Best Practices for More Accessible Social Media

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Instructional Designer, Social Media & Communications Strategist
My disability exists not because I use a wheelchair, but because the broader environment isn't accessible.

Stella Young, Disability Rights Activist
Social Media Accessibility

- Very Accessible: 12%
- Somewhat Accessible: 45%
- Somewhat Inaccessible: 16%
- Very Inaccessible: 12%
- I Don't Know: 15%

WebAIM’s Screen Reader User Survey #6 (2015)
What’s Your Flavor?
Social Media Accessibility

Plain Language
CamelCase Hashtags
Image Descriptions
Captioned Video
Link Shorteners
Plain Language

Avoid acronyms, abbreviations, and jargon.
Plain Language: Example

Not plain language:

“It is imperative that our MTSS includes UDL at all levels of instructional support.”

Plain language:

“Universal Design for Learning isn’t just for students who struggle. It’s for everyone.”
CamelCase Hashtags

CamelCase makes hashtags easier to read.
What is CamelCase?

Created by Tatiana Belkina from Noun Project
CamelCase: Examples

#notcamelcase #CamelCase
#themoreyouknow #TheMoreYouKnow
#followfriday #FollowFriday
#udlchat #UDLchat
#notsoeasytoread #SuperEasyToRead
#a11y #a11y or #A11y
#aem4all #aem4all or #AEM4all
Thanks to my fellow #ISTEstandards colleagues, I think I may need a new business card.
#ThoughtTriggerer #FavoriteRole @isteconnects
Images without descriptions are like an unfinished story.
Twitter Image Descriptions

1. Click on the Settings button.
2. Select Accessibility.
3. Check the box for Compose image descriptions.
4. Click the Save changes button.

@AEM_Center  |  @min_d_j  #aem4all  |  bit.ly/aem-socialmedia
I love quoting @ResearchMark. He really gets #UDL #UDLchat

Who’s in this photo?
Twitter Image Descriptions

I CAN WORK WITH THE MEANS.

BUT I'D RATHER PARTY WITH THE OUTLIERS.
Twitter Image Descriptions

I CAN WORK WITH THE MEANS.

BUT I'D RATHER PARTY WITH THE OUTLIERS.

Photo of Mark Wahlberg with the text: "I can work with the means. But I'd rather party with the outliers."
Twitter Image Descriptions

I love quoting @ResearchMark. He really gets #UDL #UDLchat

Who's in this photo?

Photo of Mark Wahlberg.
Image Descriptions: Example

min_d_j
Colorado Convention Center

things_lex_sees and flat.io like this 18w

min_d_j We are leading the charge for change. #ISTE2016

Add a comment...
Captioned Video

Transcribing and captioning videos is easier than ever.
Captioned Video: Fail

What this should say:
"Hello again, everybody. Harry Caray in Cleveland."
Captioned Video: Example
Captioned Video: Example
Captioned Video: Example

Why You Have a Responsibility to Make Your Video Accessible [VIDEO] bit.ly/2ezPnjO #axs #axschat #inclusion
Link Shorteners

Save characters.
Save lives.
Link Shorteners: Examples

- Bit.ly
- Goo.gl
- TinyURL
- Ow.ly
Link Shorteners: Example

Mindy Johnson
@min_d_j

How #UDL Can Help You Create Culturally Accessible Classrooms by @DegnerJoni
Inclusion Lab @BrookesPubCo bit.ly/2f5WIR1
#UDLchat

“GIVING YOUR STUDENTS OPPORTUNITIES TO TELL THEIR STORIES ALLOWS THEM TO MAKE CONNECTIONS WITH ONE ANOTHER.”

Joni Degner, UDL facilitator
www.brookespublishing.com

4 RETWEETS 3 LIKES
10:08 AM - 1 Nov 2016
Putting It All Together

Social Media Accessibility

Plain Language  CamelCase Hashtags  Image Descriptions  Captioned Video  Link Shorteners

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Questions
Thank you!

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Digital Handout
bit.ly/aem-socialmedia

#UDLchat
1st & 3rd Wednesdays
9-9:30pm ET / 6-6:30pm PT