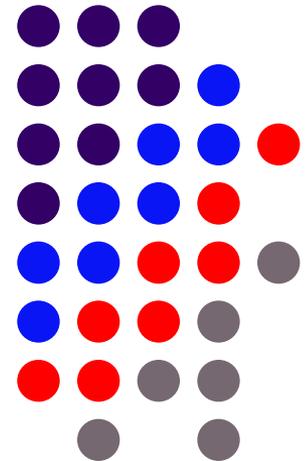


# Accessible Social Media

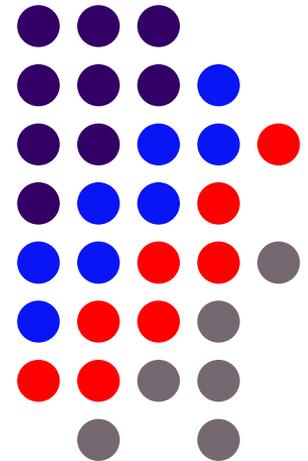
(How I learned to Stop Worrying and Love  
Web 2.0)



# About me.



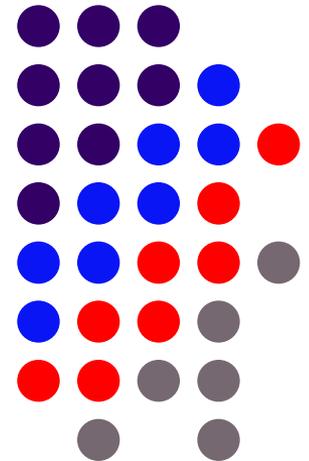
I'm the Web Manger at the Institute for Community Inclusion in Boston. I manage, design and build web products for ICI and have done so for other companies in Boston, London and Vermont.



# Credits

---

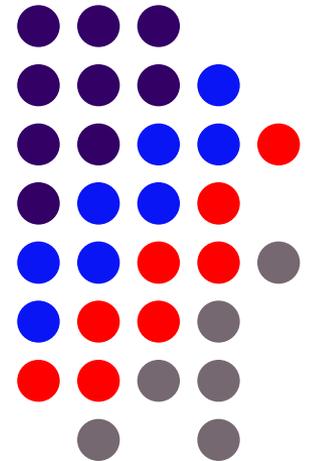
This presentation is built on previous works with Jason Scott, CNCS, ETR, and WEBAIM.



# What we will cover

---

- Overview of Social Media
- Overview of Web Accessibility
- Social media w/ accessibility
- Conclusion / future

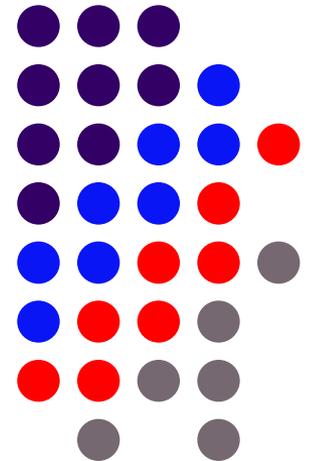


# Notes on my language. In my head...

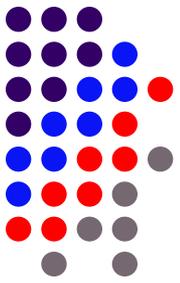
---

Social media = web 2.0

Accessibility = Usability = Universal Design



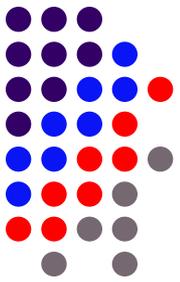
# What is Web 2.0 and Social Media?



**Web 2.0** is a **way of thinking** about how knowledge is created, shared, managed, and leveraged **using technology**.

Web 2.0 is **NOT** a particular look, feel, or design – nor is it limited to just the Internet.

**Social media** are **web** and **mobile** tools used for **sharing** and **discussing** information.



Social media is a **conversation** between people...

**Supporters**

**Participants**

**Audiences**

**Donors**

**Thought Leaders**

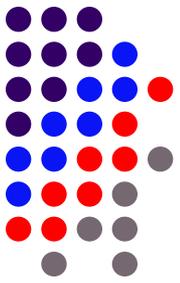
**And guess what???**

The conversation is NOT **controlled**...

Not **organized**...

Not **on message**...

# Attributes of Web 2.0



Democratic ("like" "star" "rate")

User-Produced Content (youtube, facebook, twitter)

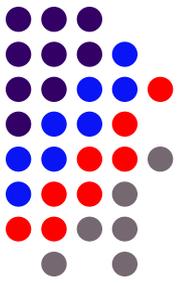
Open (no editor, no sensors)

Uber-Social (your business is everyone's business)

Conversations are 1-many or 1-1 in front of many

Disruptive (in a business model sense)

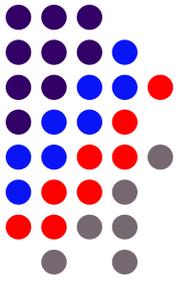
# Social Media Toolbox



Modern, open, extendible CMS (drupal, Wordpress)

Twitter, Facebook

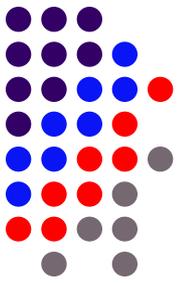
Mashups: bring in multiple content sources (flickr, maps, youtube etc)



twitter

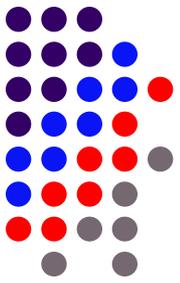


# Get Social



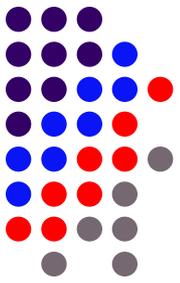
- Work hard to cultivate “followers” via Twitter and Facebook.
- Promote and engage your network actively.
- Encourage them to “like”, “favorite” your content to promote within their networks

# Publishing Model



- Publish useful content via CMS
- Promote content via Twitter, FB.
- Allow users to “like” and “tweet” so it extends into their network.

# Social Media Use



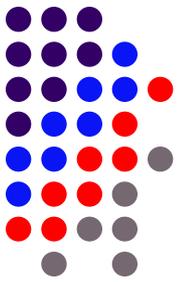
There are over **133 million** bloggers creating **900,000** blog posts every 24 hours.

If Facebook were a country, it would be the **third** most populated place in the world - with more than **350** million active users.

Wikipedia currently has more than **13 million** articles in more than **260** different languages.

## LOTS OF PEOPLE USE WEB 2.0

# Social Media Use



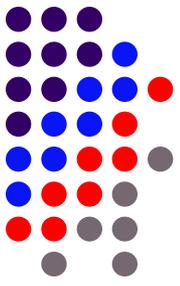
Since April 2009, Twitter has been receiving around **20 million** unique visitors to the site each month.

Formed in 2004, Flickr now hosts more than **3.6 billion** images.

Close to **20 hours** of video are uploaded to YouTube every minute.

The average U.S. Internet user spent an estimated **68 hours** online (both at home and at work).

**You really need to be participating in web 2.0**



# What Is an Accessible Web Site?

1. Usable by all users, regardless of ability or disability.
2. Has logical layout and navigation.
3. Takes advantage of assistive technologies:

**Screen readers**

**Head pointers/keyboard only users**

4. Accessible to all situations:

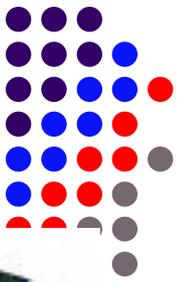
**Users with old technology or slow connection speed**

**Users with a disability**

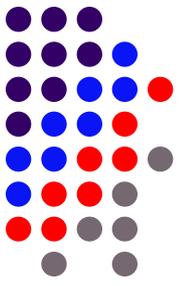
**Users accessing web via hand-held devices**



# How Is a Web Site Made Accessible?



1. Properly crafted HTMLs  
**Separate content from style using CSS**  
**Flash?**
2. Capacity to interface with Assistive Technology  
**Taking advantage of the HTML forms' UD features (labels/IDs)**  
**Avoids inaccessible traps**
3. Adheres to governing standards  
**Set by World Wide Web (W3.org) consortium**  
**Section 508 of the Rehabilitation Act**



# Design Pitfalls: What to Avoid

Avoid “conditions” such as surveys which function:

**Only with JavaScript**

**Only with Internet Explorer Browser**

**Only with specific formatting or font sizes**

**Have a time limit for responses**

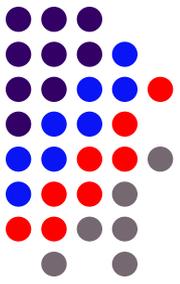
Avoid media which have no alternatives:

**Images with no alt text**

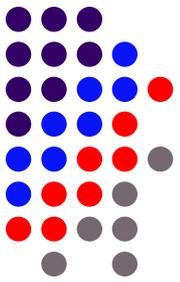
**Audio with no transcript**

**Video without captioning**

# Web Content Accessibility Guidelines (WCAG 2.0)



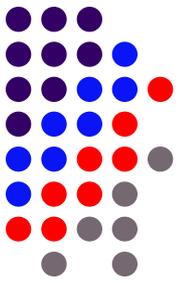
The Web Content Accessibility Guidelines (WCAG) documents explain how to make Web content accessible to people with disabilities. Web "content" generally refers to the information in a Web page or Web application, including text, images, forms, sounds, and such.



Adapted from “Web Accessibility  
QuickTips WCAG 2 at a Glance”

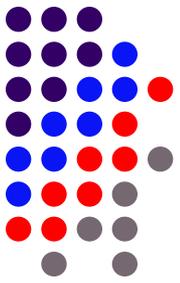
<http://www.w3.org/WAI/WCAG20/glance/>

# Perceivable

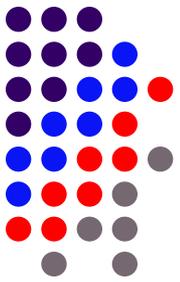


- Provide text alternatives for non-text content.  
**(Alt tags)**
- Provide captions and alternatives for audio and video content.
- Make content adaptable; and make it available to assistive technologies.  
**(Separate content from style, Organize content logically)**
- Use sufficient contrast to make things easy to see and hear.

# Operable



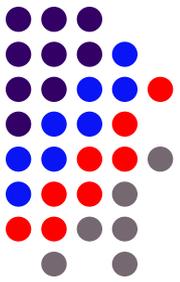
- Make all functionality keyboard accessible.
- Give users enough time to read and use content.  
**Avoid timed events**
- Do not use content that causes seizures.  
**screen flicker**
- Help users navigate and find content.  
**Organize with proper content, use list (ul) for navigation**



# Understandable

- Make text readable and understandable.
- Make content appear and operate in predictable ways.  
**Avoid getting too creative with design/layout**
- Help users avoid and correct mistakes.  
**Use error checking in forms**

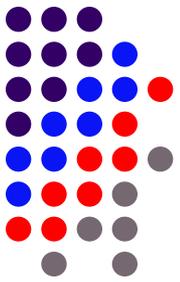
# Robust



Maximize compatibility with current and future technologies.

Follow standards. Web standards give you the best chance of being both backwards and future compliant.

# Read More



<http://webaim.org/standards/wcag/checklist>

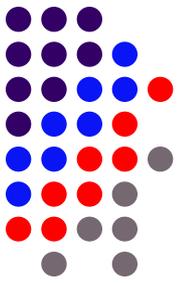
(well done breakdown of...)

<http://www.w3.org/TR/WCAG20/>

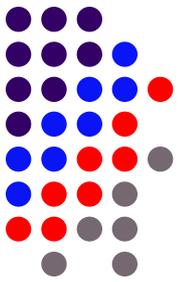
**ARIA** (keep an eye out for it. That is all)

<http://www.w3.org/WAI/intro/aria.php>

## 2 hacks to test accessibility



- If you can select text inside the page/application, than there is a good chance its accessible (exceptions for ARIA)
- When in doubt, use the mobile version of a service ([m.twitter.com](https://m.twitter.com))



# Web 2.0 & Accessibility

## The Good...

- Many of these products are built on modern techniques with developers who understand accessibility and standards.
- Much of the communication done within these tools is **distributed** (Email, TEXTs, RSS), meaning people can use their own tools to receive information.

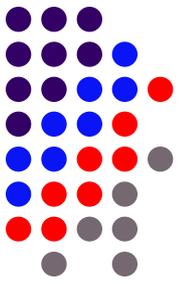
## The Bad...

- Some of the newest web technologies, such as web pages that behave as **applications** (think Facebook games) can take time to make accessible.

## The Ugly...

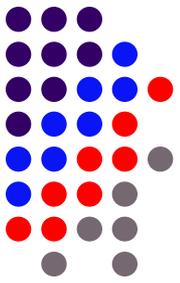
- Shocker, some companies don't care about accessibility unless it affects (effects?) their bottom line.

# Two unique attributes that contribute to accessibility in Web 2.0



1. Due to business models requiring constant access, companies design their sites to be accessed from everywhere by every device; a side-effect of this is accessibility
2. The most popular services have API's that allow third-parties to build tools that connect to the service. The sort of openness allows for accessible tools to be built.

# Why does it matter?



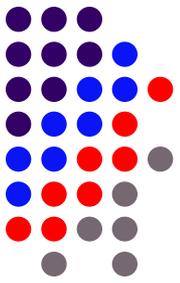
Web 2.0 and social media technologies are about **connecting people** information and each other so they can better **create** and **collaborate**.

This user-driven form of community development is becoming an **essential driver** of **civic engagement**.

We need to be **in touch** with how our constituents **interact** and **communicate** both with us and each other.

Web 2.0 and social media technologies will help **strengthen** and **enhance** traditional **communication, recruitment and training strategies**.

# What am I missing out on?



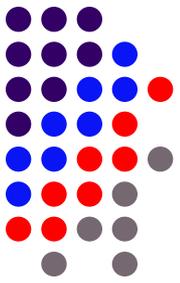
**Viral nature** of Web 2.0 and  
social media technologies

Improved **customer service**

Increased **storytelling**

Better **communication** and **collaboration**

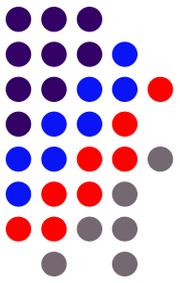
# Blog



we've been talking...  
and we all think  
it's time you updated  
your blog



# Blog



Stay connected

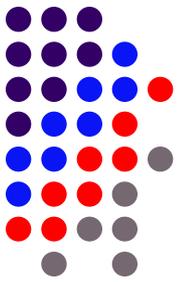
Easily share updates

Quickly post recent information

Promote upcoming events

Disseminate best practices and share resources

# Blogs & Accessibility



## The Good...

- Many of the major players in blogging use the most modern development techniques that have accessibility at the core of them.
- WordPress, Moveable Type, and others have HTML valid templates that you can use to ensure the foundation is accessible.

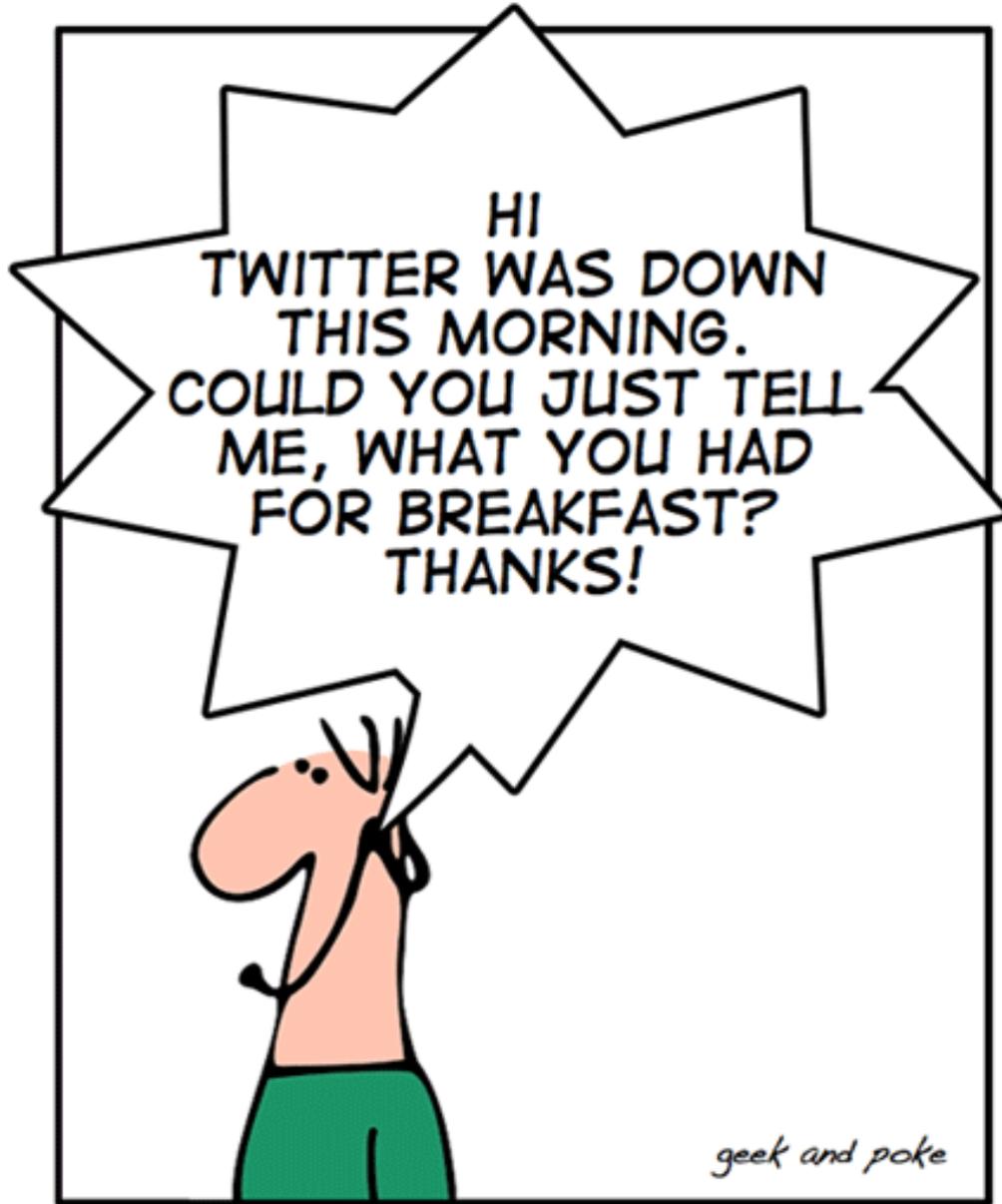
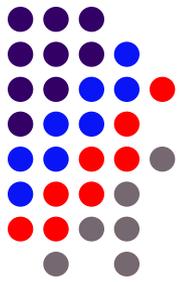
## The Bad...

- Some blogging systems have sophisticated widgets and user interfaces that can be difficult to navigate with some AT.

## TIPS:

- Choose a template that is valid HTML/CSS
- Turn on the RSS feature, so that people can subscribe to your site in their RSS reader, rather than navigating your site.

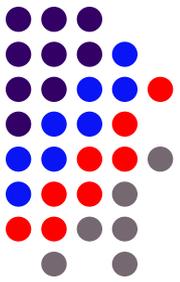
twitter



*geek and poke*

**THE REAL FOLLOWERS**

# Twitter



Use as a listening tool

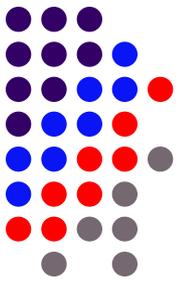
Gather and share information in your field

Distribute news and information

Communicate with your community

Ultra Mobile: 78% of tweets are sent from Twitter.com. 14% come from [m.twitter.com](https://m.twitter.com). 8% from SMS. 8% from Twitter on iPhone, 7% Blackberry. (an event apart).

# Twitter & Accessibility



## The Good...

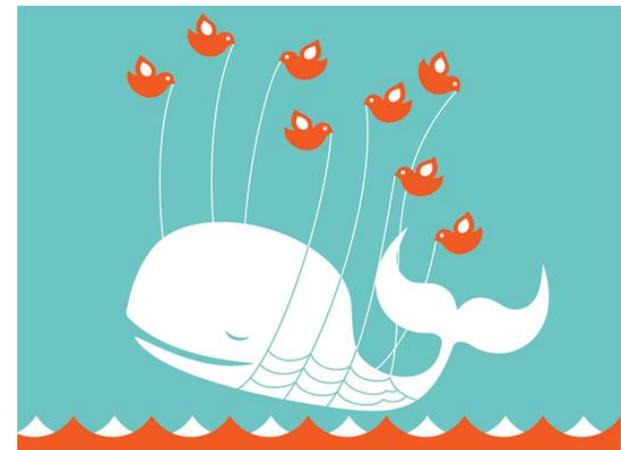
- You can use twitter any way you want to. On their website, on your phone, on a custom app. It's as accessible as the hardware/software you are using.

## The Bad...

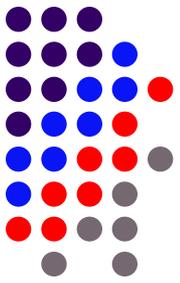
- There are some accessibility issues on twitter.com
- FAIL WHALE!

## TIPS:

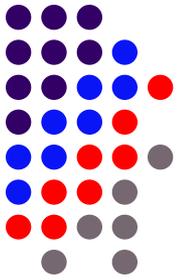
- Check out <http://www.accessibletwitter.com/>
- Be wary of twitter widgets on your website



# Video On Demand



# YouTube & Accessibility



## The Good...

- In November of 2009, YouTube (Google) added the ability to easily caption your videos

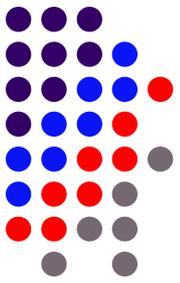
## The Bad...

- You still have to have a transcription of any video you post. Google can't do everything for you (this is evolving).
- The commenting section looks to have some access issues; as well as being the internet's current home for the worst debates online.

## TIPS:

- <http://googleblog.blogspot.com/2009/11/automatic-captions-in-youtube.html>
- <http://www.google.com/support/youtube/bin/answer.py?answer=100076>

# Captioning for youtube



(Via youtube support)

If you want to caption or subtitle your video, you can either obtain software to help you do it yourself, or arrange for a captioning/subtitling company to do it for you. Here are partial lists to help you get you started:

## **Captioning Guidelines:**

[Caption It Yourself](#)

## **Online Captioning Sites:**

[CaptionTube](#)

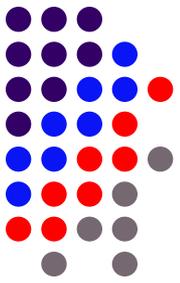
[YouTube Subtitler](#)

## **Software:**

[Subtitle Workshop](#)

[MovCaptioner](#)

# Flickr/Picasa & Accessibility



## The Good...

- Flickr/Picasa allows you to add text alternatives and titles when uploading photos.
- The White House uses Flickr. The White House is supposed to adhere to section 508 standards. Ergo....

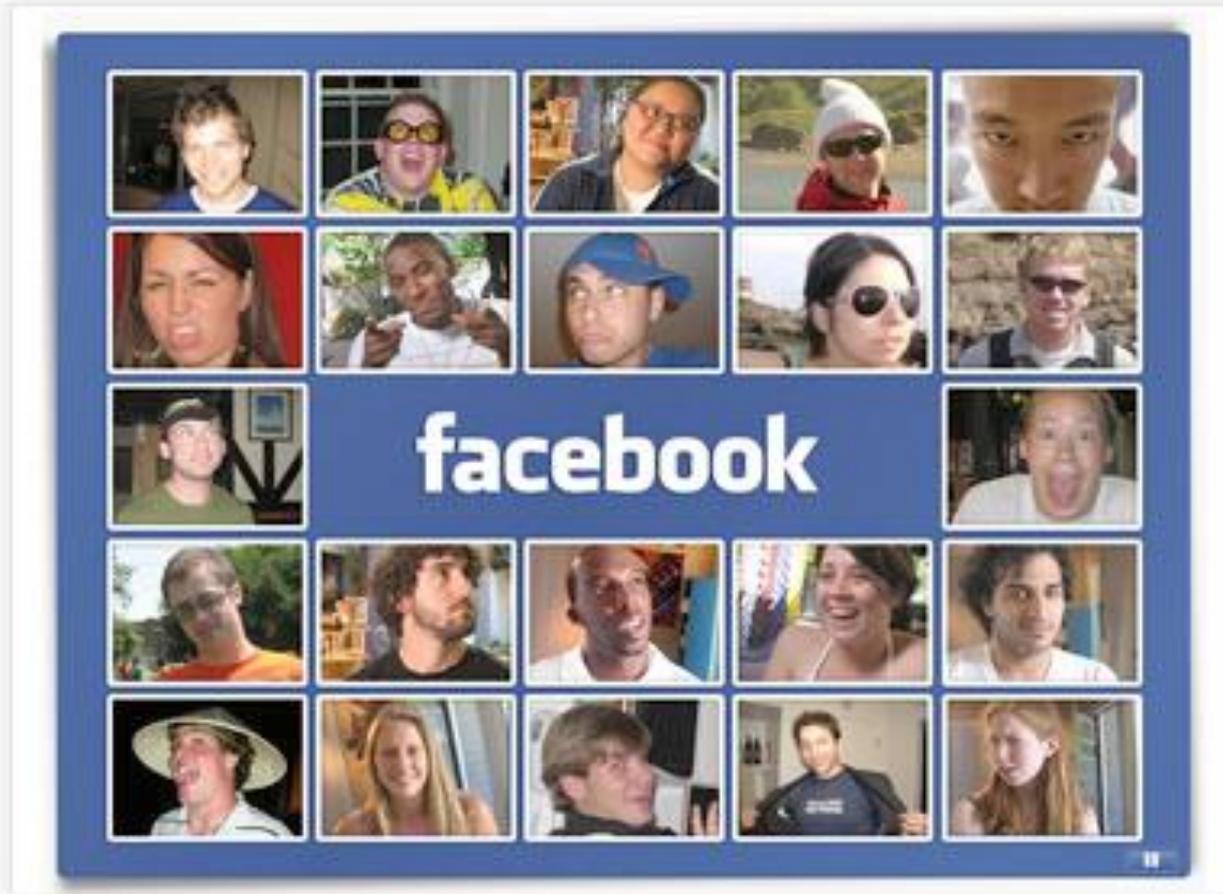
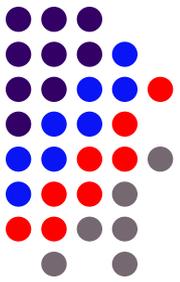
## The Bad...

- Ajax uses a lot of advanced scripting (AJAX), so I'm not sure how easily it is for AT devices to interact.

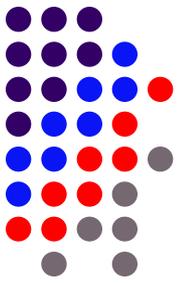
## TIPS:

- Use the "Title" and "Description" "Caption" fields attached to a to provide robust text alternatives.
- When in doubt use the mobile version of a site. <http://m.flickr.com/>

# Social Networking



# Social Networking



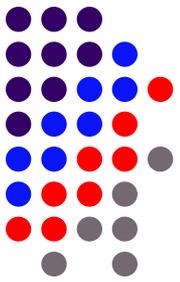
Nonprofit identity for communication with 'fans'

Team and community support

Aggregation of social media applications

Information about events

# Facebook & Accessibility



## The Good...

- Facebook is aware of accessibility issues and allegedly has a dedicated department.
- Facebook has some documentation on how AT can interact with the site.
- Facebook, like Twitter, can be highly distributed. This means you don't have to use the site to use Facebook. (And I don't)

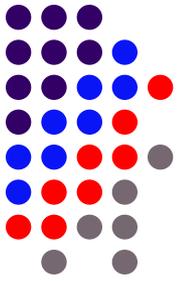
## The Bad...

- Lots of widgets, games and constant redesigns make Facebook a bit Wild West-like.
- Its facebook.

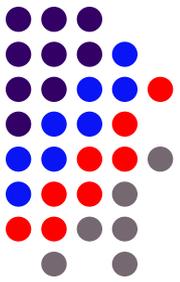
## TIPS:

- Visit <http://www.facebook.com/help/?page=440>
- Contact Facebook here:  
[http://www.facebook.com/help/contact.php?show\\_form=accessibility](http://www.facebook.com/help/contact.php?show_form=accessibility)
- When in doubt, use there HTML-based mobile site:  
<http://m.facebook.com/>

# Virtual Worlds



# Virtual Worlds



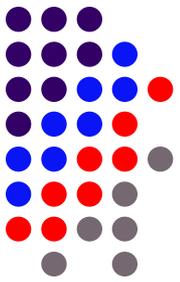
Virtual conferences and seminars

Resource “island” for education

Team meetings and collaboration spaces

Simulations

# SecondLife & Accessibility



## The Good...

- SecondLife is making a legitimate attempt to work the disability community and tech partners to make there interface (and support system) open and accessible.
- The most recent version of Second Life viewer was made open source So many developers (IBM) have made accessible viewers based on it.

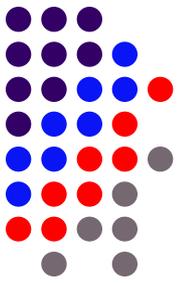
## The Bad...

- Because SecondLife is so sophisticated and immersive, the barriers can be slow to overcome.

## TIPS:

- If you are planning on using SL, do some test runs with you audience
- <http://wiki.secondlife.com/wiki/Accessibility>
- <http://www.virtualhelpinghands.org/> and <http://www.virtualguidedog.com/>

# Final Notes



The next-generation web pages/apps will be built with the newest version of HTML, HTML5. It will make web pages/apps much more robust, sophisticated and When done properly, accessible. Support it, look out for it, use it.

When evaluating future tools and websites look for terms like “HTML5”, “valid” “standards-based”, “table-less”, “WCAG” and “ARIA.”

## Thanks for attending