# Social Media for KT, Accessibility, and Inclusive Design: A Conversation With Sina Bahram

## Presenter:
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July 20, 2021

# What are some key terms and definitions related to our discussion today?

# Key Terms and Definitions

- Accessibility—what we as a community have or do that allows persons with disabilities to access a product, service, or piece of social media, especially those that rely on assistive technology like screen readers or captions for comprehension.

- Disability—difference in ability. Medical model views the individual as disabled versus the social model that views the environment as disabling.

- Othering—intentional or inadvertent action that excludes an individual or group of people.

- Inclusive design—designing content, services, and applications that from their inception take into consideration the entire range of human differences. It is a design methodology that is also iterative. It assumes there will be changes over time, as captured by the concept "failing forward."

# Can you talk about accessibility tips for common social media platforms?

# Accessibility Tips for Common Social Media Platforms

- No-cost: Follow "netiquette." Build accessibility in by using inclusive design as you build your social media content.

- No-cost: Place social media handles and hashtags at the end of posts.
  This positioning helps text-to-speech technologies read the post appropriately.

- No-cost: Add alternative text to images.

- Low cost: Add captions to videos. Captioning services can cost as little as $1 a minute.

- No cost: Post the transcript that the captioner provides.

- Low cost: Provide audio description for videos, as Netflix and Amazon Prime do.

# Let's talk some more about alternative text for images.

# Alternative Text for Images

- The length of visual description should be proportional to the importance of the image.

- Offer short and long descriptions for images.

- When describing bar charts or other similar graphic representations of data patterns, give enough detail to enable users to make their own interpretations of the data, rather than just describing an intended "takeaway" the presenter intends for the visual.

# How can we evaluate the accessibility of popular social media platforms?

# How to Evaluate the Accessibility of Social Media Platforms

- Refer to the platform's accessibility page and its Voluntary Product Accessibility Template (VPAT).

- Consider both the accessibility of the platform and making sure you're using it in an accessible way. It often relates more to the content you author than the platform itself.

- For web-based platforms, review the Web Content Accessibility Guidelines (WCAG). Many of these apply to content and other platforms too.

- Check: can you use the platform only with a keyboard? Does it rely only on color to communicate?

- Talk to people who use assistive technology to access the platform and find out what they think about it. Communicate with people who express concerns about your accessibility and provide them an email or phone number to give feedback in addition to the platform's channel.

# Do you have any tips for using collaboration platforms accessibly?

# Accessibility of Collaboration Platforms and Live Events

- Maintain a focus on hybrid collaboration models even after the pandemic is over.

- Offer more than automatic captioning; they are error-prone. Use a human captioner in real-time.

- Provide a transcript when the event is archived.

- Have presenters describe the images on their slides woven into their narration.

- All slides and images need to be made available to participants in an accessible form so that people can follow along using assistive technology, and give presenters lead time and resources to prepare for that.

- Include a question in your registration form asking if what types of accommodation participants might need.

# Additional Resources

For additional information and resources, please visit

- Mozaic – Observations, Thoughts, Reflections at https://www.m4c.space/

- American Federation for the Blind's Social Media Accessibility Guidelines

https://www.afb.org/about-afb/what-we-do/afb-consulting/afb-accessibility-resources/afbs-social-media-accessibility

# Thank you!

We invite you to

- Provide your input on today's webcast.

- Share your thoughts on future webcast topics.

- Contact us at ktdrr@air.org

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