Social media and Accessibility
pz.tt/ict8-some
Dyslexia
Moderate vision impairment
Severe vision impairment
Epilepsy
Migraines
Physical impairment
Fibromyalgia
Multiple Sclerosis
Crohns Disease
PTSD
Aspergers
Our Services

- Audits
- Mobile testing
- Building web sites
- CMS testing
- Accessible design
- Video accessibility

- User testing
- OS / browser testing
- Consultation
- Accessible documents

@accessibilityoz
Our Products

- OzPlayer
- OzART
- OzWiki
- A11y Voices (a11yvoices.com)
- Factsheets
- CCC videos
About Gian Wild

1998
- Created Australia’s first automated accessibility testing tool

- Worked on first accessible website in Australia

Invited Expert to W3C WCAG2 Working Group

- Worked on Melbourne 2006 Commonwealth Games

1998-2018
- Managed Usability and Accessibility Services at Monash University

2007
- Founded AccessibilityOz

2008
- Released OzPlayer

2013
- Released OzART

2017
- Spoke at the United Nations on web accessibility

2018
- Nominated for Australian of the Year
Why is social media so important for people with disabilities?
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.

Entertainment: examples include sharing videos, following discussion from celebrities, discussing strategies in online games.
The reasons behind social media use

Provision of goods and services: examples include sharing information about a product, responding to user feedback about a product, accessing government services.

Education: examples include participation in online classes and sharing learning resources

*From Social media? Get serious!*
Social networking by age group

From Pew Research Centre
Social Media Usage: 2005 - 2015

Among all American adults, % who use social networking sites, by age

@AccessibilityOz
Facebook remains the most popular social media platform

% of online adults who use ...

Social Media Update 2016 by Pew Research Center
The importance of social media

Unemployment for people with disabilities is: 10.2%

The percentage of recruiters who use LinkedIn: 95%

The percentage of HR managers that have reconsidered hiring a candidate after looking at social media: 55%
Why isn’t social media accessible?
Testing
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
Button label (2018)

“button I p 20 4 d p button”
What was tested?
What was tested?

A standard user journey:
• Register
• Log in
• Read item
• Submit item (and...)

User functionality:
• Keyboard-only
• Increase text size
• Using a screen reader
Social media networks

This year, 2017 and 2016:

• Facebook
• LinkedIn
• YouTube
• Twitter

Next year:

• Instagram
• Pinterest
This is not a complete audit – there may be many other accessibility problems!
Common accessibility issues

www.accessibilityoz.com
Autoplay

Violation of non-interference clauses in WCAG2 Level A 1.4.2: Audio Control
due to the use of infinite scrolling in the comments the right-hand column is not accessible to the keyboard - including the ability to turn off the autoplay
Auto-play (2018)

Auto-play and also not accessible to the keyboard therefore cannot be paused by the keyboard.
Autoplay

- All videos on all four systems auto-play
- The ability to turn off auto-play is not easy to find
- Twitter videos are also not keyboard accessible
Focus order
The three orders

Source Order vs Display Order vs Keyboard Focus Order

• Occurs in Facebook and YouTube
Keyboard focus order
Infinite scrolling
Infinite scrolling
due to the use of infinite scrolling this left-hand column is not accessible to the keyboard
due to the use of infinite scrolling and the lack of skip links the third column is not accessible to the keyboard.
Platform-specific accessibility errors
Facebook

- Has improved, **however**
- Reverse keyboard trap
Facebook

- Apparently can add ALT attributes to images (prize to anyone who finds how to do it!)

keyboard focus indicator is not highly visible
No further major issues (in this testing)
Captioning issues (still exists in 2018)
• Lack of coded field labels
• Video player is not keyboard accessible
Issues for screen reader users (2018)

The username and password you entered did not match our records. Please double-check and try again.

Not accessible to the keyboard and positioned in the DOM after the field.
Issues for screen reader users (2018)

- The language selection is coded as a list of links, not a field dropdown.

Log in to Twitter

Username: gian
Password

Language: English
No highly visible keyboard focus indicator (2018)

Meet the Deaf Dancer Defying Stereotypes
Simone Botha Wegemoed is the ultimate dancer: She’s performed with ballet companies, competed in dance competitions, and toured
dancespirit.com

not a highly visible focus indicator
• Previously scored poorly
• Greatly improved (thanks to Jennison Asuncion @Jennison)
Five steps to making social media accessible
Step One: 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, or provide a link to your agency website that lists the appropriate contact information
Step Two: Repeat content

• Make your social media content available through your web site
• Provide options for daily digests
• Provide easy points of entry for more information
• Post your social media to multiple outlets
Step Three: Provide alternative apps

• Provide contact details to social media support/accessibility teams within your organisation
• Provide links to the social media accessibility tips and support
• Provide links to alternative apps and web sites that create an accessible interface for social media
Step Four: Clear and simple language

- Use camel case
- Avoid abbreviations
- Limit hashtags and add them only to the end
- Avoid misspellings
- Where linking to others’ content on YouTube, warn users of auto-play, lack of transcripts, captions or audio descriptions
Step Five: Test

- Consider testing your social media with users with disabilities
- Consider testing your social media against WCAG2

Adapted from digital.gov
Specific tips to make Facebook accessible
Facebook accessibility

• Add captions to images
• Link to transcripts for videos
• Load videos to YouTube and add captions there
• Accessibility tips: https://www.facebook.com/help/141636465971794
Facebook accessibility

Recommend alternative methods to the desktop interface:

• Facely HD
• m.facebook.com
YouTube
Specific tips to make YouTube accessible

www.accessibilityoz.com
YouTube accessibility

- Warn users of the auto-play
- Make sure there is a transcript, captions & audio descriptions
- Use YouTube with a screen reader: https://support.google.com/youtube/answer/189278?hl=en
YouTube accessibility

Recommend alternative methods to the desktop interface:

- Accessible Interface to YouTube
- Accessible YouTube
- Access YouTube
- The ICANT
Host the videos on YouTube / Vimeo / etc and play in an accessible player on your web site:

- OzPlayer (97% accessible)
- AblePlayer (84% accessible)
Twitter
Specific tips to make Twitter accessible
Twitter accessibility

- Use the alternative text description
- Use camel case, for example #A11yTestingSymposium
- Accessibility Tips on Twitter: https://twitter.com/a11ytips?lang=en
Twitter accessibility

Recommend alternative methods to the desktop interface:

• EasyChirp
• Twitterific (mobile app)
LinkedIn
Specific tips to make LinkedIn accessible
LinkedIn accessibility

• Describe photos and images as text in your status update
• Search for contacts using Google, not the LinkedIn search
• Avoid using the LinkedIn mail system
Questions?

pz.tt/ict18-some