

Welcome



**Serving Huron, Lapeer, Macomb, Oakland, Sanilac, St.
Clair and Tuscola Counties.**

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.



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.



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?

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



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

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

12. Alt Text Required

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

13. Facebook Alt Text



The image shows a screenshot of a Facebook post. The post content is a promotional graphic for a 'Virtual Game Night' event. The graphic has a light blue background with yellow daisies and green grass at the bottom. The text on the graphic reads: 'Virtual Game Night', 'Spring into Fun' (in a cursive font), 'Tuesday, May 17, 2022', '6:00 - 7:00 pm', the 'DISABILITYnetwork Eastern Michigan' logo, and 'Register online at https://tinyurl.com/dnemgames'. The Facebook interface is visible, including the top navigation bar with icons for home, search, and notifications. On the right side, a menu is open over the post, listing various actions: 'Who can comment on your post?', 'Edit post', 'Change Alt Text', 'Edit Location', 'Delete Photo', 'Turn off notifications for this post', 'Turn off translations', 'Edit date', 'Pin to top of Page', 'Rotate Left', 'Rotate Right', and 'Download'. The 'Change Alt Text' option is highlighted.

Virtual Game Night
Spring into Fun
Tuesday, May 17, 2022
6:00 - 7:00 pm
DISABILITYnetwork
Eastern Michigan
Register online at
<https://tinyurl.com/dnemgames>

Who can comment on your post?
Edit post
Change Alt Text
Edit Location
Delete Photo
Turn off notifications for this post
Turn off translations
Edit date
Pin to top of Page
Rotate Left
Rotate Right
Download

14. LinkedIn Post

re:con
The convention of new beginnings.

Join me,
Chip Werner, for:
Increased Audience
Via Digital
Accessibility



Conference will be held Oct 31, Nov 1-2, & 16

Register at mi-recon.org



Chip Werner • You

Associate Director- Thumb Region at Disability Ne...

1h • Edited • 

Want to learn how to Increase Audience Via Digital Accessibility? Join me at re:con 2022 for my breakout session! Hope to see you there! <http://mi-recon.org/#recon2022>

 Teri Langley and 3 others



Like



Comment



Repost



Send



108 impressions

[View analytics](#)



You have turned off comments on this post

15. LinkedIn Alt Text

The image shows a screenshot of the LinkedIn mobile app interface. A modal dialog box titled "Edit your photo" is open, overlaying a profile page for Chip Werner. The dialog box has a close button (X) in the top right corner. Inside the dialog, there is a section for "Alt text" with a descriptive paragraph: "Alt text describes images for people who have trouble seeing them. If you don't add alt text, it may be automatically generated after you post. You can edit it anytime." Below this is a text input field containing the alt text: "Headshot of Chip Werner. recon, the convention of new beginnings. Join me, Chip Werner, for 'Increased Audience Via Digital Accessibility'. Conference will be held October 31, November 1-2. Register at www.mi-recon.org". The input field has a character count of "221/300". Below the input field are "Cancel" and "Save" buttons. At the bottom of the dialog, there are three tabs: "Edit", "Tag", and "Alt. text" (which is selected). Below the tabs are "Cancel" and "Done" buttons. The background profile page shows the user's name "Chip Werner", title "Associate Director- Thumb Region at Disability Network Eastern Michigan", and a post about a conference.

16. Learn-By-Doing

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

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

18. Digital Document Format

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

19. Digital Document Example

DNEM Flyer-Digital Meetings & Programs (2022June) [Compatibility Mode] - Word

File Home Insert Design Layout References Mailings Review View Tell me what you want to do...

Read Mode Print Web Draft Outline Ruler Gridlines Navigation Pane Zoom 100% Multiple Pages Page Width New Window Arrange All Split Window Synchronous Scrolling Reset Window Position Switch Windows Macros

DISABILITYnetwork

Americans with Disabilities Act (ADA) Accessibility

Digital Meetings and Programs

- Handouts should be made available electronically before the event. Make any recordings and transcripts available to attendees after the event.
- Ask attendees if any accommodations are needed upon registration. List any accommodations that will be available to all participants (i.e. captioning).
- Advise everyone orally and in the chat or Q&A function about the accessibility features being offered and how to use them at the start of the event.
- Always use closed captioning.
- The speaker's face and lips should be visible at all times. If PowerPoints are displayed, the moderator must pin the speaker's face next to the presentation. This permits speechreading (a.k.a. lip reading).
- Stay in close proximity to your microphone to ensure better sound quality. Consider using an external microphone (i.e. headset microphone, Bluetooth).
- The moderator should make their rules and expectations of participation clear.
- The moderator or a staff person should monitor chat boxes and the Q&A function for accessibility issues that may arise during the event. Questions or comments that need to be addressed should be read aloud.
- Only one person should speak at a time. Each person should state their name before speaking.

Questions? Please email CWerner@DNEMichigan.org to learn more about ADA accessibility.

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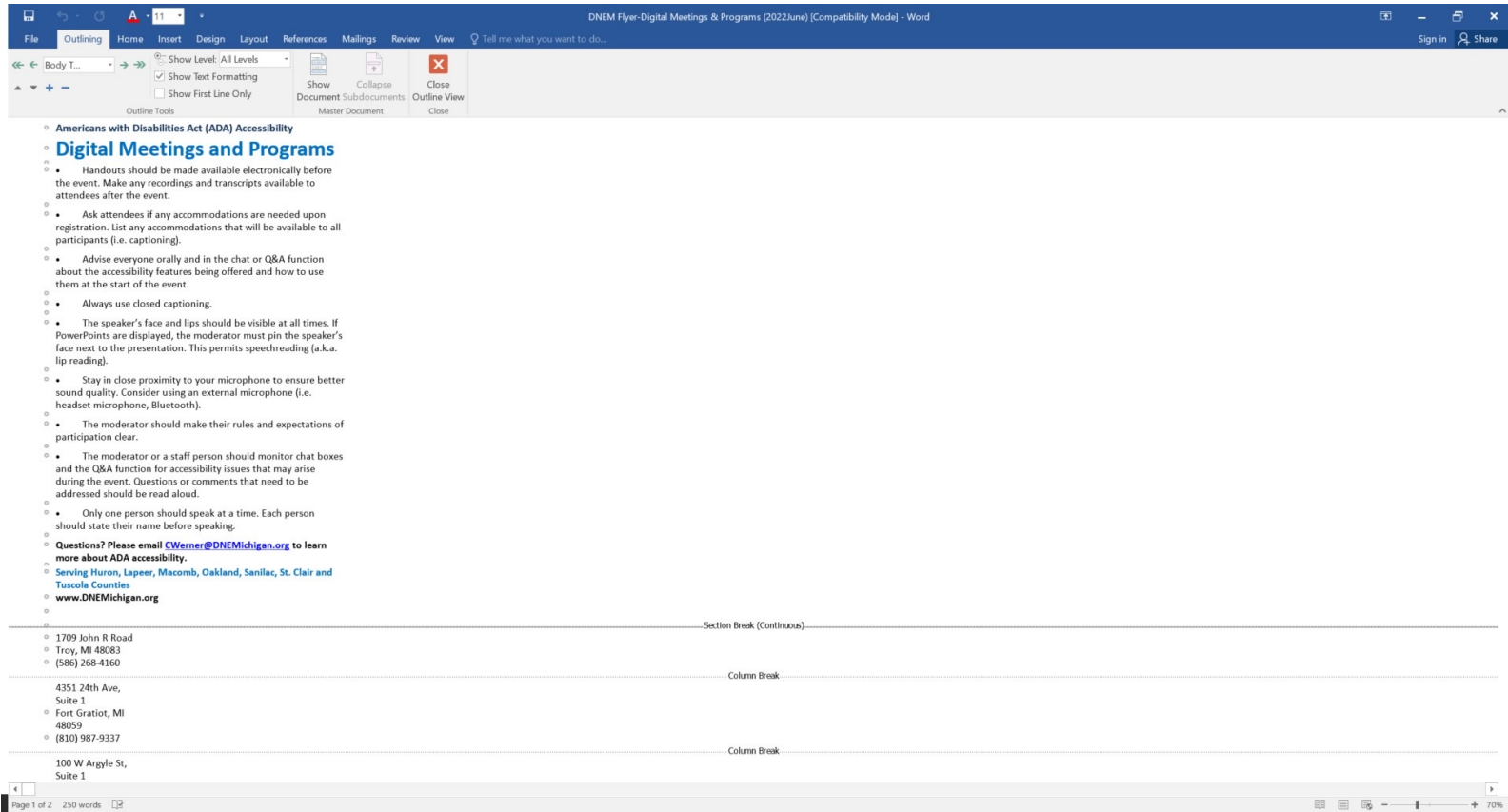
1709 John R Road Troy, MI 48083 (586) 268-4160

4351 24th Ave, Suite 1 Fort Gratiot, MI 48059 (810) 987-9337

100 W Argyle St, Suite 1 Sandusky, MI 48471 (810) 648-2555

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20. Document Outline View



21. Accessibility Checker

The screenshot shows the Microsoft Word interface with the 'Info' pane open on the left. The document title is 'DNEM Flyer-Digital Meetings & Programs (2022June) [Compatibility Mode] - Word'. The 'Info' pane is divided into several sections: 'Compatibility Mode', 'Protect Document', 'Inspect Document', 'Properties', 'Related Dates', 'Related People', and 'Related Documents'. The 'Inspect Document' section is expanded, showing three options: 'Check for Issues', 'Check Accessibility', and 'Check Compatibility'. The 'Check Accessibility' option is selected and highlighted in blue. The 'Check Accessibility' option is described as 'Check the document for content that people with disabilities might find difficult to read.' The 'Check Compatibility' option is described as 'Check for features not supported by earlier versions of Word.'

Info

DNEM Flyer-Digital Meetings & Programs (2022June)

S: \DIGITAL FLYERS AND FORMS \DO NOT EDIT \Flyers - Word Format (DO NOT EDIT)

Compatibility Mode
Some new features are disabled to prevent problems when working with previous versions of Office. Converting this file will enable these features, but may result in layout changes.

Protect Document
Control what types of changes people can make to this document.

Inspect Document
Before publishing this file, be aware that it contains:
■ Document properties, author's name and related dates

Check for Issues

Inspect Document
Check the document for hidden properties or personal information.

Check Accessibility
Check the document for content that people with disabilities might find difficult to read.

Check Compatibility
Check for features not supported by earlier versions of Word.

Properties

Size	51.3KB
Pages	2
Words	250
Total Editing Time	10 Minutes
Title	Add a title
Tags	Add a tag
Comments	Add comments

Related Dates

Last Modified	6/2/2022 11:14 AM
Created	6/2/2022 11:03 AM
Last Printed	6/2/2022 11:13 AM

Related People

Author: Jeffrey Astrein
Add an author

Last Modified By: Gina Schafer

Related Documents

Open File Location

Show All Properties

22. Accessibility Feedback

ISABILITYnetwork

Americans with Disabilities Act (ADA) Accessibility Digital Meetings and Programs

- Handouts should be made available electronically before the event. Make any recordings and transcripts available to attendees after the event.
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- Advise everyone orally and in the chat or Q&A function about the accessibility features being offered and how to use them at the start of the event.
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- The speaker's face and lips should be visible at all times. If PowerPoints are displayed, the moderator must pin the speaker's face next to the presentation. This permits speechreading (a.k.a. lip reading).
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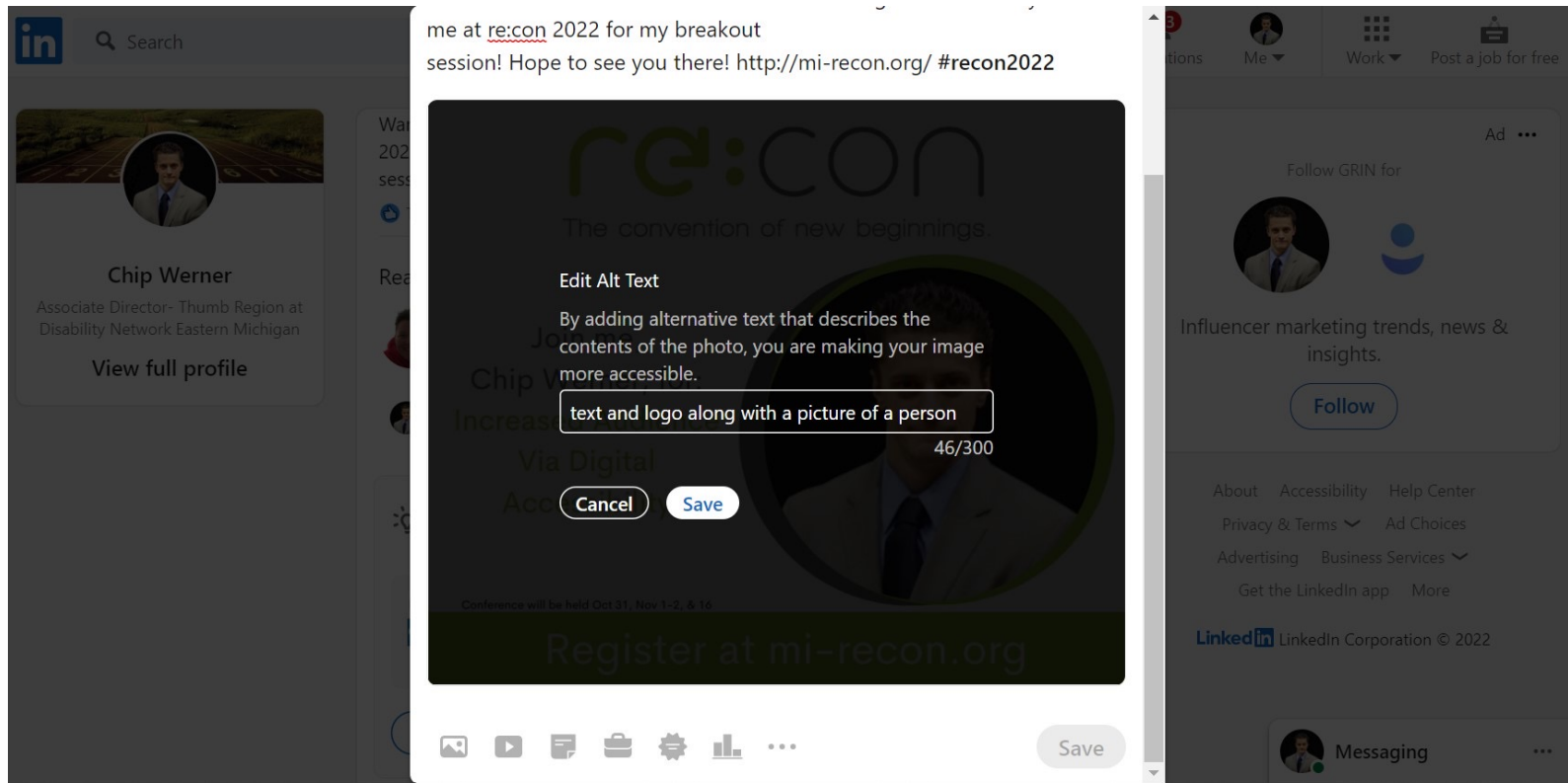
1709 John R Road Troy, MI 48083 (586) 268-4160	4351 24th Ave, Suite 1 Fort Gratiot, MI 48059 (810) 987-9337	100 W Argyle St, Suite 1 Sandusky, MI 48471 (810) 648-2555
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23. Web Overlays

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

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

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

27. URL Shorteners

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

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

29. DNEM YouTube



30. Poll

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

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.



Disability Network Eastern Michigan

Troy Office

Address: 1709 John R Road

Troy, MI 48083

Phone: (586) 268-4160

Sandusky Office

Address: 100 W. Argyle, Suite 1

Sandusky, MI 48471

Phone: (810) 987-9338

*Call for appointment

Fort Gratiot Office

Address: 4351 24th Ave., Suite 1

Fort Gratiot, MI 48059

Phone: (810) 987-9338

Lapeer Office

Address: 800 West St., Suite D

Lapeer, MI 48446

Phone: (810) 987-9338

*Call for appointment

Thank You!



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