Welcome

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www.DNEMichigan.org

Increased Audience via Digital Accessibility

Immediate action steps for inclusivity

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4. Mission Statement

Disability Network Eastern Michigan is committed to promoting inclusion for all by breaking down barriers and opening paths towards independence and personal choice through resources, advocacy, information, support and education.

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5. Independent Living Philosophy

People with disabilities should have the same civil rights, options, and control over choices in their own lives as do people without disabilities.

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6. Poll

1. Do you use alt text for digital media/docs?
2. Is your website accessible/WCAG compliant?
3. Are you producing accessible documents?
4. Can everyone understand your hashtags?
5. Do you shrink URLs with shortener services?
6. Are your videos accessible to all?

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7. Accessibility Legal Precedent

- ADA application to websites and digital technology
- Key legal topics
  - What standard applies
  - Telephone access as an alternative
  - Overlays
  - Third-party, hosted and controlled content
  - Other technologies
- Title I
- Rehabilitation Act
- Technical Standards and Resources

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8. Defining Accessibility

- No ADA regulations; WCAG is considered industry standard
- Web Content Accessibility Guidelines (WCAG)
  - Developed by Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C)
  - Contain 12 guidelines for web access
  - Has three levels of success criteria, A, AA, AAA
  - WCAG 2.0: Updated in Dec 2008
  - WCAG 2.1: Updated in June 2018
  - WCAG 2.2: Expected out in 2022
- WCAG 2.0 is incorporated into other federal standards
  - Section 508 (federal agencies)
- Air Carrier Access Act (primary website of airlines)

9. Today's Objectives

1. Alt text for images
2. Digital document accessibility
3. Accessibility overlays
4. #RecognizableHashtags
5. Emoji confusion
6. URL shorteners
7. Accessible videos

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10. Inclusivity

11. Alt Text for Images

- Increases exposure to the more than 9% of Michigan residents who rely on assistive technology to access digital and social media
- Use clear images vs lengthy text
- WCAG = Website Content Accessibility Guidelines

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12. Alt Text Required

- Websites
- Word documents
- Instagram: mobile device
- Constant Contact newsletters
- Facebook and LinkedIn: desktop demonstration
- PowerPoint: demonstration

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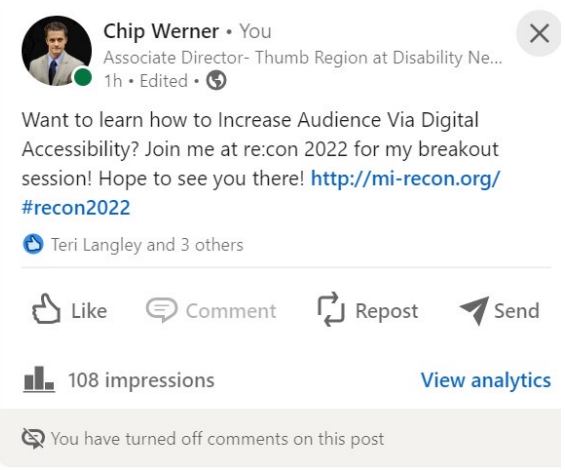
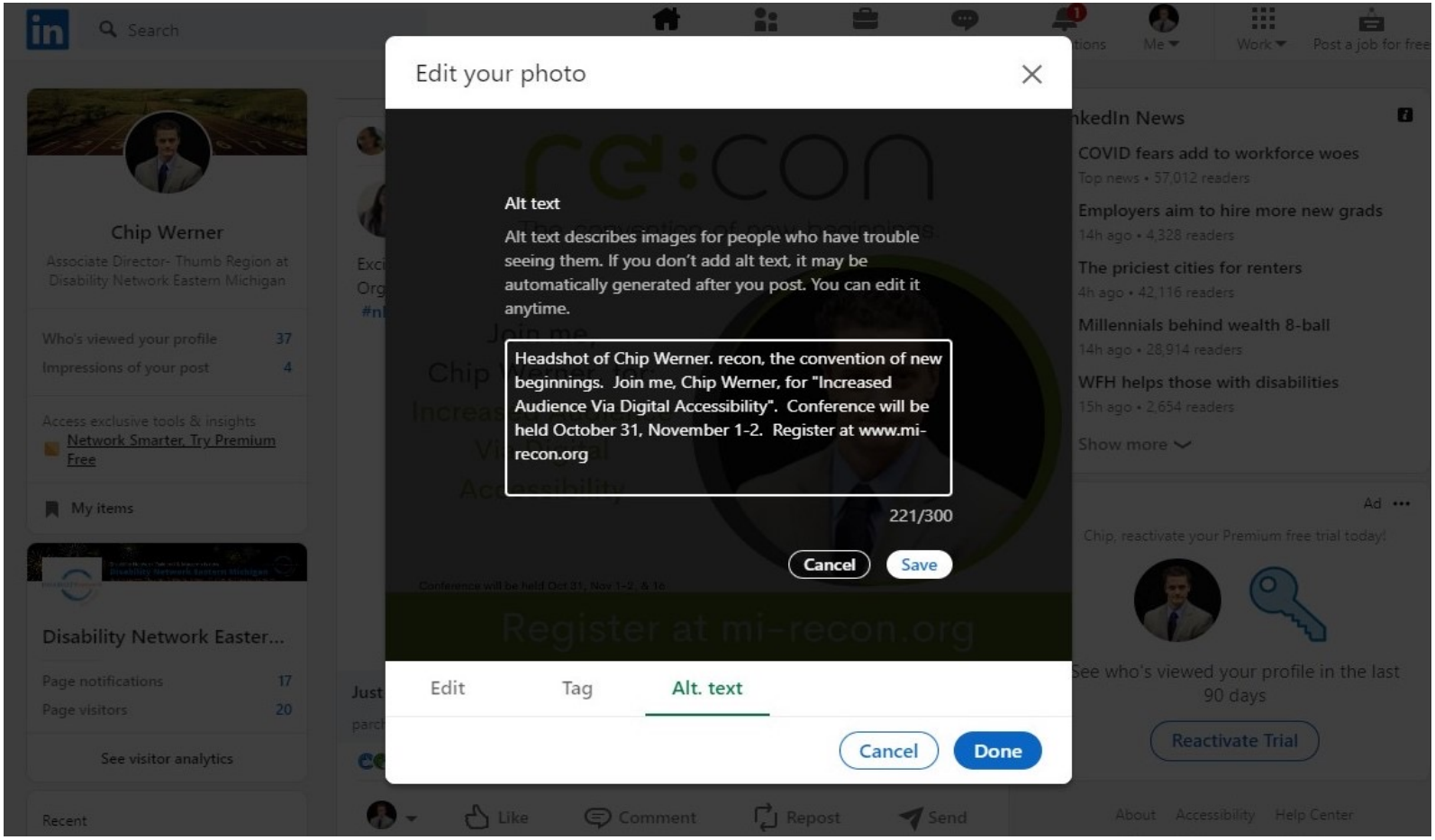
13. Facebook Alt Text

14. LinkedIn Post



15. LinkedIn Alt Text



16. Learn-By-Doing

- Snap a selfie
- Upload to social media
- Include alt text
- #recon2022

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17. Document Images and Fonts

- Alt-text
- Images “In Line With Text”
- Font size 14 or greater
- Sans Serif fonts are ideal
  - Arial, Calibri, Futura, Helvetica, Open Sans
- No italics or fancy fonts
- Consider CamelCase rather than all caps

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18. Digital Document Format

- Avoid busy backgrounds
- Consider contracts and colors
- Avoid WordArt
- No more than two (2) spaces, tabs, returns
  - Use breaks: page, continuous, columns
- Check Spelling AND Accessibility

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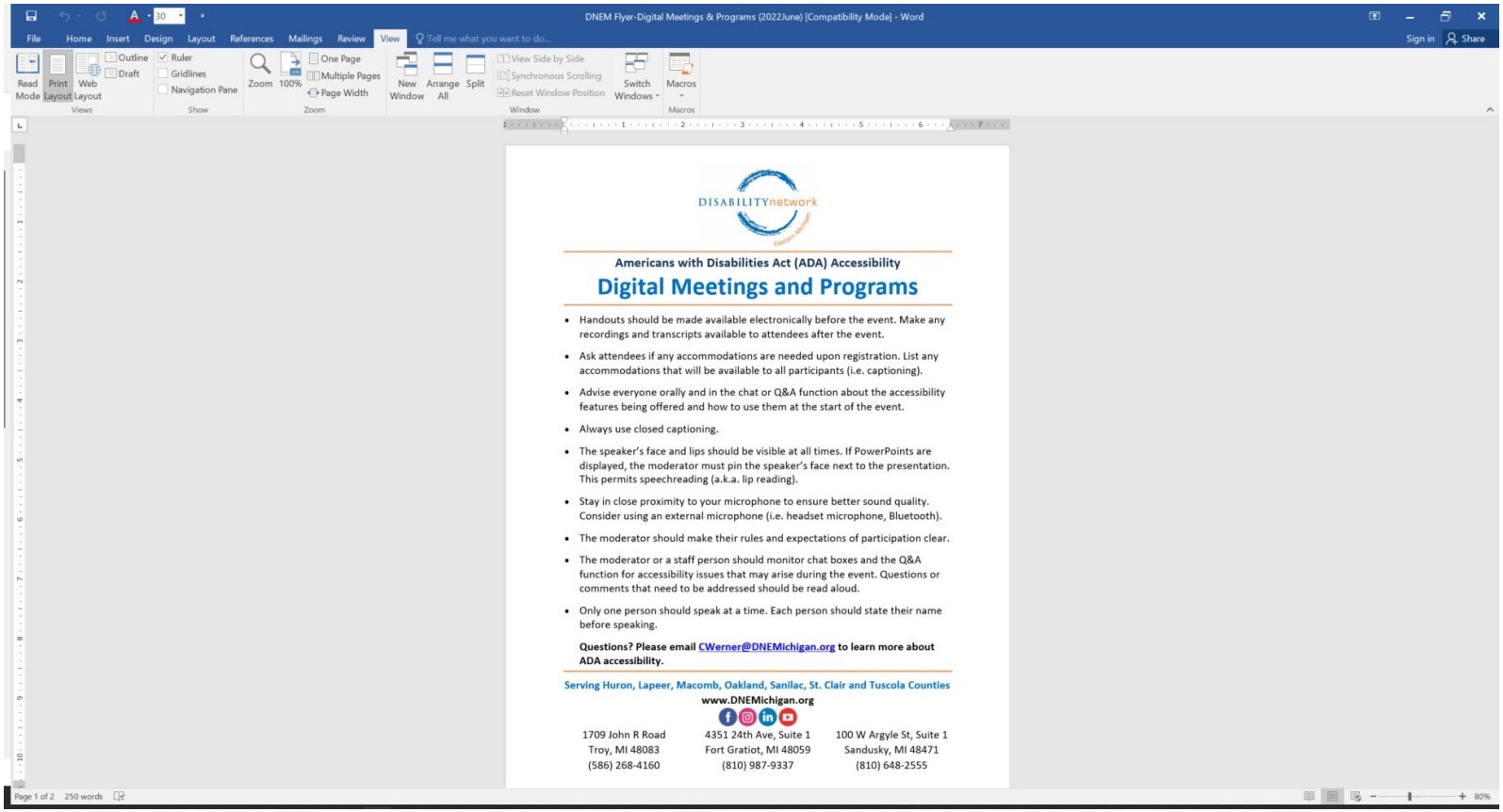
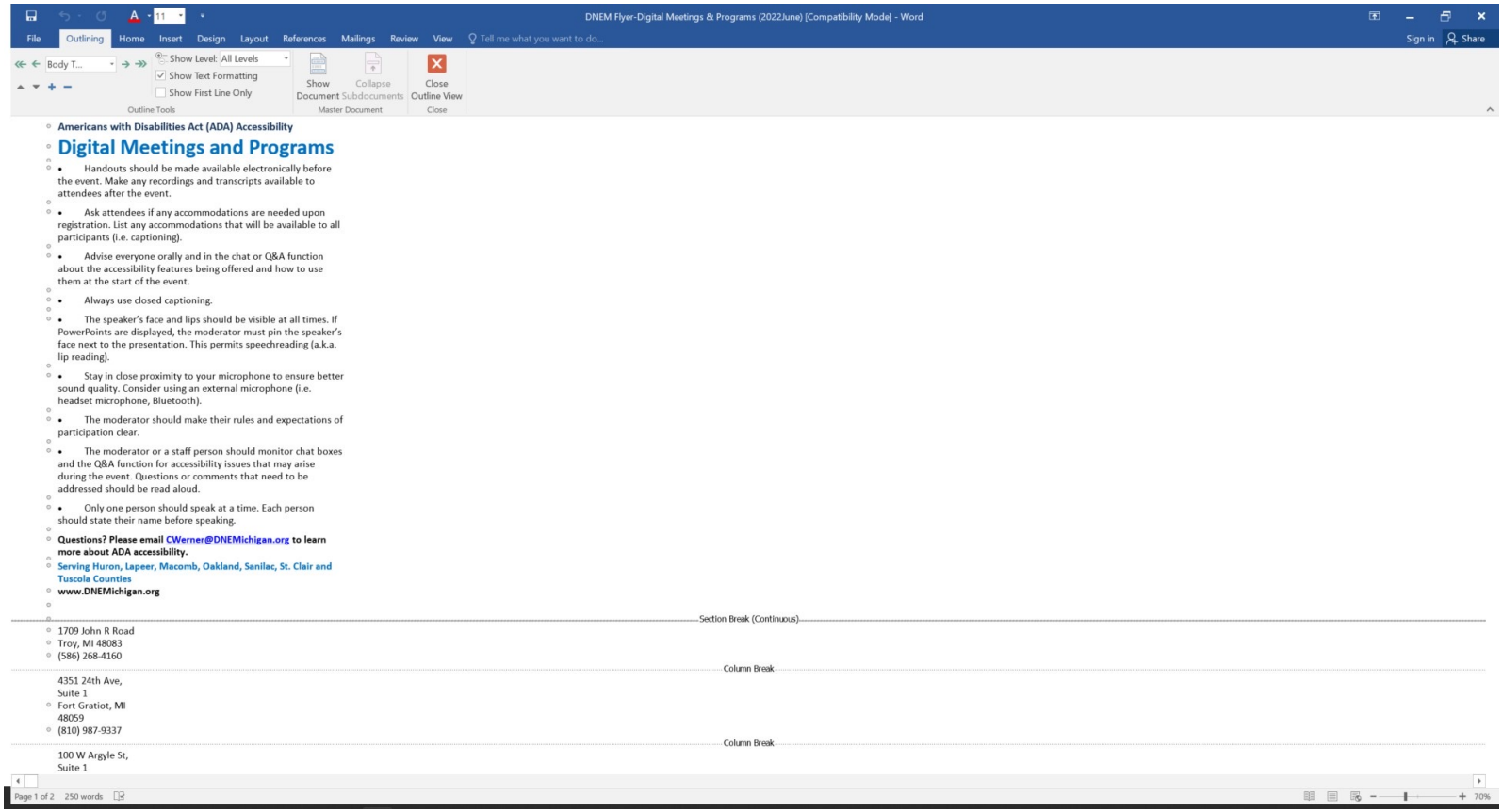
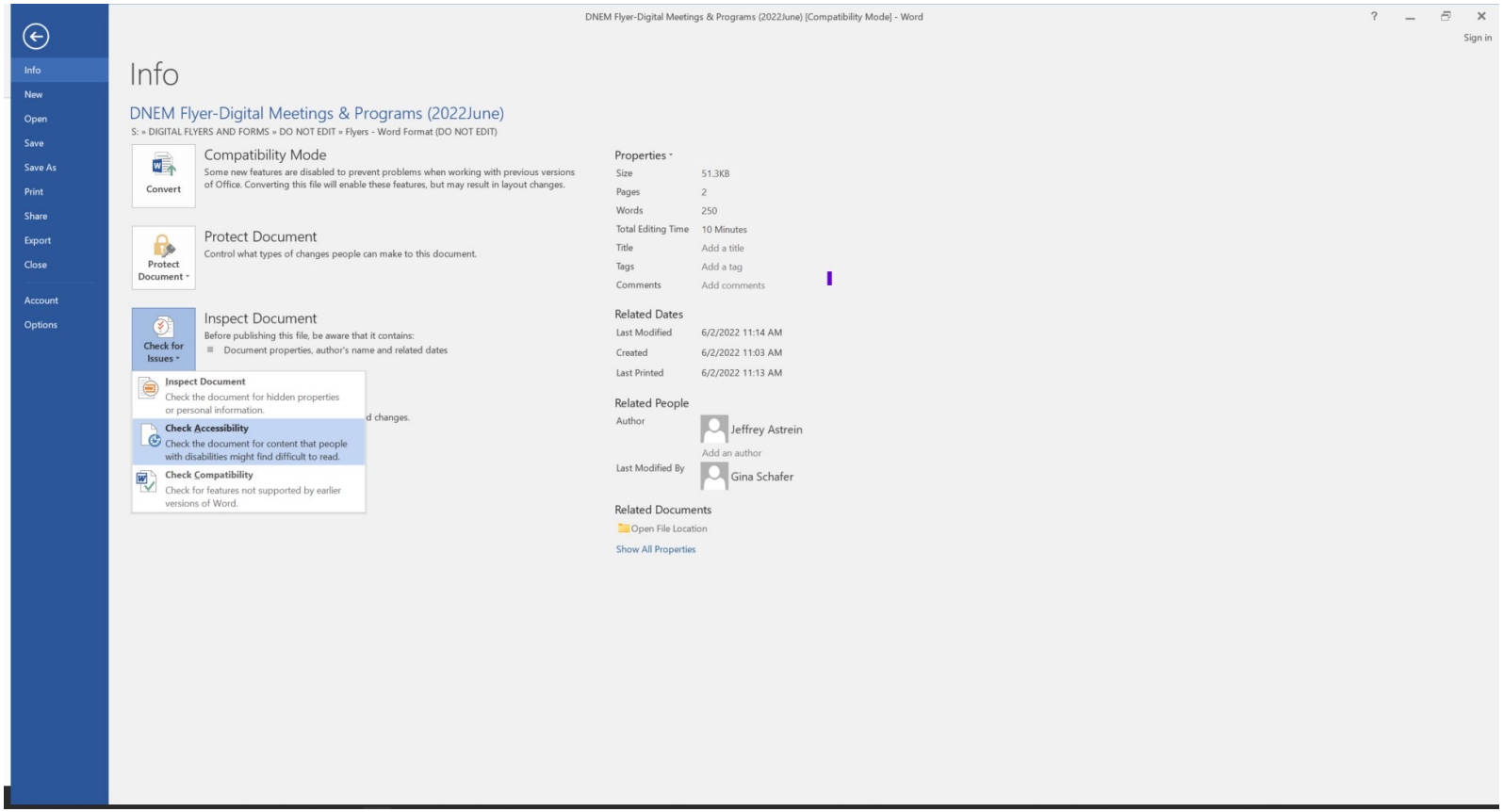
19. Digital Document Example



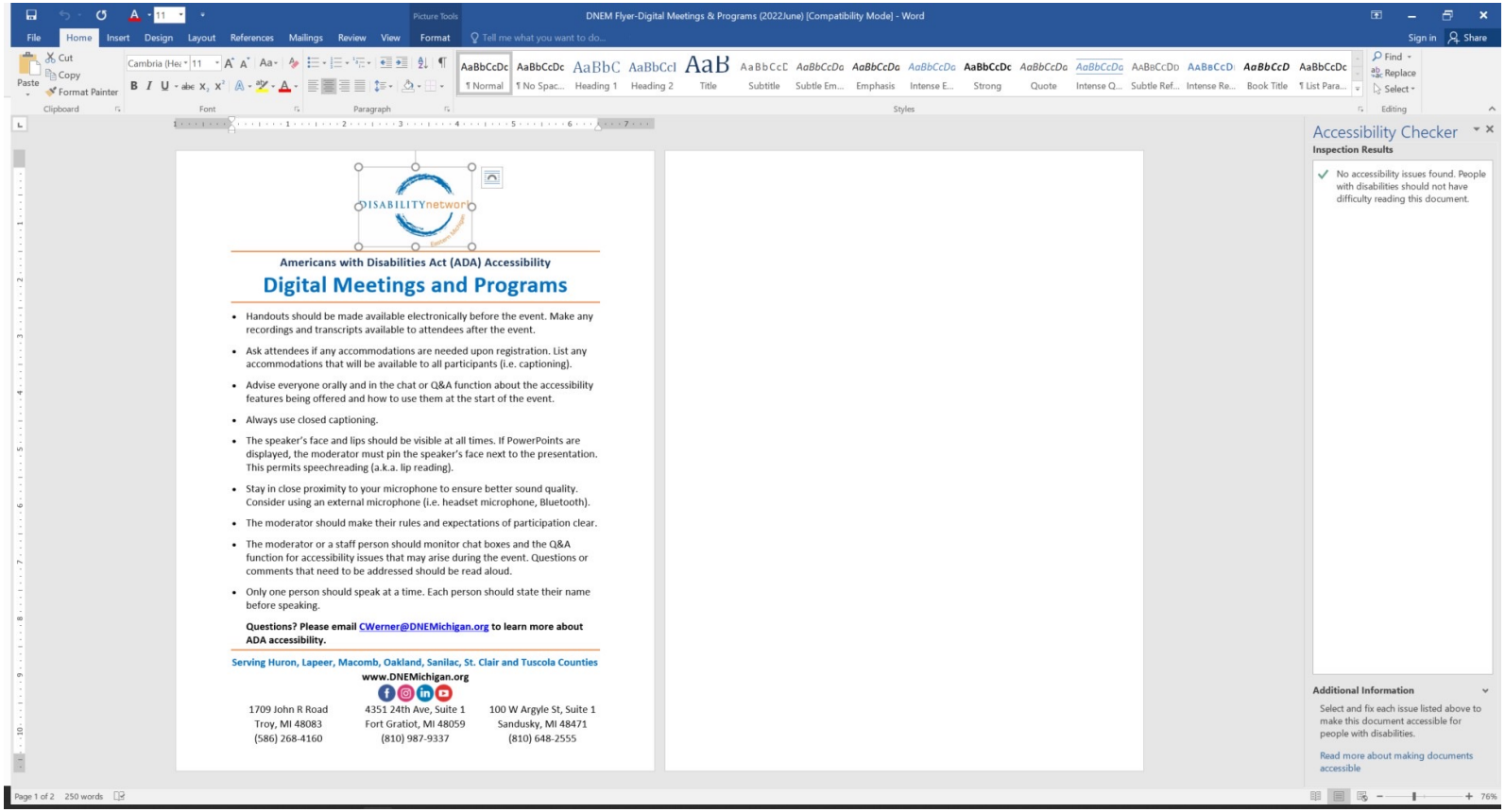
20. Document Outline View



21. Accessibility Checker



22. Accessibility Feedback



23. Web Overlays

- Tools that can **enhance** accessibility
- Does not **guarantee** accessibility
- Manual addition of alt text required
- Review of navigation required
- Should never relied upon as the lone source of compliance and accessibility.

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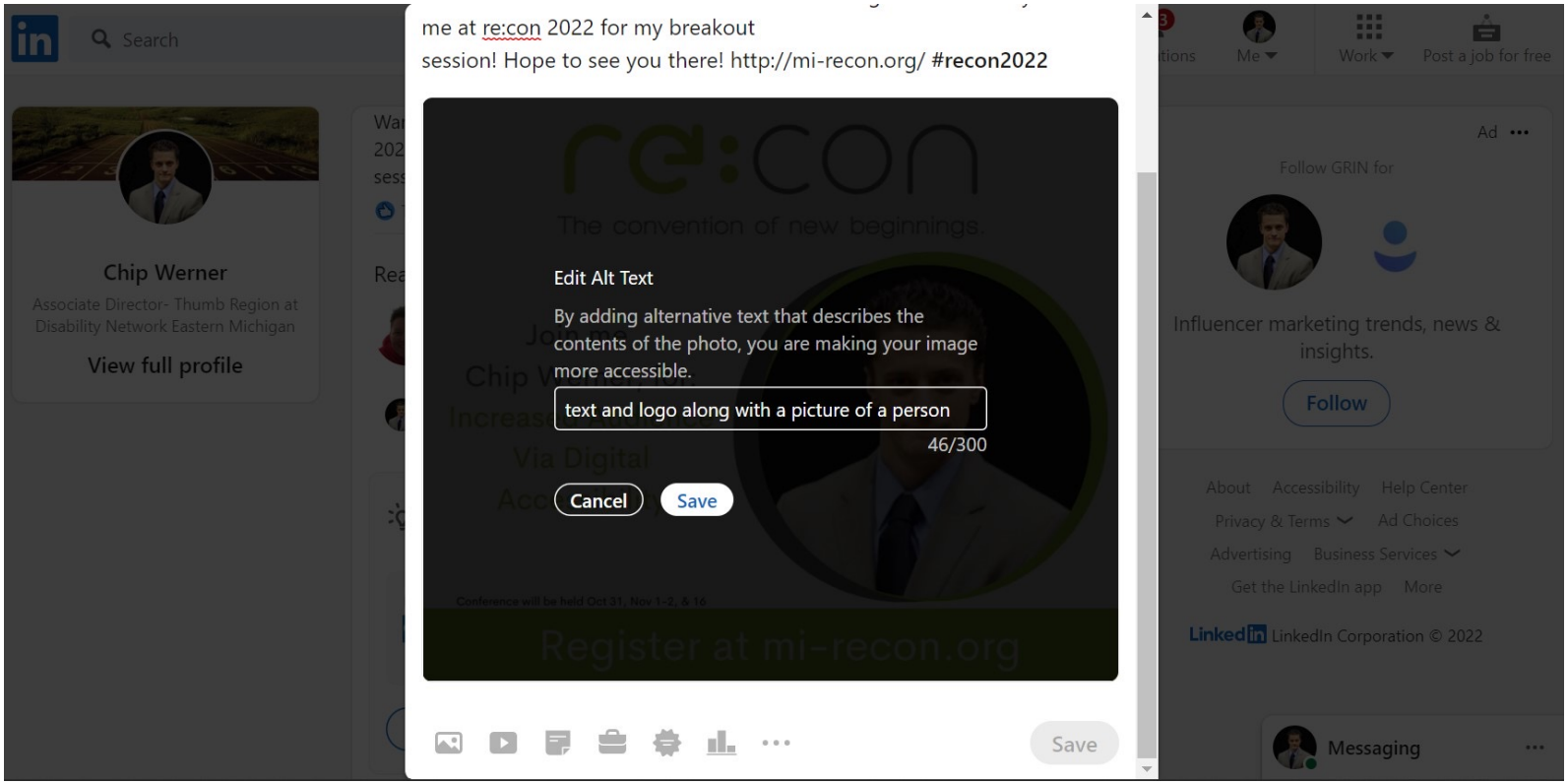
24. AI Alt Text Example



25. #Recognizable

- #canyoureallyreadthismessage
- Using capitalization…aka CamelCase
  - #CanYouReallyReadThisMessage
- Is your message relevant to all audiences
- Use multiple tags to convey impact

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26. Emoji Confusion

- Assistive technology is literal
- What it looks like vs what it really is
- Use to support not confuse
- Smiley face vs happy puppy

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27. URL Shorteners

- Free services
- Reduces long and cluttered messages
- www.tinyurl.com
- www.bitly.com

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28. Accessible Videos

- Closed Captions (CC) vs CART services
  - AI CC does not guarantee total accessibility
  - Communication Access Real-time Translation (CART) provides instantaneous translation by a trained writer or stenographer
- Audio description
  - Provides inclusive demonstration
  - Camtasia and YouTube CC

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29. DNEM YouTube

30. Poll

1. Will you use alt text for digital media/docs?
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DNEM Vision

Together, the work that each one of us does helps towards our vision of being a community where those living with disabilities are empowered to pursue personal growth and choice through access to community resources and supportive services.

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*Call for appointment

Thank You!

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