



Social media for all

CREATING ACCESSIBLE CONTENT

Kevin Agee | University Communications

Dec. 2, 2020

Missouri State
UNIVERSITY



What is accessibility?

“LIKE, WHAT DOES THAT WORD EVEN MEAN?” – CHARLIE KELLY



Something is able to be ...

ACCORDING TO WEBSTER'S DICTIONARY:

- Reached.
- Seen.
- Understood.
- Appreciated.
- Easy.



In other words,

IT'S AVAILABLE TO EVERYONE.



A legal and ethical issue

AND A BUSINESS ONE, TOO

- Missouri State is required by federal law to comply with web accessibility standards
- Accessible content benefits:
 - The user
 - The university



This matters. A lot.

WHAT COULD HINDER SOMEONE FROM ACCESSING CONTENT?



People who have disabilities

PER THE WEB ACCESSIBILITY INITIATIVE ([W3.ORG/WAI](https://www.w3.org/WAI)).

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual



Accessible content = Good content.

IMAGINE YOU'RE IN ONE OF THESE SITUATIONS.

Things to think about

ACCESSIBILITY MATTERS IN THESE AREAS, TOO



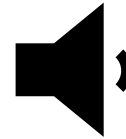
MOBILE

Is your content easy to read on a small screen?



INJURIES

What if you broke your arm or lost your glasses?



ENVIRONMENT

Ever wanted to watch a video with the sound off?



INTERNET

What if you had a slow internet connection at home?

Benefits for Missouri State

HELP YOUR AUDIENCE HELP THEMSELVES



SEO

Google prioritizes websites and social media accounts that have good scores.



COMPLIANCE

We don't need a lawsuit.



CONVERSION

An accessible web presence shows that we care and provides ease of access.



MISSION

You can live the public affairs mission by dedicating yourself to this.



Good idea, bad idea

EXAMPLES OF WHAT TO DO ... AND NOT
TO DO.

What I thought was good content

Missouri State Basketball

Bears 66 **Aces 54** **ACES**

16-7, 6-5 Bears at Evansville • Feb. 5, 2014 • Ford Center • Evansville, Ind. 10-14, 3-8

Ron Mvoulka • G/F • Jr.
14 10 5
Career High - Ties Career High
POINTS REBOUNDS ASSISTS

Points off turnovers: **21** (Bears) **8** (Aces)

0-13
Evansville 3-point shooting

Like Clockwork: Part Two: **38:43** Bears time ahead, **00:00** Bears time trailing

Battle of the Boards: **44** Bears, **34** Aces

Double Trouble: Points and Boards
Jaimar Gulley **18&12** Ron Mvoulka **14&10**
First MSU duo with double doubles in one game since 2/4/2009 vs. Evansville
10&10 **18&10**
Kyle Weems **10&10** Chris Books **18&10**

Numerology

MissouriStateBears.com #MSUBears @MSUBearsHoops

What I now know is better content



Missouri State @MissouriState · Mar 30

The silence is deafening. But the Bears will be back. #GoMaroon



3

33

572





Two key activities

THESE ARE THINGS I DO EVERY DAY



ALT TEXT

Explains what's in an online image. Read aloud by electronic screen readers.



VIDEO CAPTIONS

Provides text equivalent of sound in a video.

Real posts, real problems

VERIFIED ACCOUNTS AMONG THE MOST COMMON OFFENDERS



We have made the following roster moves. #Royals



2:06 PM · Oct 30, 2020 · Twitter Web App



2:56 PM · Feb 10, 2020 · Twitter for iPhone



So what's wrong there?

AT LEAST THREE THINGS

NO ALT TEXT

If you're blind or have low vision, you have no idea what's in those images.

HARD TO READ

If you *can* see, reading that is still more difficult than it needs to be.

NO LINKS

You'd have no idea how to learn more about the player or buy tickets.

Real posts, but better

THEY COULD'VE BEEN EVEN BETTER WITH LINKS



MSU Lady Bears
@MSULadyBears

...

LADY BEARS WIN!

Missouri State rides a dominant first half to a 74-49 season-opening victory at Florida Gulf Coast.

#FAB



6:15 PM · Nov 27, 2020 · TweetDeck



Seinfeld
1h · 🌐

...

12 days of Festivus fun starts on December 8th! #12DaysOfFestivus #Festivus



CELEBRATE FESTIVUS WITH THE REST OF US
DECEMBER 8-23

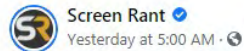


👍👎👍 7.8K

660 Comments 2K Shares

Real posts, but great

TWITTER AND FACEBOOK CARDS ARE YOUR FRIENDS



Screen Rant

Yesterday at 5:00 AM · 🌐

The Mandalorian's title "The Jedi" is actually plural.



SCREENRANT.COM

Every Jedi Who Is Still Alive During The Mandalorian

Is there a Jedi out there who can train Baby Yoda?

👍❤️👍 9.7K

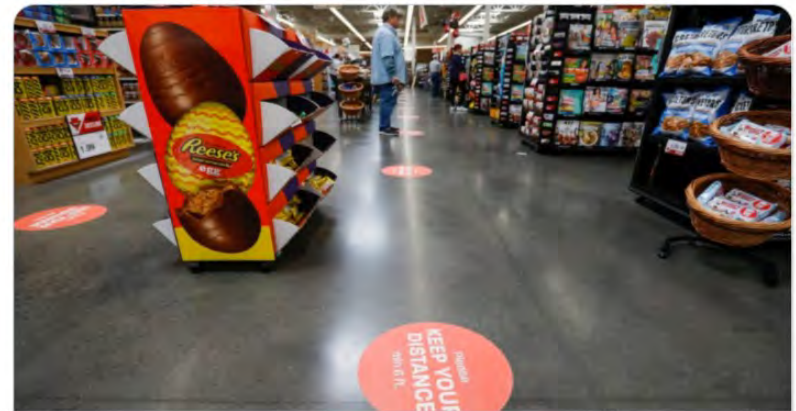
1.8K Comments 1.4K Shares



News-Leader

@springfieldNL

The program costs \$99 per year.



Hy-Vee Plus: Grocery store launches premium membership program for customers
Customers with Hy-Vee Plus will have access to monthly offers, additional fuel savings, free online grocery delivery and more.

news-leader.com

3:08 PM · Dec 1, 2020 · SocialNewsDesk



How cards work

IT'S ALL IN THE SETUP

- Use the Featured Image widget on your blog.
- Ensure your blog is set up to fire the cards on social (We can help).
- On **Facebook**: Wait for the card to populate, then delete the text URL.
- On **Twitter**: Make the text URL the last thing in your tweet.

Four things to consider

TAKE IT EASY

1010
1010

THINK SMALL

Use minimalism to your benefit. The best content is simple content.



SHARE LINKS

Invest your time in building your website ... not on graphic design.



CAPTION VIDEO

Access [Rev.com](https://www.rev.com) for SRT files or to “burn” captions on the video.



USE WORDS

Forget everything you learned in school. Write sentences people can understand.



Accessibility tools you can use

IT'S ACTUALLY FUN

Add alt text on Twitter

IT'S EASY

The screenshot displays the Twitter mobile app interface. On the left is a navigation menu with icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More, along with a 'Tweet' button. The main content area is titled 'Latest Tweets'. The top tweet is from 'Mo Health & Sr Svcs' (@HealthyLivingMo) with a large image of COVID-19 testing locations. Below this is a 'What's happening' section with trending topics like '#25DaysOfChristmas', 'DeVos', and 'Missouri: Election news and updates'. At the bottom, there's a tweet from 'belVita' (@belVita) with a yellow background.

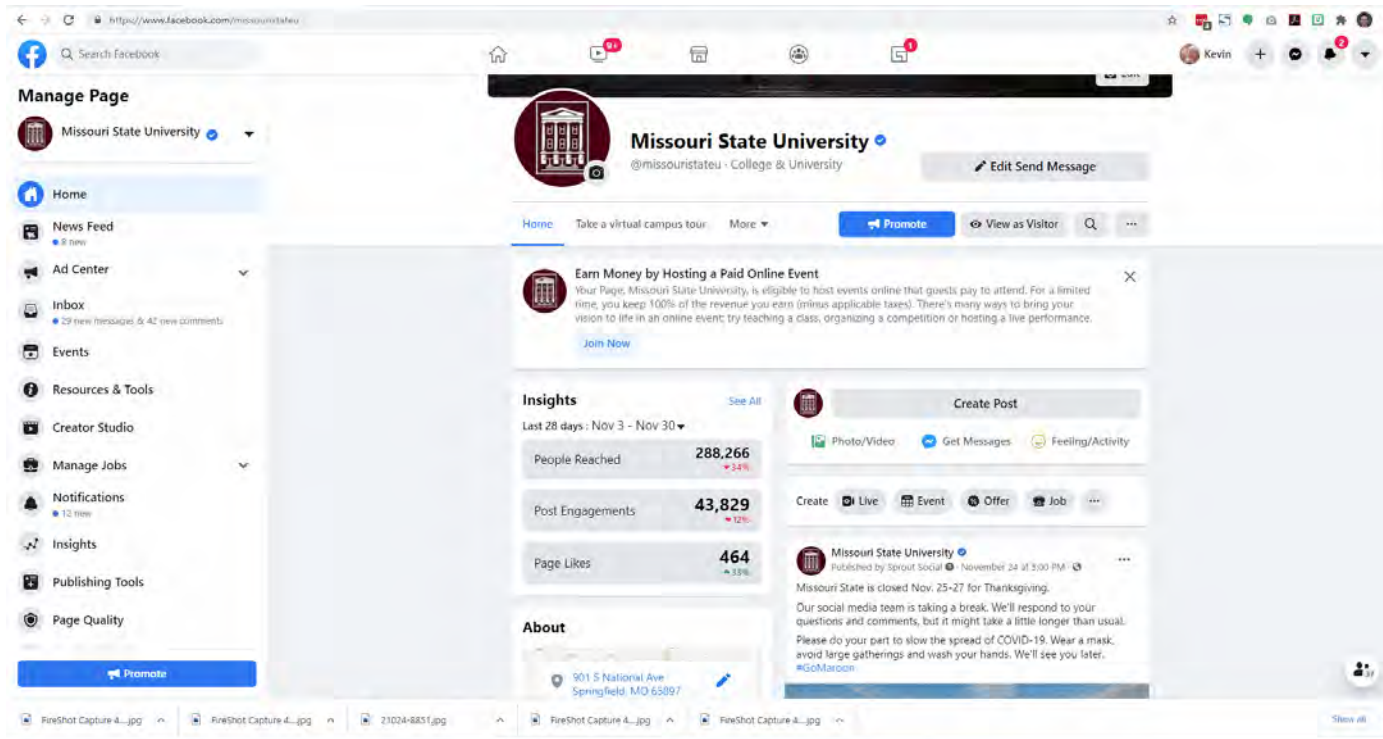


FOUR STEPS

1. Select your photo
2. Click or tap "Add description"
3. Type your description.
4. Click or tap "Save."

Add alt text on Facebook

THIS IS EASY, TOO



FIVE STEPS

1. Select your photo
2. Click or tap "Edit"
3. Click or tap "Alternative text"
4. Type your text
5. Click or tap "Save"

More tools you can use

AND MOST OF THEM ARE FREE

WAVE

Chrome browser extension checks your site for errors.

HEMINGWAY

Website checks your writing for readability score.

REV

Service that provides caption files for about \$1.50/minute of video.

W3.ORG

Introduces web accessibility concepts and more.

CONTRAST

WebAIM tool checks your foreground and background color.

MARCOM

We're happy to help. Give the Web Help Desk (or UC) a call.



Three takeaways

DO LESS



Takeaway #1

PUT YOUR TIME INTO DEVELOPING YOUR WEBSITE AND BLOG.



Takeaway #2

USE IMAGES TO ILLUSTRATE, AND TEXT TO INFORM.



Takeaway #3

NOBODY EXPECTS PERFECTION. THEY EXPECT EFFORT.