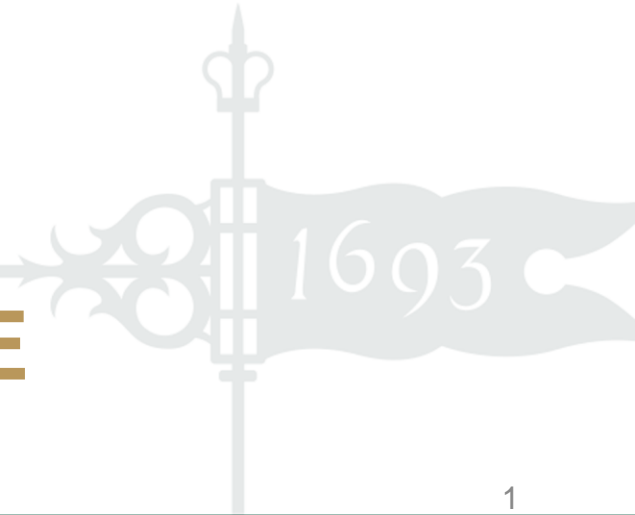Communications Committee – August 2019

WEB & SOCIAL MEDIA ACCESSIBILITY UPDATE

Overview

- OCR Review + Compliance & Equity
- An opportunity to help our users
- Focus is on:
  - Our info about services, activities and programs
  - Our public web and social media
  - Our content now and moving forward
- Guidelines to follow: WCAG 2.0 (AA)

Web Templates

- They handle many accessibility items for us:
  - keyboard tabbing
  - page structure
  - color contrast
  - form labels
  - more…
- Enhancements across university sites this summer
  - slideshows and rotating elements
  - menu structures
  - ability to improve alt text

Web Content

- Images – brief, descriptive alt text
- Documents – must be accessible
- Cascade photosets – build using latest method
- Cascade tables – new caption field
- Hyperlinks – link to phrases that indicate destination
- Heading structure – don't mimic with bold
- Video captions – required
- Help: www.wm.edu/cascade/accessibility

Video & Livestreaming

All video must be captioned when published – in-house or paid services available.

UMAC Video
Generates SRT files in house using YouTube for all videos they produce – they include on YouTube and make available for those of us posting natively to Twitter and FB.

News & Media
Now captioning their videos in-house for YouTube and native uploads to Twitter and FB.

Web & Design
Will be captioning any small videos we produce for Twitter and Facebook, and will begin captioning all video snippets we use in our Instagram Stories. Live captions and post-production captions by Ai-Media – costs range from $1-4 per minute.

eLearning
Uses Rev.com as a paid service to caption videos at $1 per minute. Seeking a university-wide solution for academic video.

Social Media

- Content must be accessible
  - images must have descriptions in the copy or alt text
  - Facebook, Twitter & Instagram posts offer this ability
  - videos must be captioned
  - linking to an accessible version of content is an option
- Summer workshop
- Help: www.wm.edu/social/accessibility

Alternative Text

- For visually impaired + those not loading images
- One of your biggest opportunities for impact
- Alt text should:
  - **Be brief** – less than 125 characters ideally
  - **Be descriptive** – accurate content and function
  - **Not be redundant** – consider adjacent content if possible
  - **Not use the phrases 'image of…' or 'picture of…'**
- Bonus: SEO benefits!

Sample Alt Text

- ~~a professor~~
- ~~woman holding a rock~~
- "Professor Rowan Lockwood displaying a large fossil oyster" or…
- "Rowan Lockwood" (if adjacent content provides the other info)

Sample Alt Text

- ~~Emergency alert~~
- ~~System test~~
- "FEMA nationwide radio and television emergency alert system test on Wednesday, August 7, 2019 at 2:20 p.m. EDT" or…
- "" or "FEMA graphic" (if adjacent content provides the same info)

Resources

- www.wm.edu/accessibility

- www.wm.edu/cascade/accessibility

- www.wm.edu/social/accessibility

- webaim.org

- www.w3.org/TR/WCAG20/