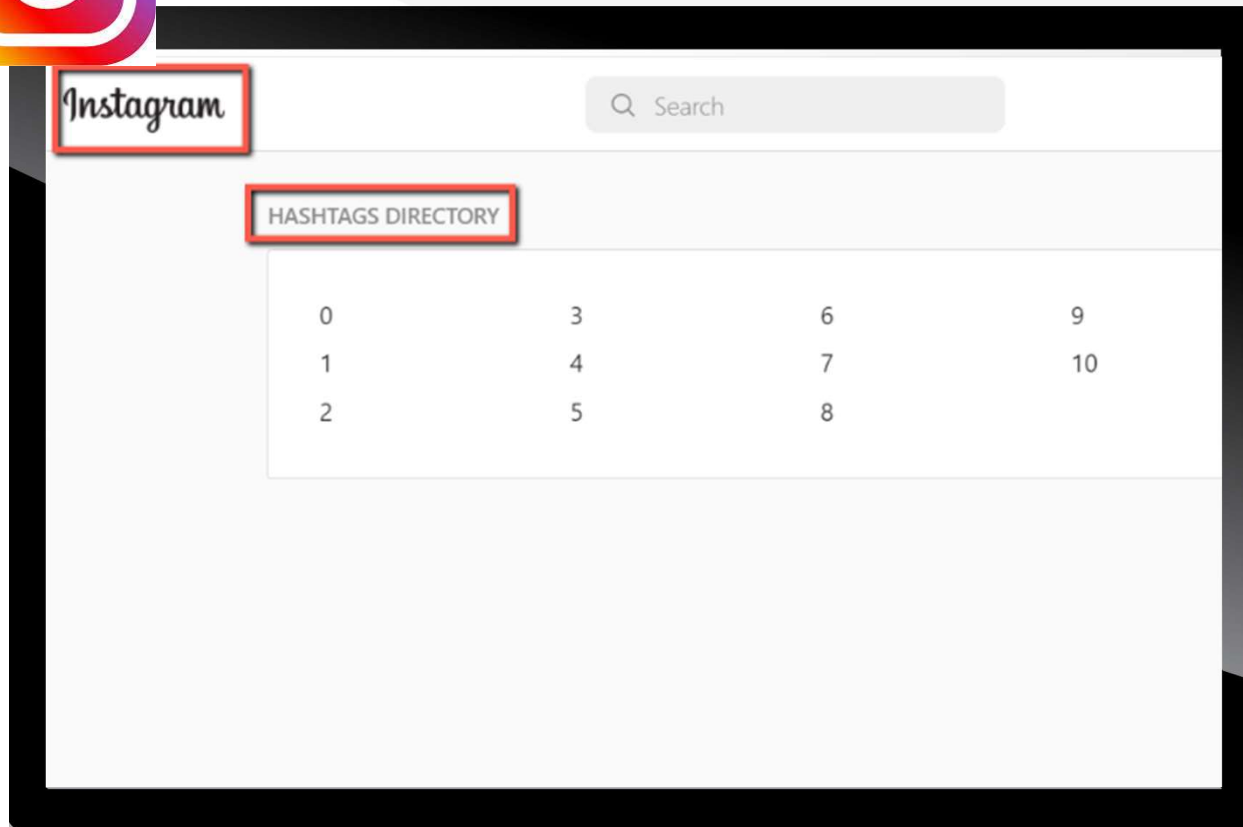
Instagram: No coded headings on this page

AccessibilityOz
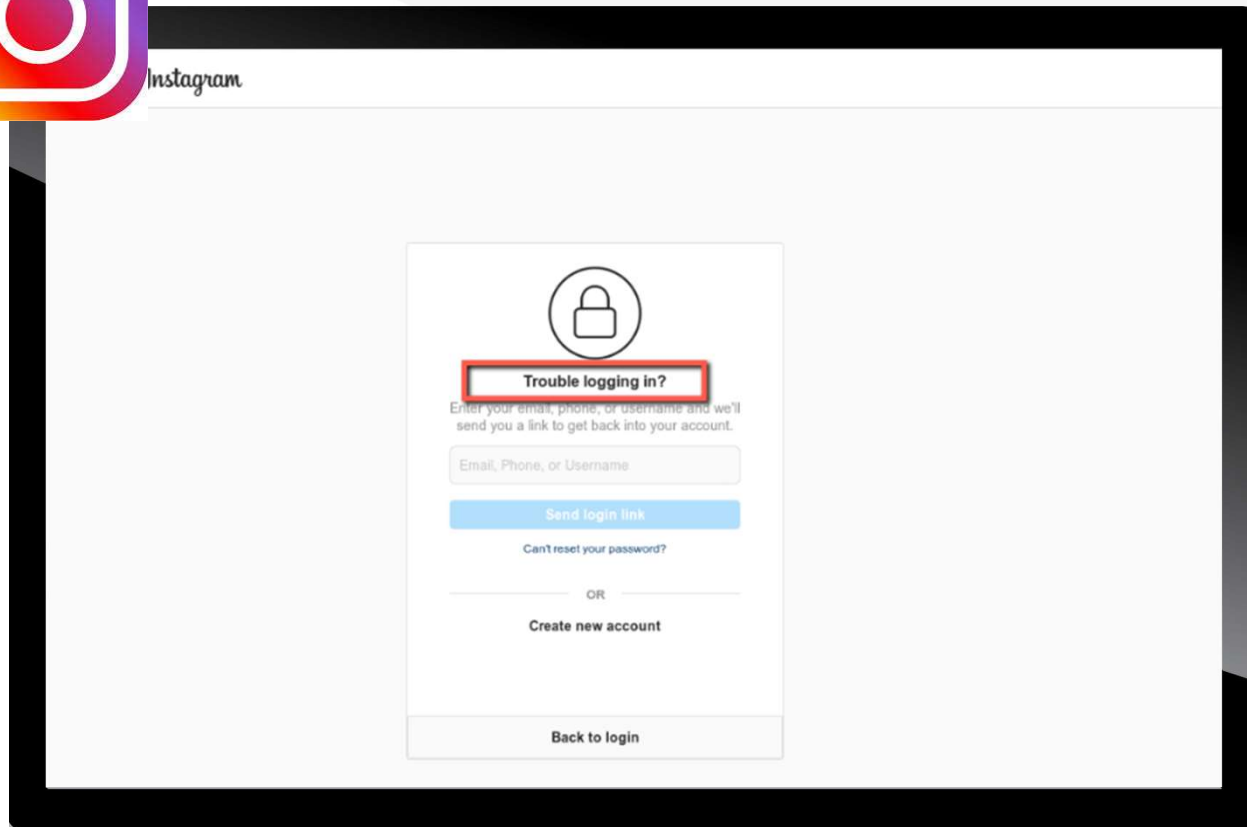
Instagram: Heading is an H3

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LinkedIn

LinkedIn: Place-holding characters

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LinkedIn: Magical place-holding characters!

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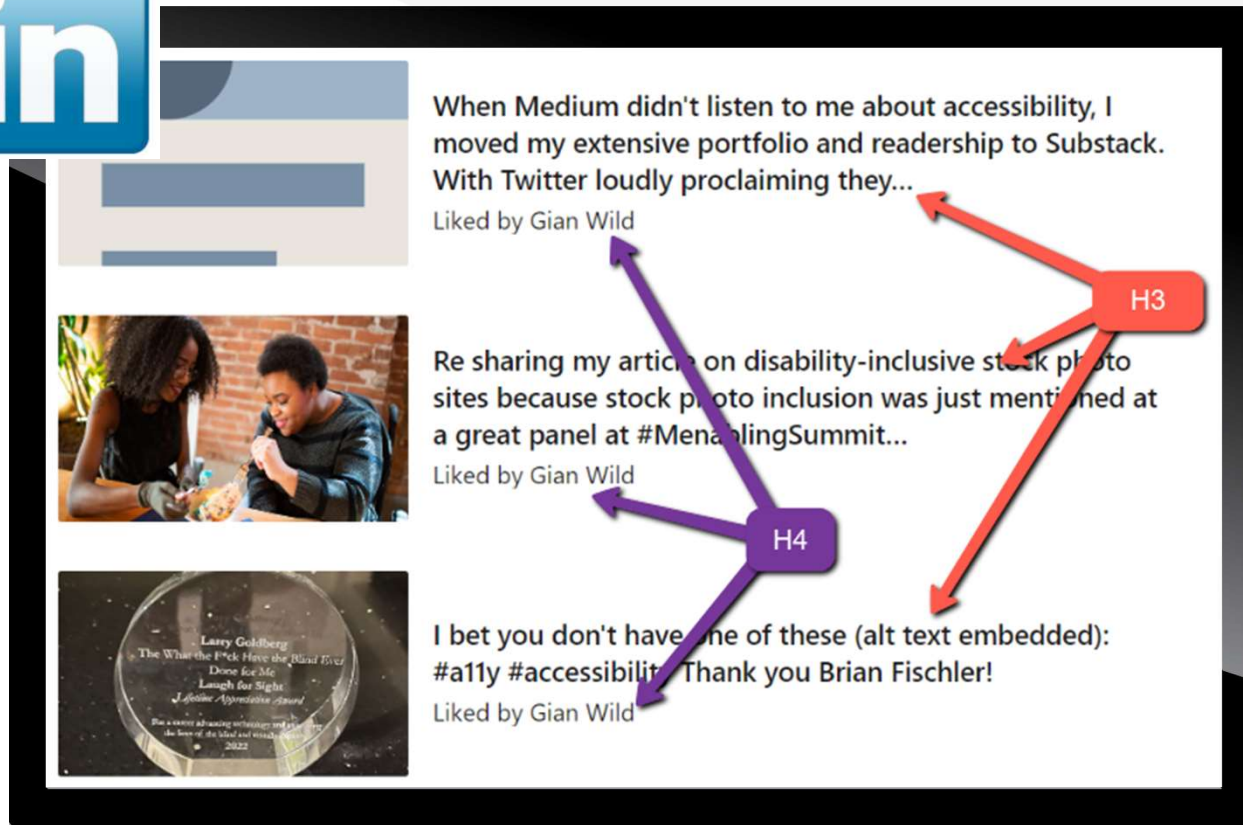
LinkedIn: Overuse of headings

AccessibilityOz
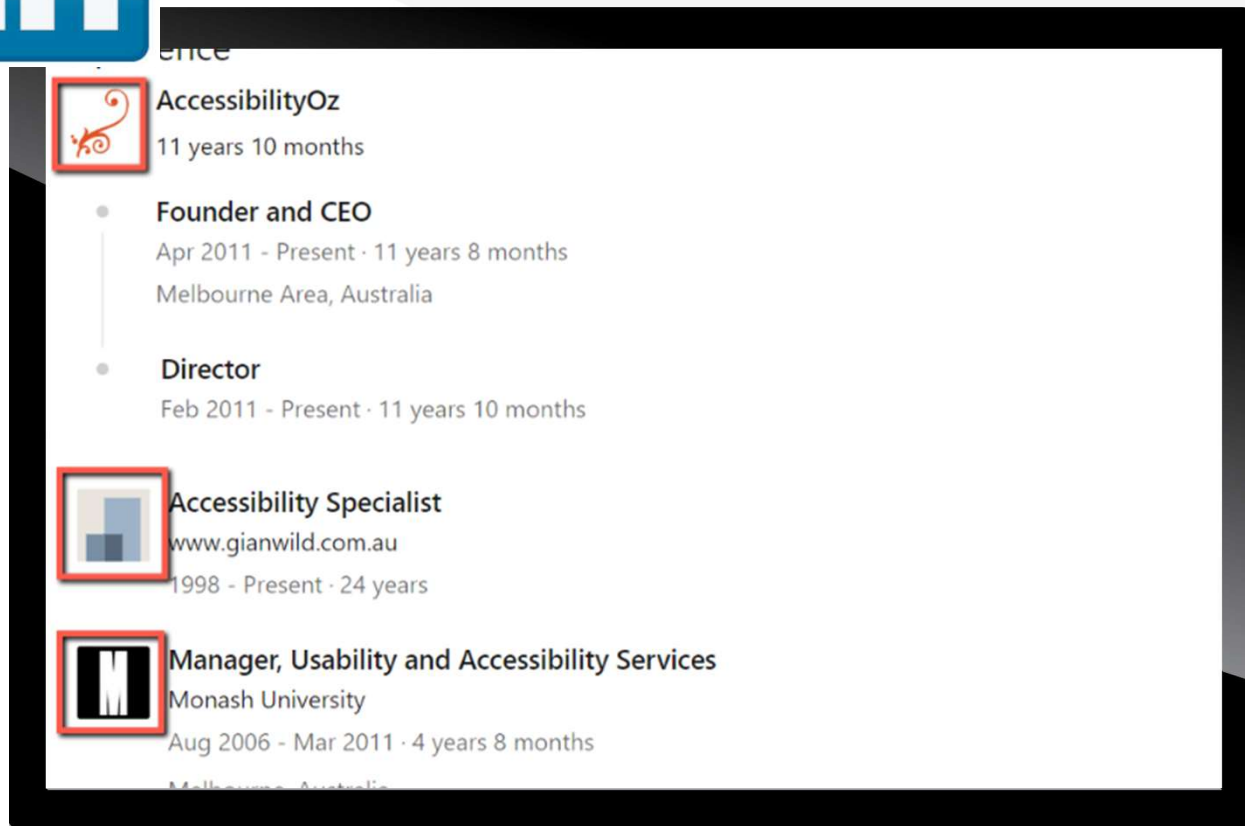
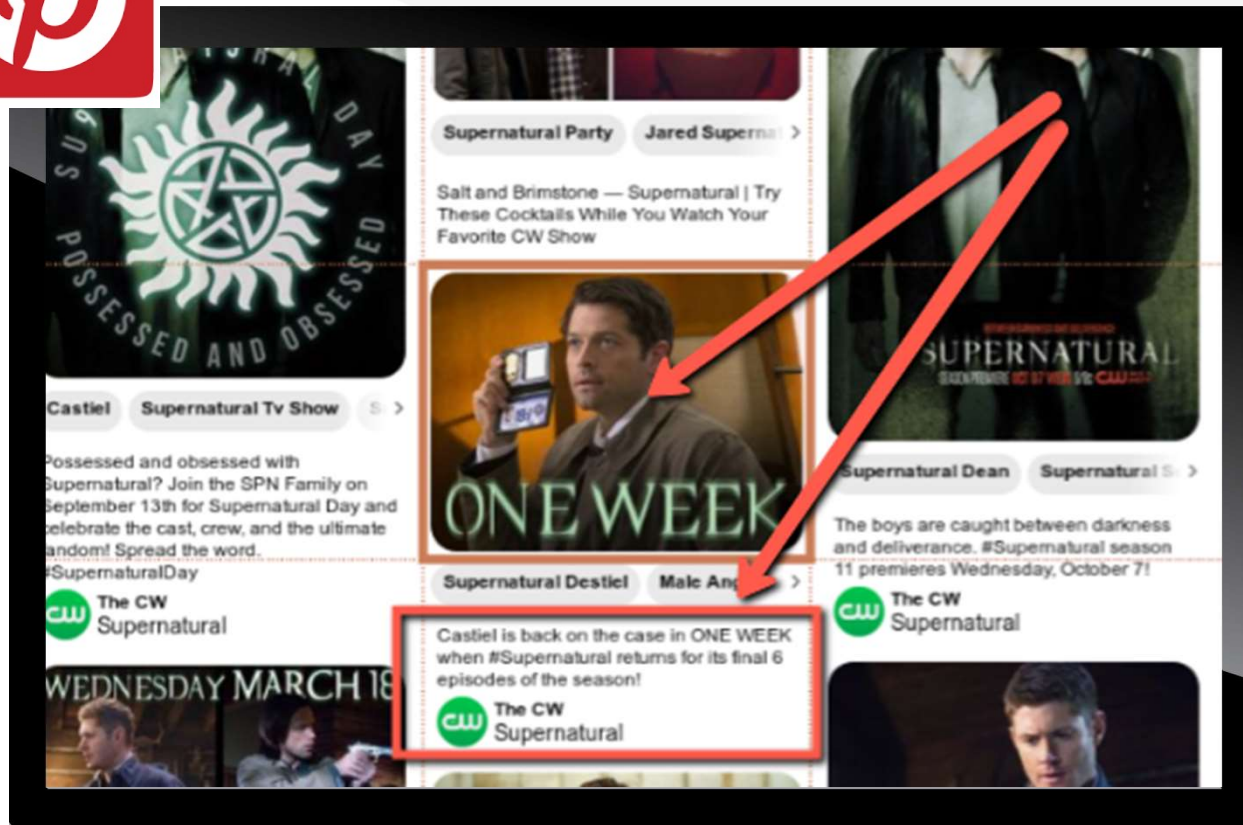**LinkedIn: ALT attribute of "name Graphic"**

AccessibilityOz

LinkedIn coding errors
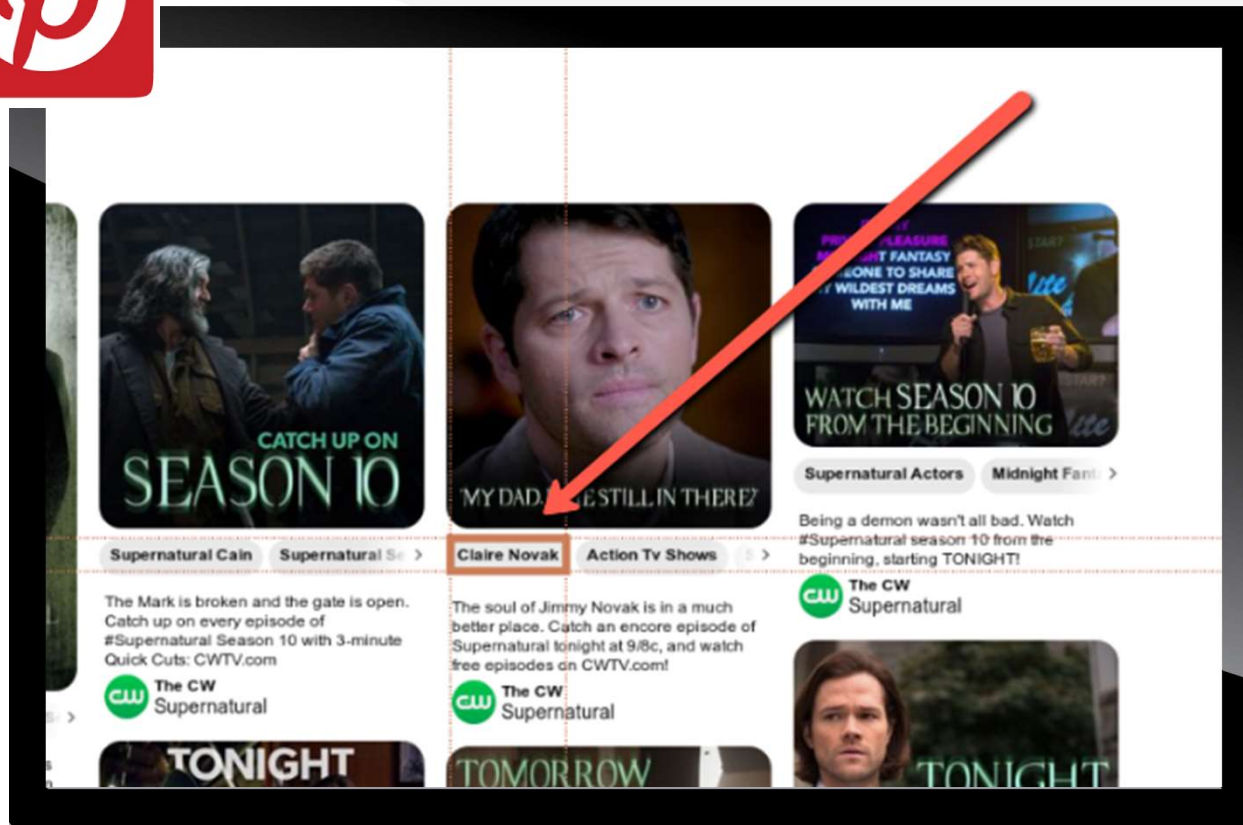
- Missing DOCTYPE
- Missing TYPE on SCRIPT
- LABEL not within a FORM element
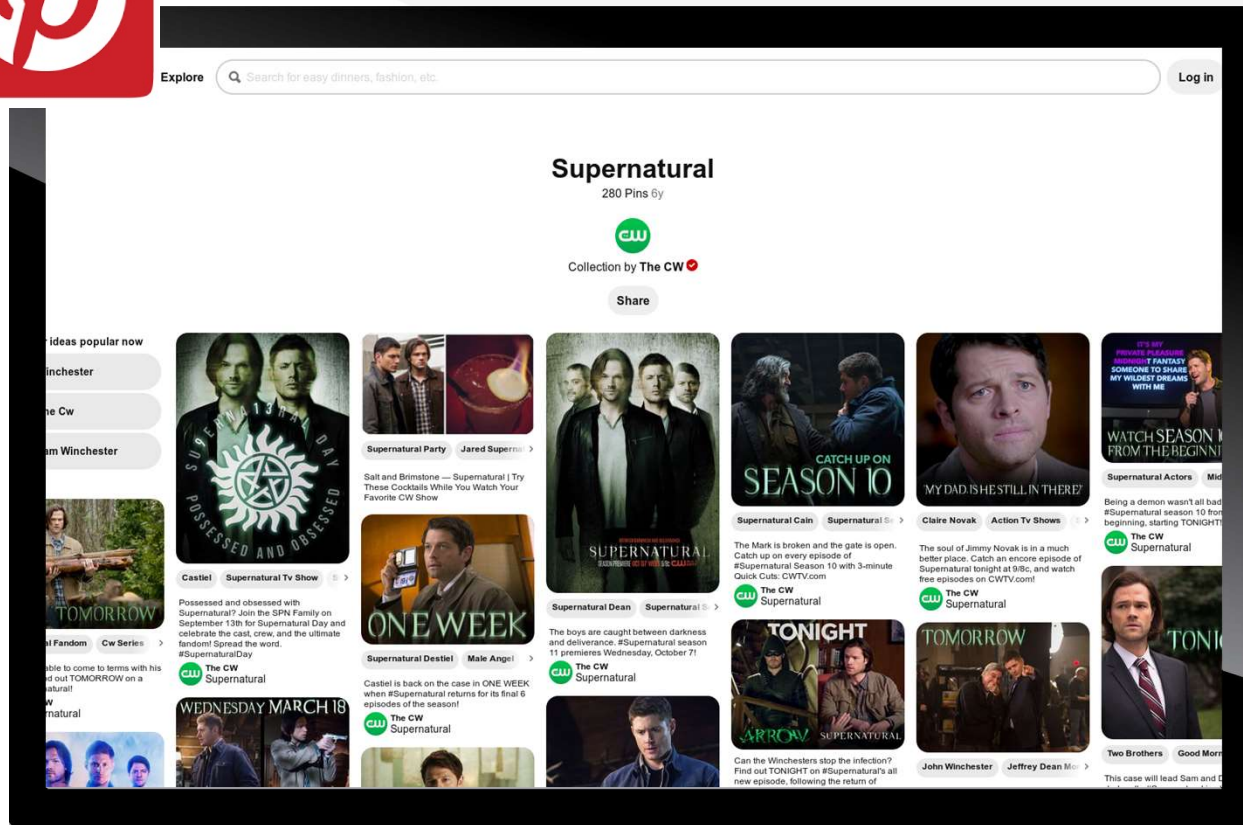- English not coded as default language
- Empty links

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Pinterest

Pinterest: ALT attribute is a repeat of the caption

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Pinterest: Link not indicated to screen reader as a tag

AccessibilityOz

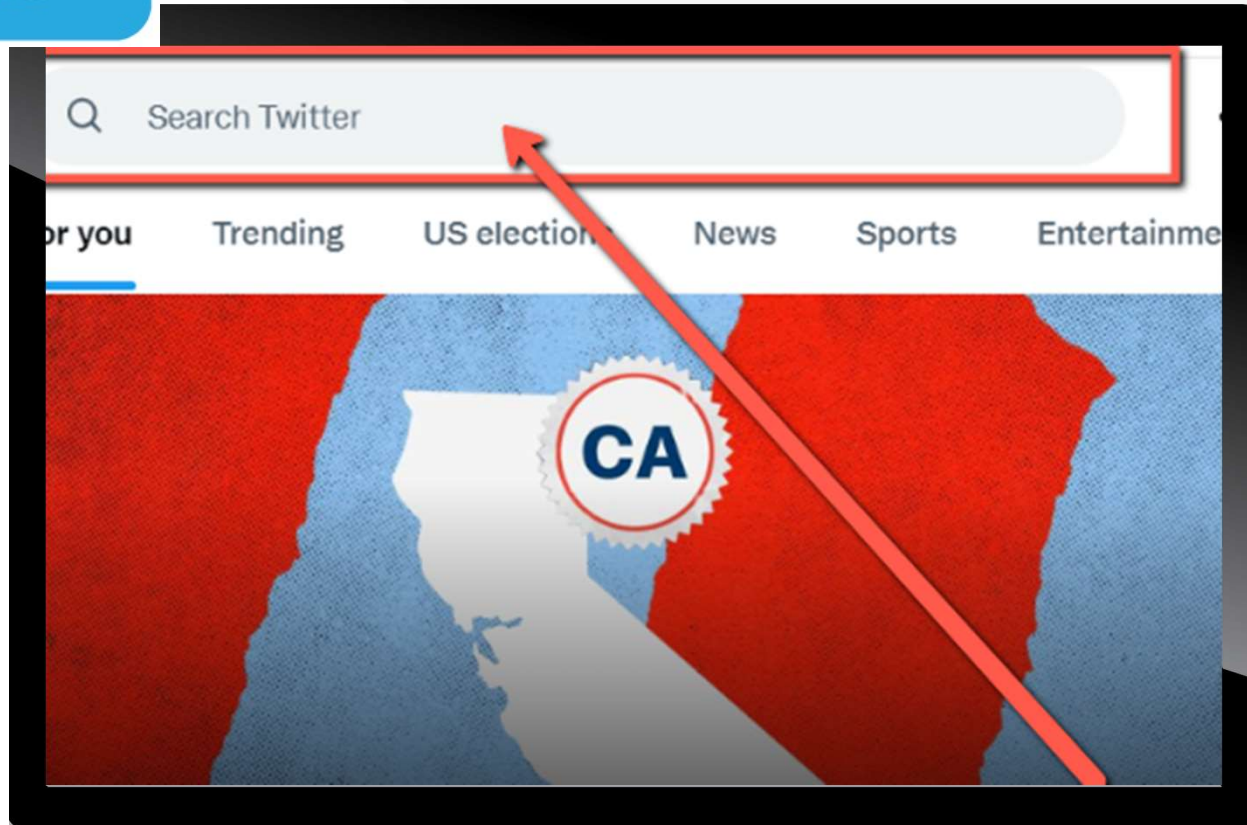270 Supernatural ideas | supernatural, cast

MISSING FIRST H1
H2 Pinterest
H1 Supernatural
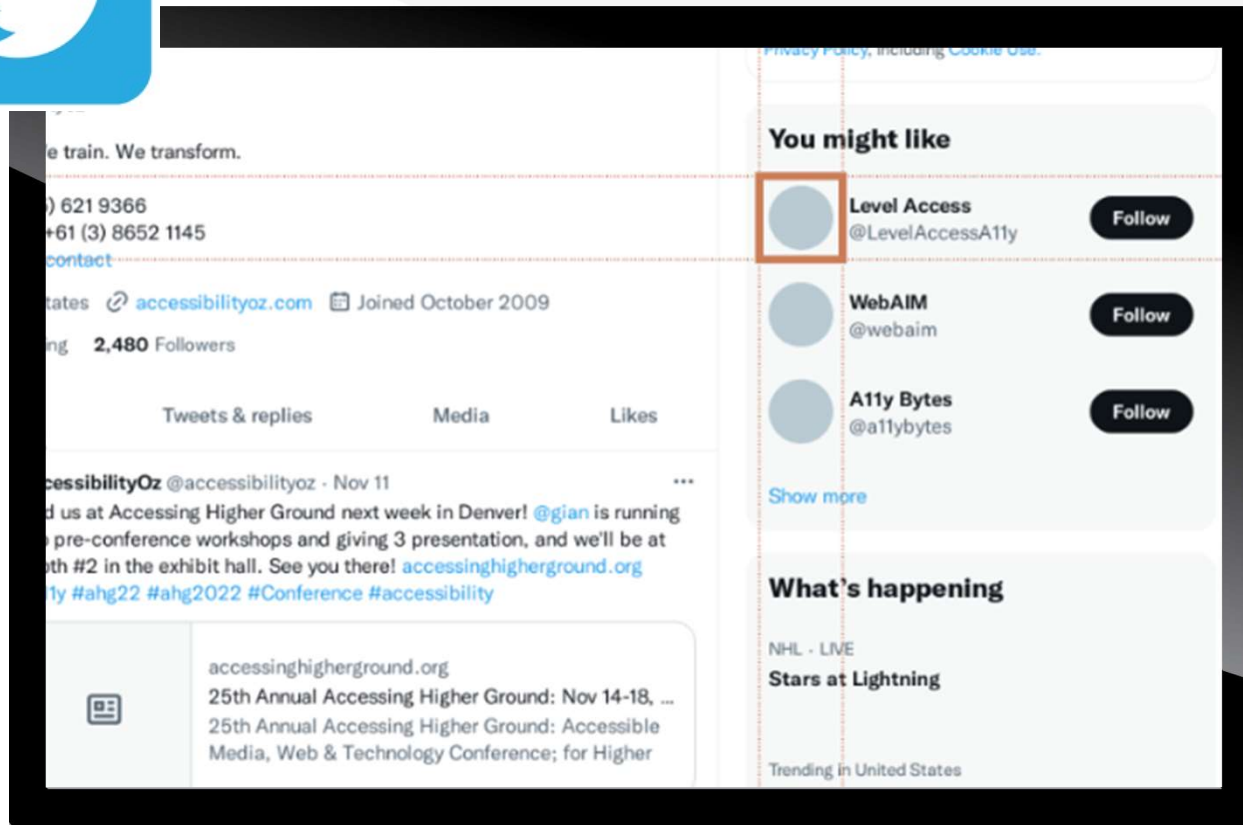H2 You are signed out

Pinterest: Incorrect headings

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Twitter

Twitter: Place-holding characters

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Twitter: Can't add ALT attributes to header images

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Twitter: Empty links

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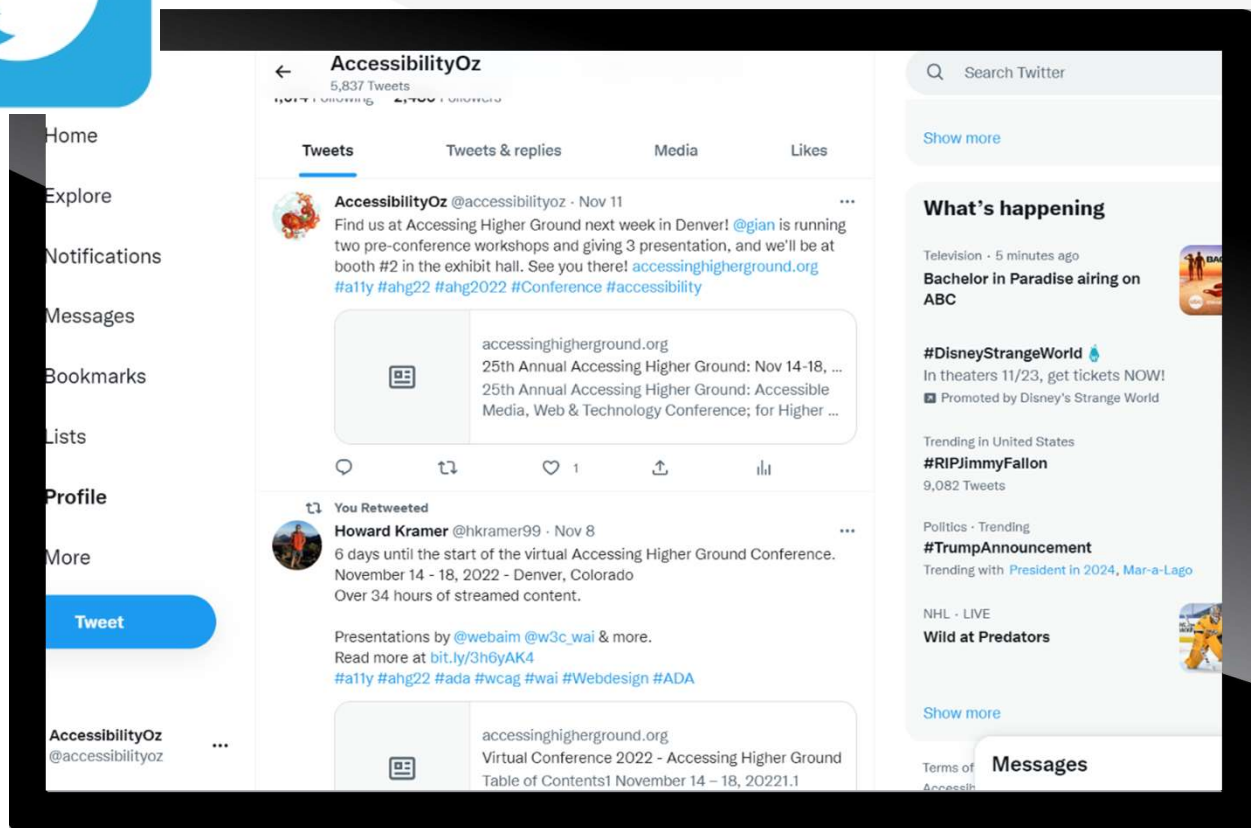
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Twitter: Lack of headings

AccessibilityOz

YouTube

YouTube empty headings

```
<h3 class="style-scope ytd-video-preview"><ytd-
badge-supported-renderer class="style-scope ytd-
video-preview" collection-truncate="" disable-
upgrade="" hidden=""></ytd-badge-supported-
renderer> <a class="yt-simple-endpoint focus-on-
expand style-scope ytd-video-preview" id="video-title-
link" title=""> <yt-formatted-string class="style-scope
ytd-video-preview" id="video-title" is-empty=""></yt-
formatted-string> </a></h3>
```

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YouTube

- Not keyboard accessible
- STILL no support for audio descriptions
- Deprecated features used
- LABEL not within a FORM element
- Empty links

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Screen reader accessibility compliance

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Facebook

"Facebook is terrible to use with a screen reader... Facebook is basically useless for screen reader users on Windows..."

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Facebook

- Navigating by headings allows you to jump to only a few posts, then focus is automatically moved to the top or announces headings for different posts

- On Android was not able to check the status of reaction to somebody's story (after "Like" was pressed the status was not announced and all reactions were still available)

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Instagram

Instagram

- Not tested

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LinkedIn

"I know blind professionals who avoid using LinkedIn due to its complexity and how easy it is to make a mistake ..."

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LinkedIn

- Main difficulty is its complexity

- Messaging service is particularly inaccessible and it is very easy to send a message to the wrong person

- Headings are not used well in LinkedIn – heading text is a feed number – users must read the first line of the post to determine its contents

- No headings on notifications

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Pinterest

Pinterest

- Not tested

AccessibilityOz

Twitter

"Twitter is very unclear. I spend most of my time searching for a tweet I was notified about on my phone ..."

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Twitter

- Difficult to find a tweet that you are looking for
- Very difficult to play a video within a tweet on Windows
- Easier to play a video within a tweet on Android

AccessibilityOz

YouTube

YouTube

- STILL no support for audio descriptions
- Captions are not automatically read by the screen reader

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Part Two: Social media and accessibility

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www.accessibilityoz.com

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Steps to making social media accessible

1. Organization contact information is available on the social media Account or About page

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, and provide a link to your agency website that lists the appropriate contact information

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Contact details

Each social media network offers different levels of detail.

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Contact details - Facebook

In Facebook, detailed information can be provided such as an address, map, type of organization, opening hours, busy times, phone number, other locations and other social media.

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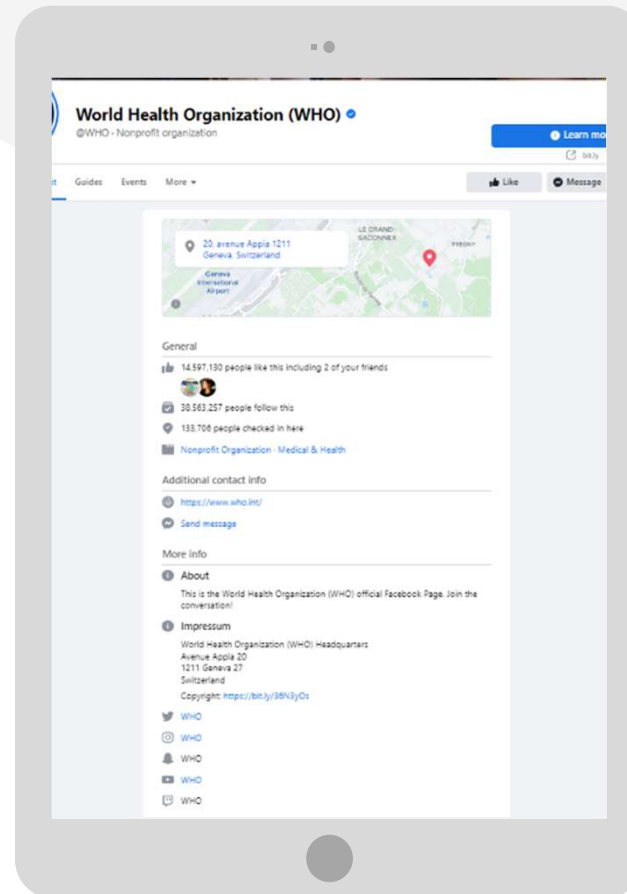
Contact details - Instagram

For example, in Instagram, a short description is provided with a location and URL.

AccessibilityOz
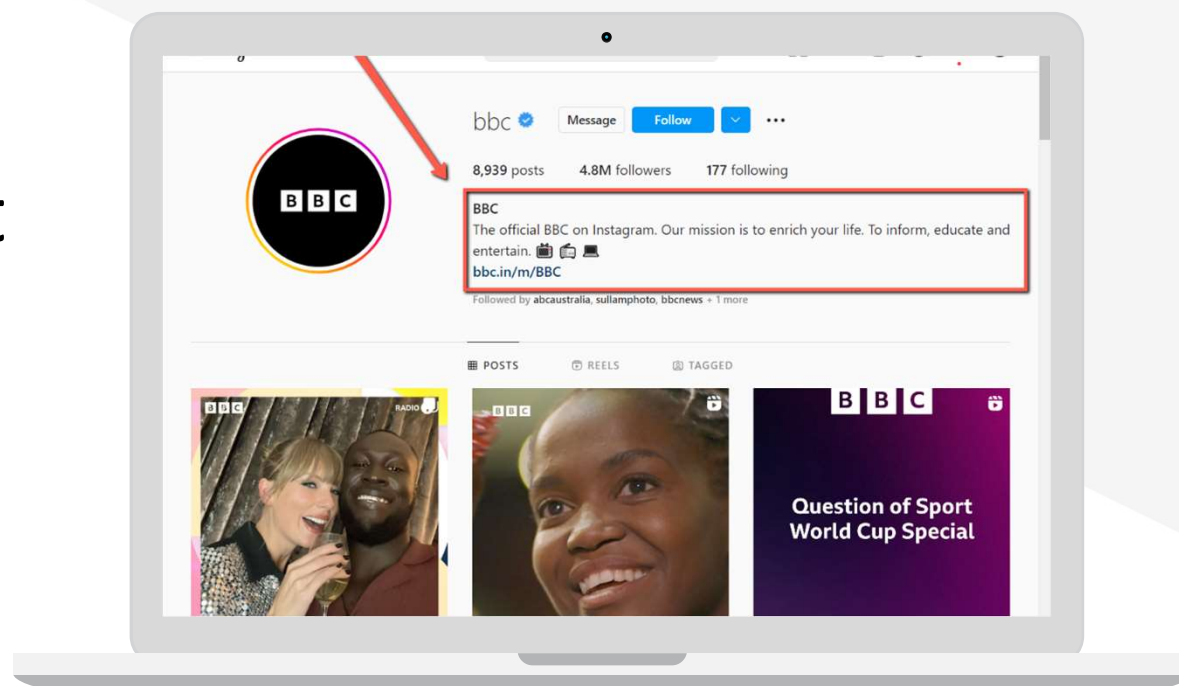
Contact details - LinkedIn

For example, in LinkedIn, detailed information can be provided such as an address, map and type of organization.

AccessibilityOz
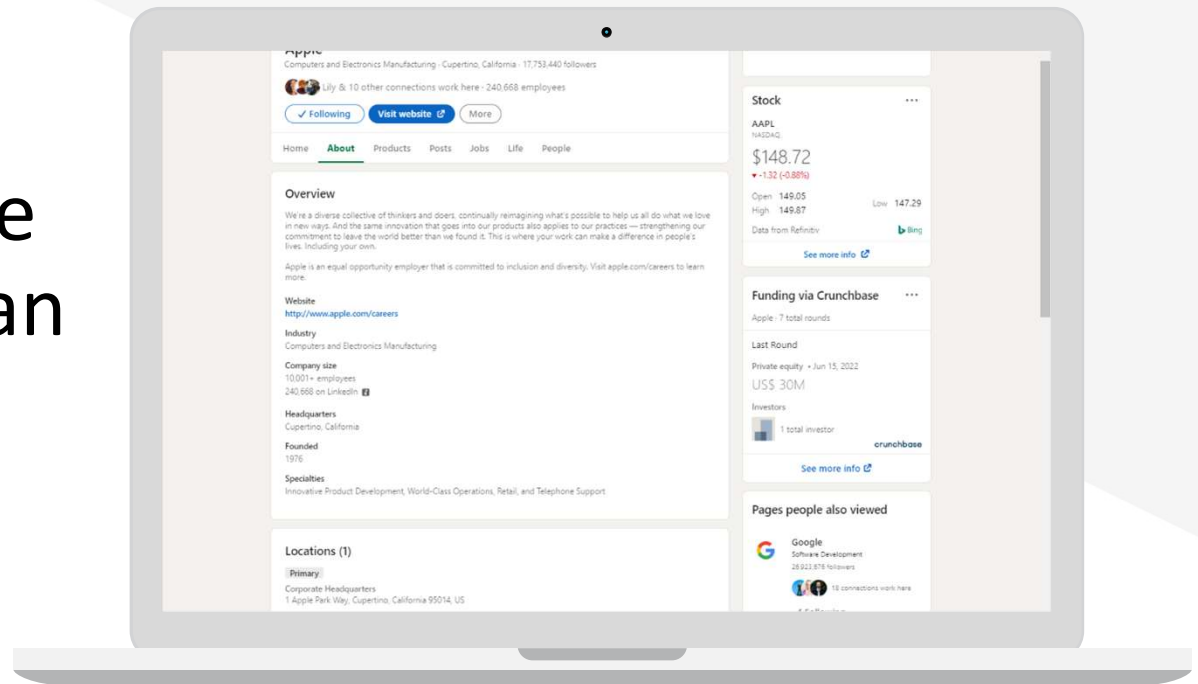
Contact details - Pinterest

For example, in Pinterest, a short description is provided with a URL.

AccessibilityOz
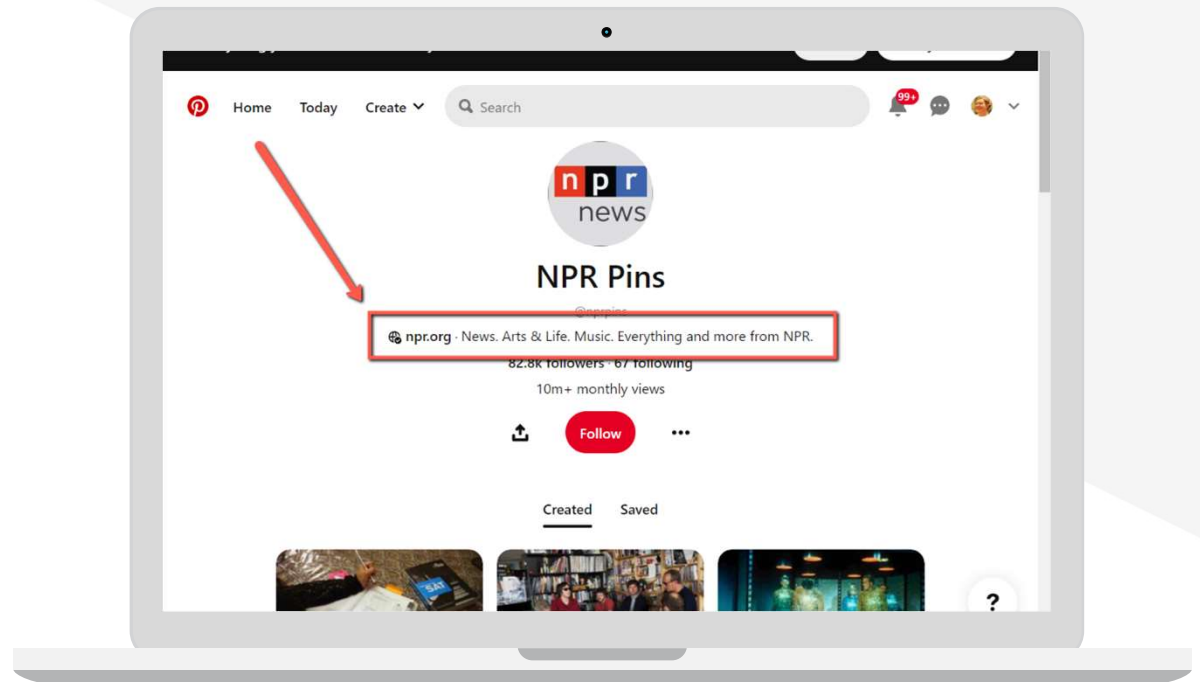
Contact details - Twitter

For example, in Twitter, a short description is provided with a location and URL.
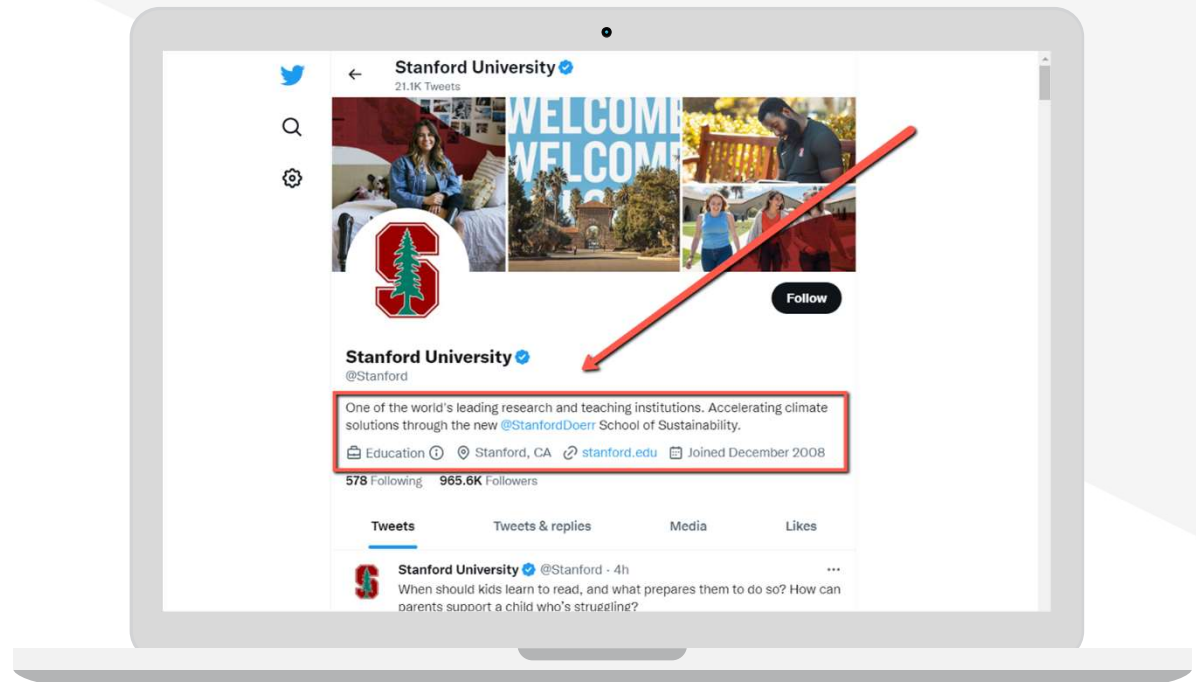
Contact details - YouTube

For example, in YouTube, detailed information can be provided such as description, location and links to other social media.

AccessibilityOz
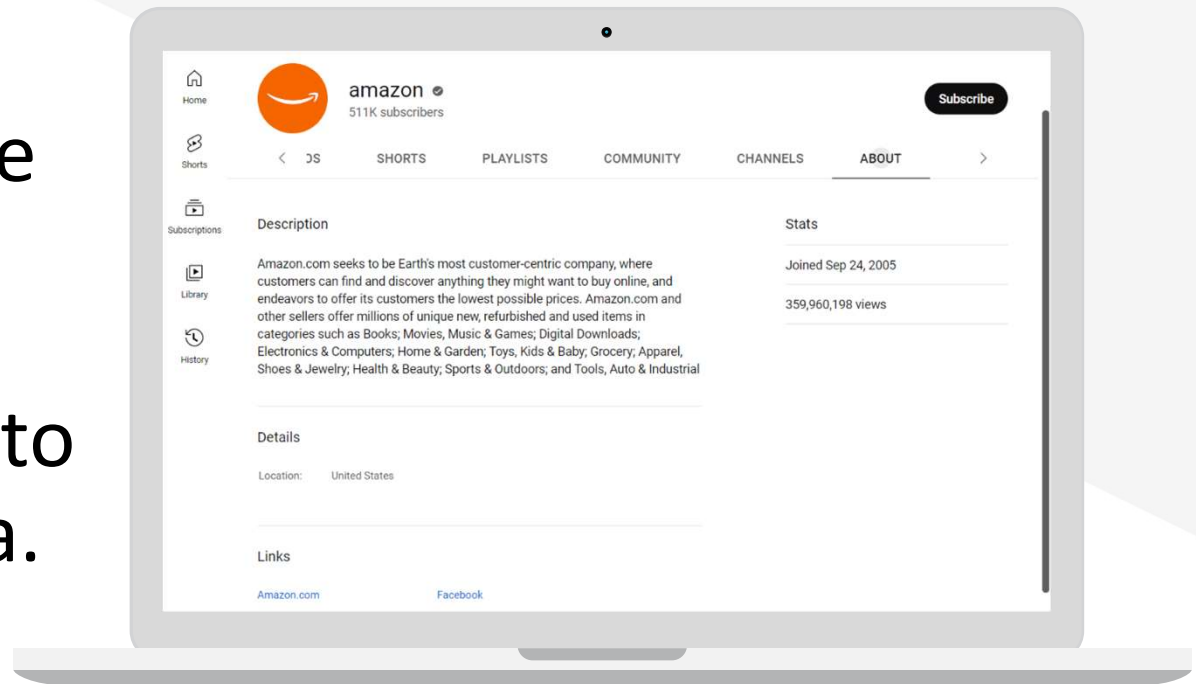
2. Content on social media is posted to multiple social media outlets

Use multiple social media networks

Not all social media networks are accessible to all people. Some groups will prefer one social media network over another; and some users will not be able to use a social media network at all. Therefore, it is important that the same content is posted to multiple social media networks to ensure all users can access the content.

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3. Alternative apps are provided for social media networks

Provide alternative apps

Provide links to alternative apps and websites that create an accessible interface for social media.

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Alternative apps – Facebook

- The mobile view of Facebook
- Metal for Android
- Facebook Lite (Android only)

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Alternative apps – Instagram

- [Instagram Lite](#) (Android only)

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Alternative apps - Twitter

- EasyChirp
- Twitterrific on Mac
- Twitterrific on iOS
- Metal for Android
- Plume for Android
- TwInbox (add-in for Microsoft Outlook)

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Alternative apps - YouTube

- [Accessibility for YouTube Android mobile app](#)
- [YouDescribe for desktop or iOS](#)
- OzPlayer
- Able Player

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4. Links to social media accessibility tips are provided on social media networks

Social media accessibility tips

Just as users may not be aware of the alternatives to social media networks, users often do not know about accessibility tips about a particular social media network. Sometimes these tips are buried in blogs and not easy to find.

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Social media accessibility tips

Facebook

- Facebook Accessibility Page

- Facebook Accessibility Tips

- Which screen reader should I use for Facebook?

Instagram

- How do I use a screen reader for Instagram?

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Social media accessibility tips

LinkedIn

- [LinkedIn Accessibility](#)

Twitter

- [Accessibility Tips on Twitter](#)

YouTube

- [Use YouTube with a screen reader](#)

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5. Accessible terminology and features have been used on social media networks

General accessibility features

- Use camel case, for example:#A11yTestingSymposium
- Avoid abbreviations
- Limit hashtags and add them only to the end
- Avoid misspellings
- Use good color contrast in images
- Add ALT text to images
- Add captions to video

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6. Social media feed is replicated on the site and/or provided through daily, weekly or monthly email digests

Repeat content

- Make your social media content available through your website
- Provide options for daily digests

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7. Social media icons are consistent on the site

Using social media accessibility features

Making Facebook as accessible as possible

AccessibilityOz

Android – Adding alternative text

- Not visually labelled

- Color contrast issues

- Touch target size issues

Android – Adding alternative text

- Color contrast issues

AccessibilityOz
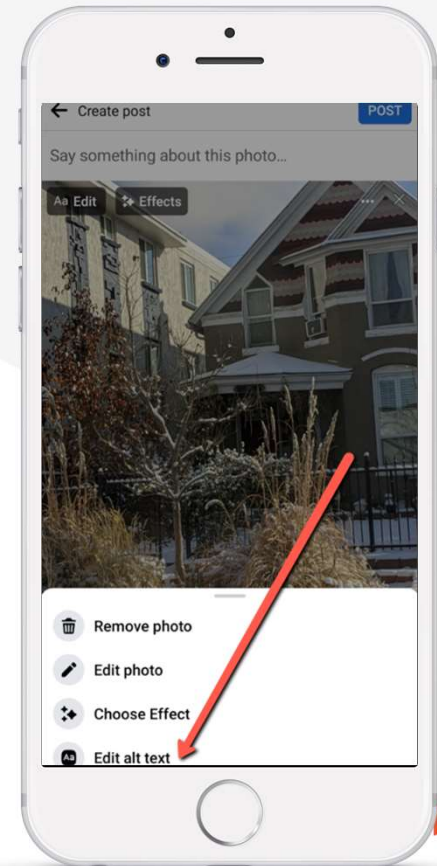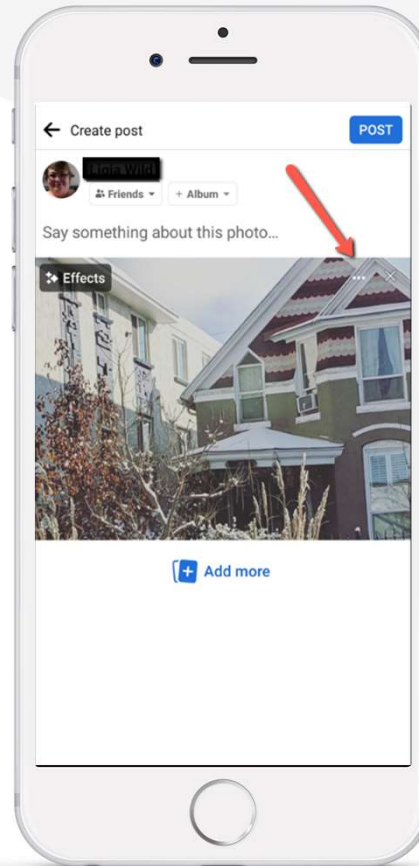
iOS – Adding alternative text

- Not available on first page

- Not visually labeled

- Touch target size issues
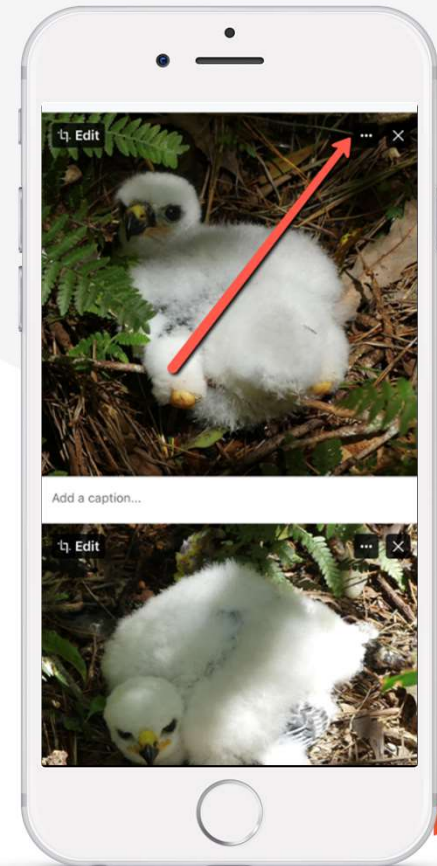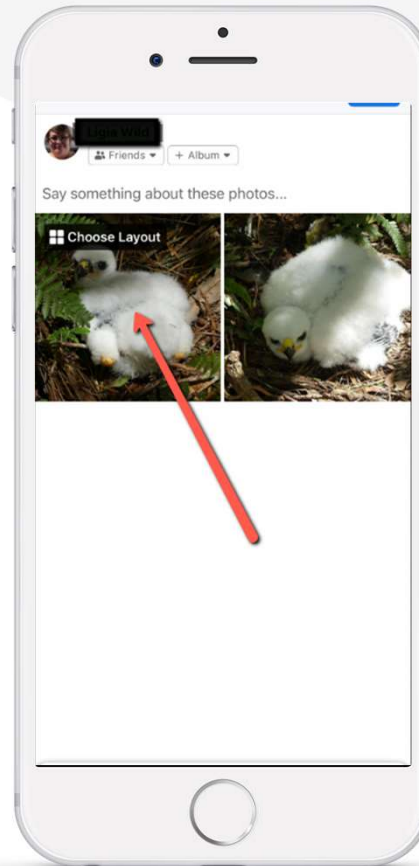
iOS – Adding alternative text

- Not visually labelled
- Color contrast issues
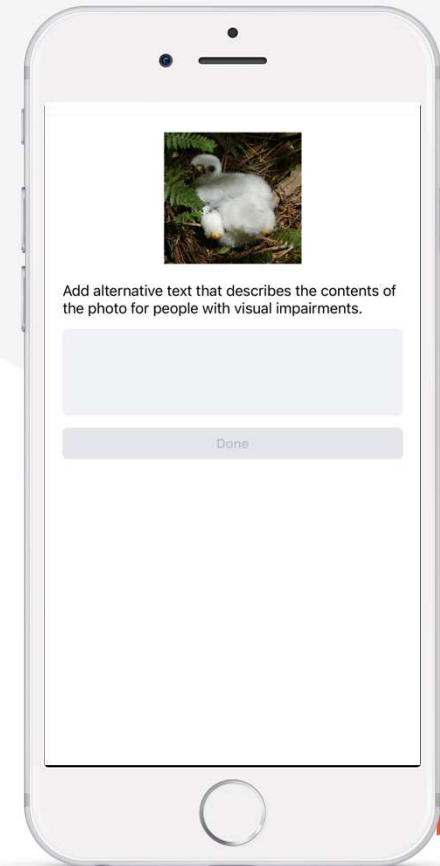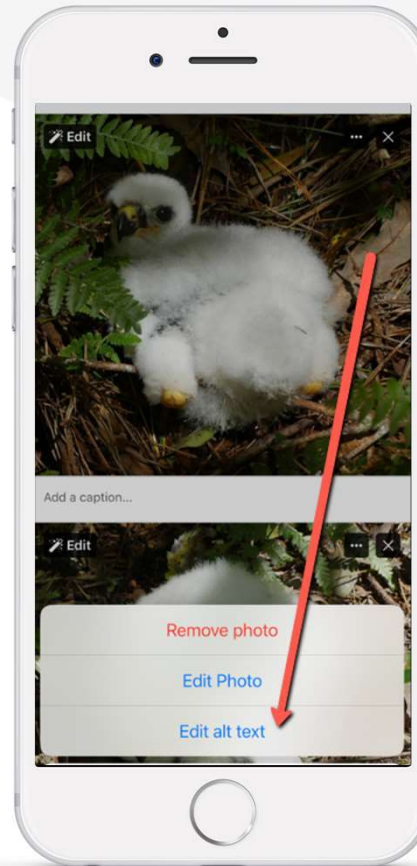
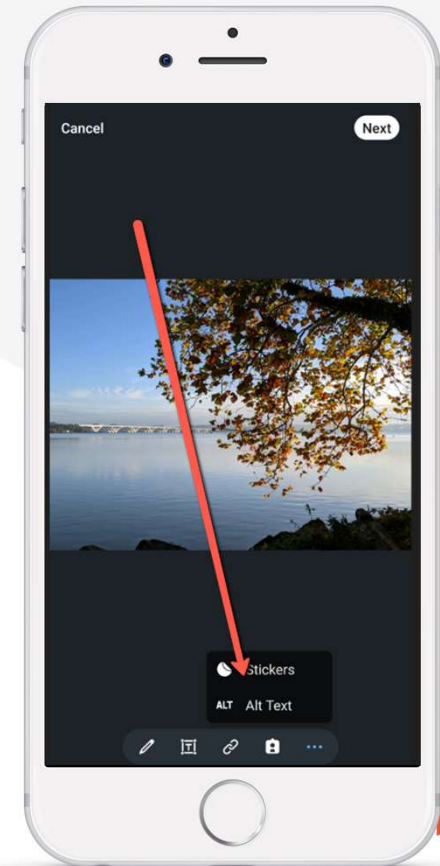# Let's try to turn off autoplay on Facebook

Making Instagram as accessible as possible

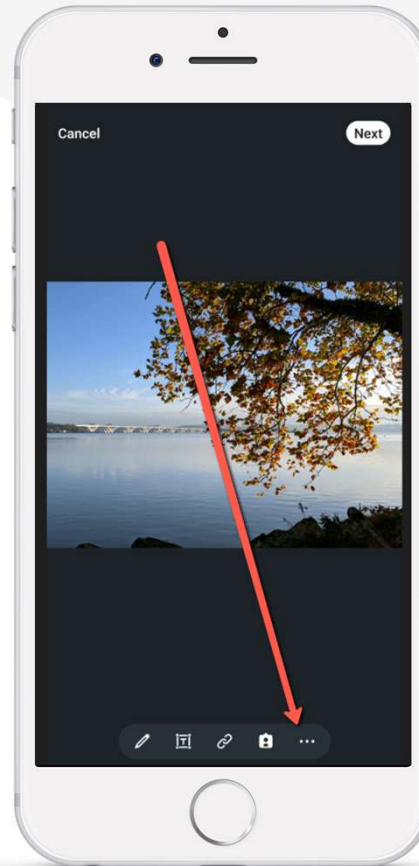@accessibilityoz | pz.tt/some22-ahg

AccessibilityOz

Android – Adding alternative text

- Not visually labelled

- Not visually like a link
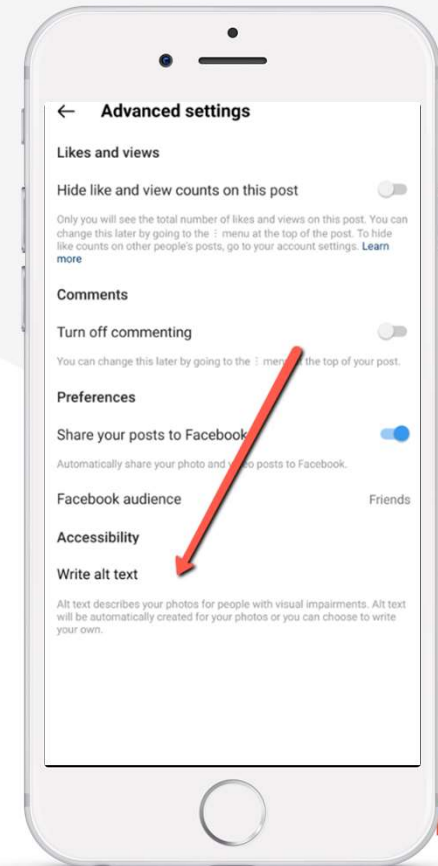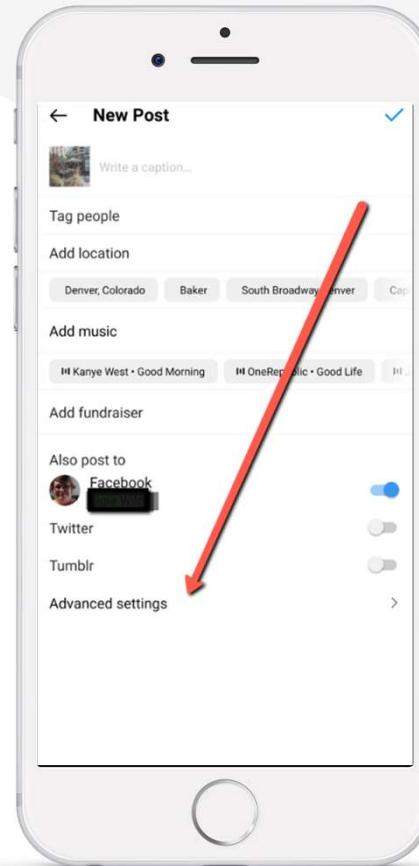
Android – Adding alternative text

- Color contrast issues

AccessibilityOz

iOS – Adding alternative text

- Not visually labelled
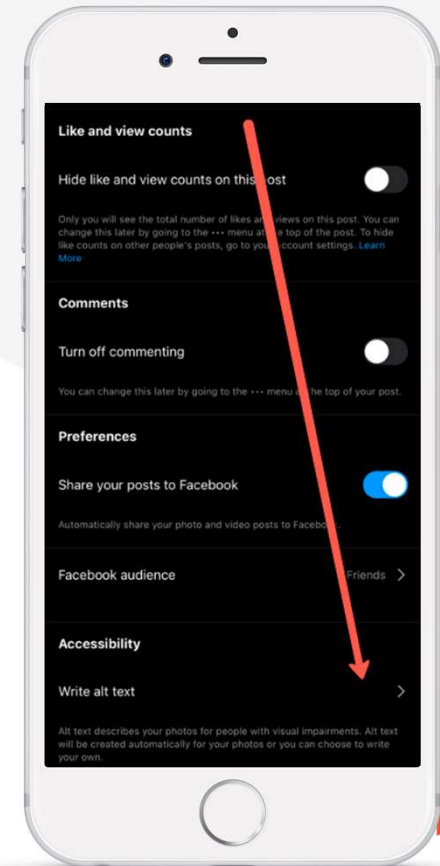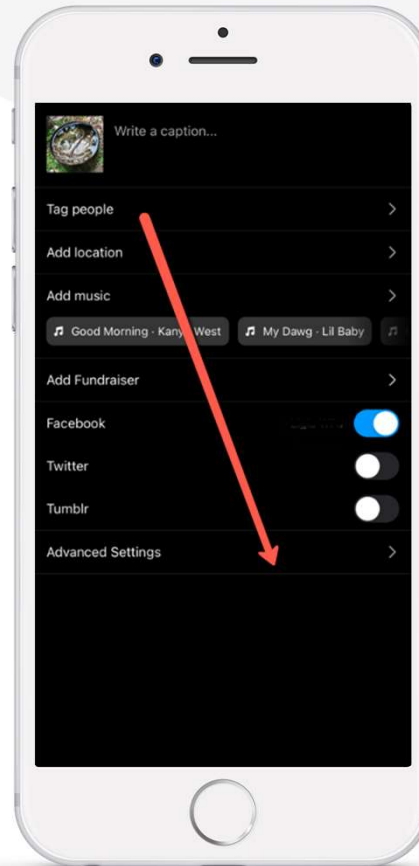
iOS – Adding alternative text

- Color contrast issues
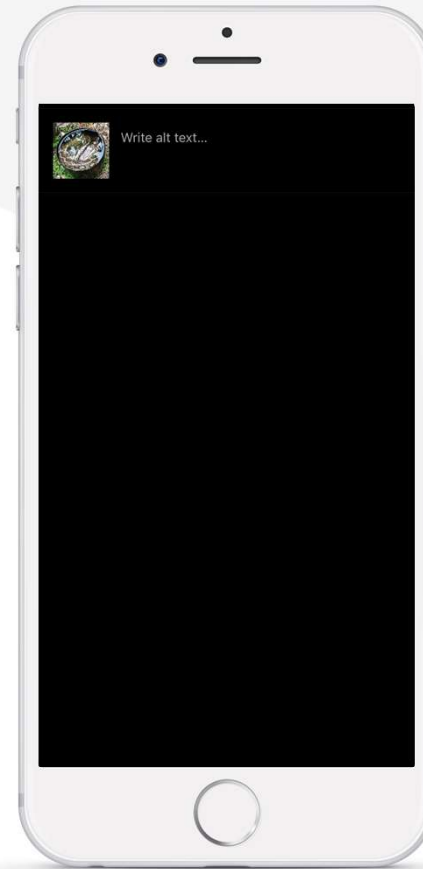
AccessibilityOz

Let's try to turn off autoplay on Instagram

Making LinkedIn as accessible as possible

AccessibilityOz

Android – Adding alternative text
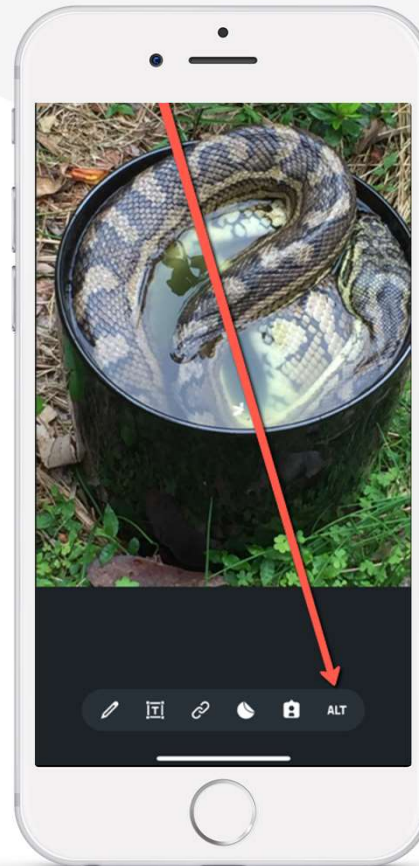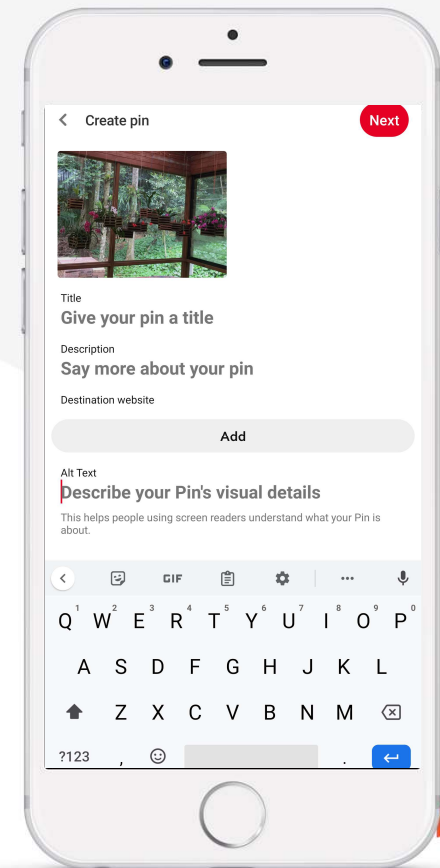
- Not visually labelled

Android – Adding alternative text

- Color contrast issues
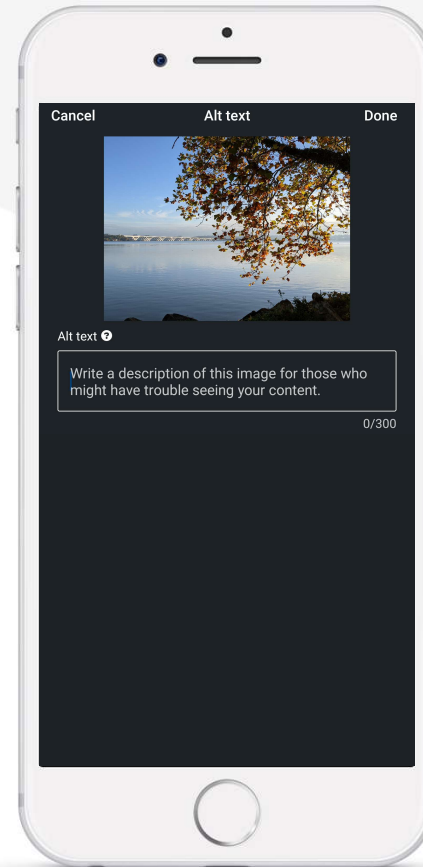
iOS – Adding alternative text

- Color contrast issues
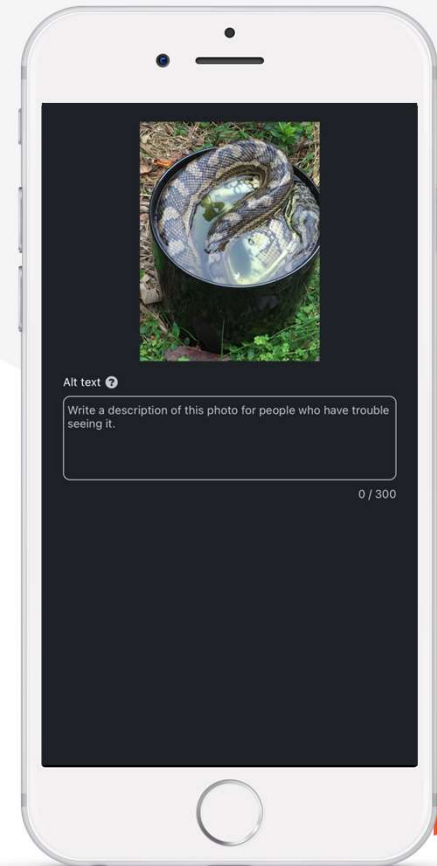
Let's try to turn off autoplay on LinkedIn

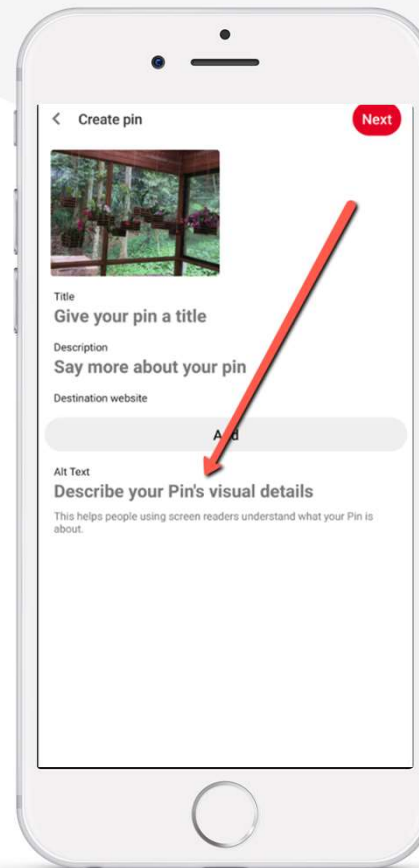# Making Pinterest as accessible as possible

AccessibilityOz

Android – Adding alternative text
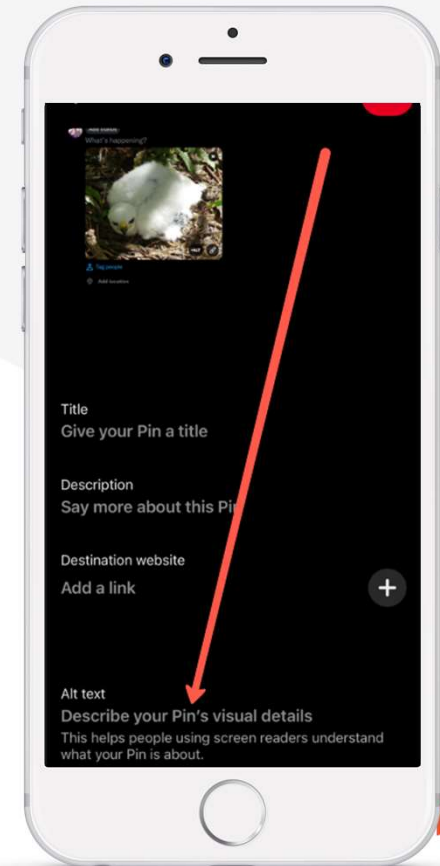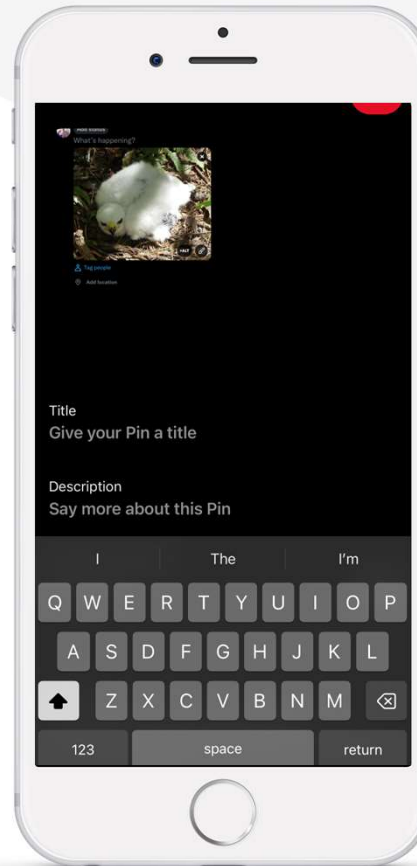
- Color contrast issues
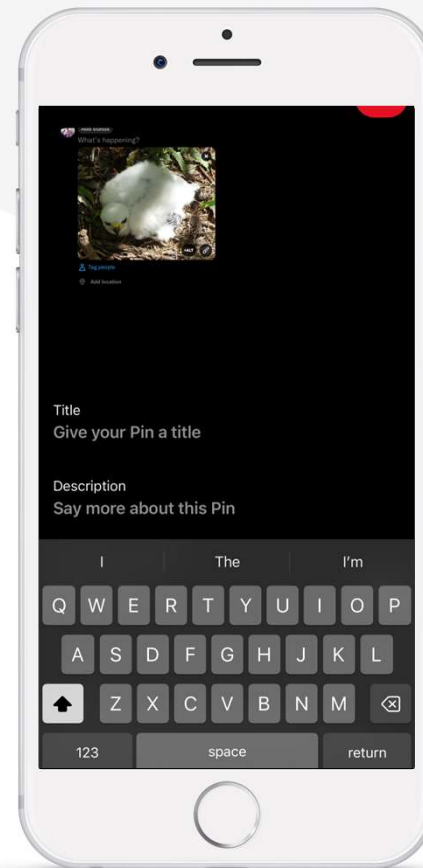
iOS – Adding alternative text

- Have to close keyboard to access ALT text section

![Pinterest logo]

iOS – Adding alternative text

- Selecting ALT text section opens the keyboard but does not scroll the content so the ALT text section is hidden

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Let's try to turn off autoplay on Pinterest

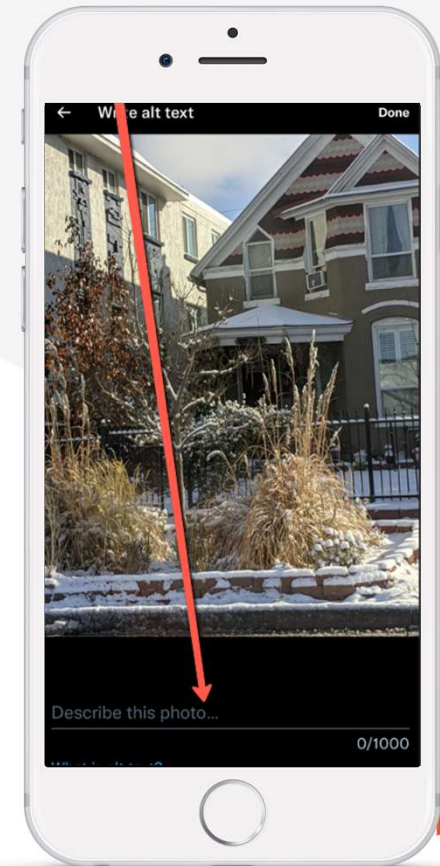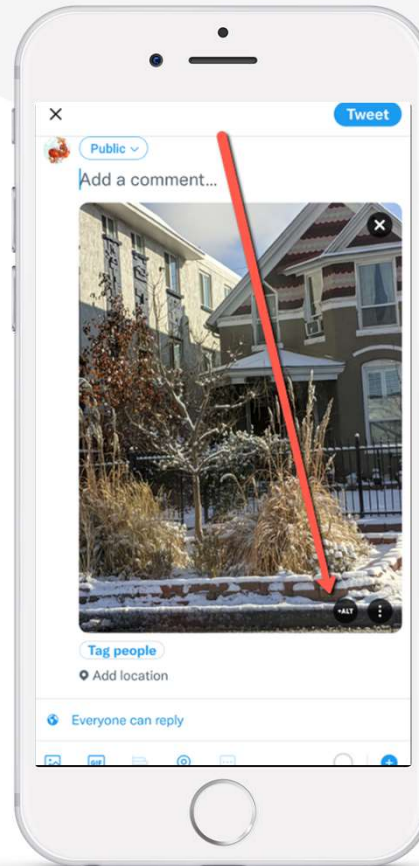# Making Twitter as accessible as possible

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Android – Adding alternative text

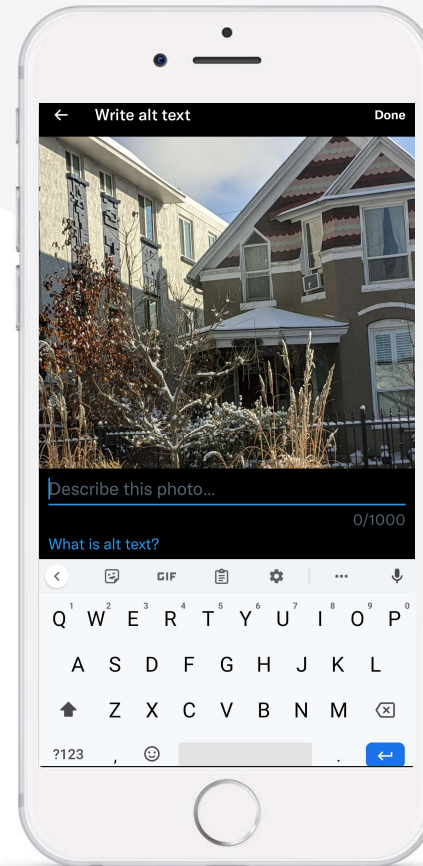- Inconsistent honoring of invert colors
- Color contrast issues

Android – Adding alternative text

- Color contrast issues

AccessibilityOz
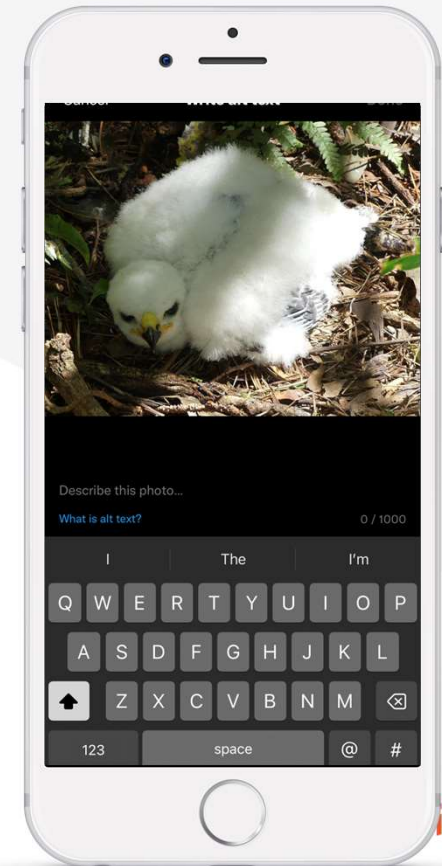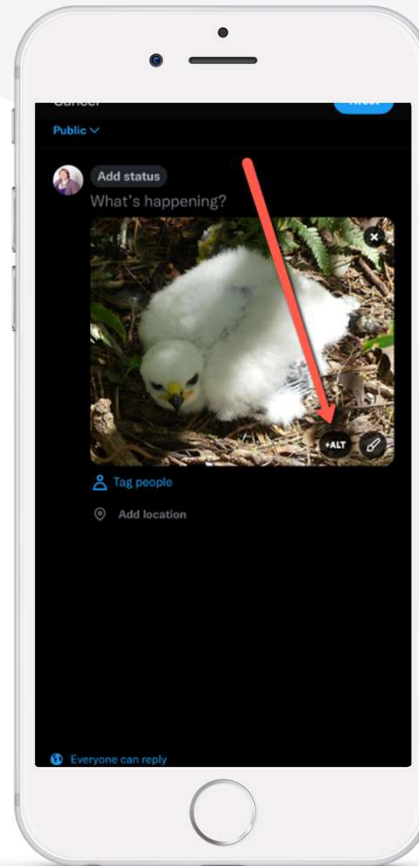
iOS – Adding alternative text

- Keyboard opens automatically
- Color contrast issues

Let's try to turn off autoplay on Twitter

Making YouTube as accessible as possible

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Let's try to turn off autoplay on YouTube

Resources

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Social media accessibility articles

- [Overview of social media accessibility](#) (2019)

- [Social media screen reader accessibility compliance testing](#) (2019)

- [Social media and alternative text features by a blind person](#) (2019)

- [Social media accessibility features](#) (2019)

- [Social Media Accessibility: Turning Off Autoplay](#) (2019)

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In conclusion...

Seven steps to test the social media accessibility of a site

1. Organization contact information is available on the social media Account or About page

2. Content on social media is posted to multiple social media outlets

3. Alternative apps are provided for social media networks

4. Links to social media accessibility tips are provided on social media networks

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Seven steps to test the social media accessibility of a site

5. Accessible terminology and features have been used on social media networks

6. Social media feed is replicated on the site and/or provided through daily, weekly or monthly email digests

7. Social media icons are consistent on the site

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Thank you for coming today

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I'm speaking each day at AHG

Tomorrow: Updates to the mobile methodology

Friday: How to create accessible video

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Virtual mobile workshop: 8th December.

Check out the AccessibilityOz blog

Questions?

**Australia
USA
Europe**

**inquiries@
accessibilityoz.com**

**415-621-
9366**

@accessibilityoz

in

**www.linkedin.com
/company/
accessibilityoz**

pz.tt/some19-ahg

www.accessibilityoz.com

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