Social Media, Accessibility, and You

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Contact Details

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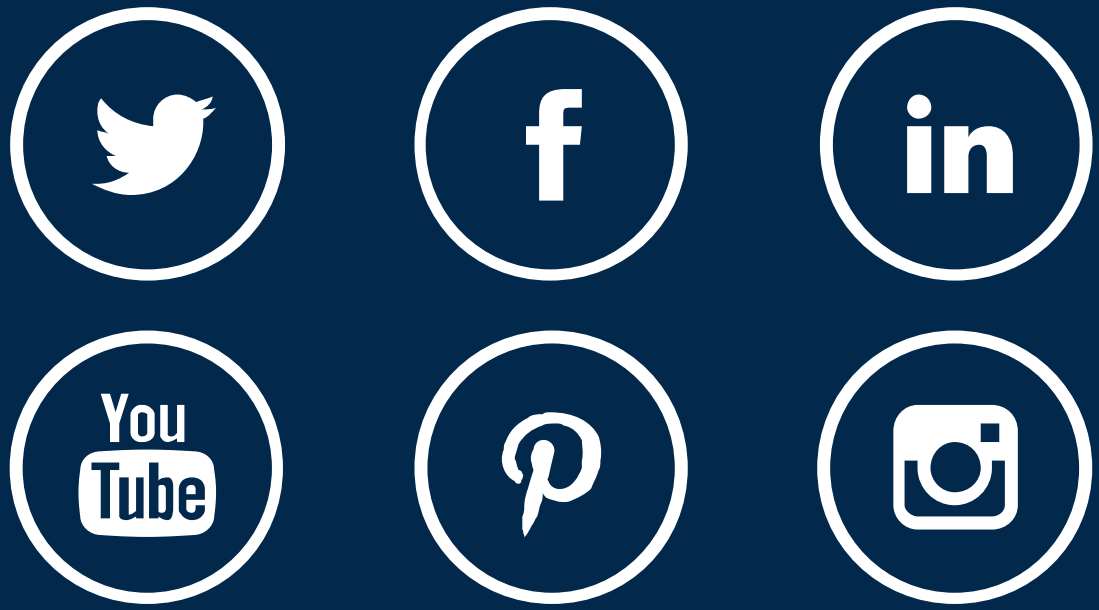
Social media channels



384 issues reported
20 automated rules
(heavily depends on content)

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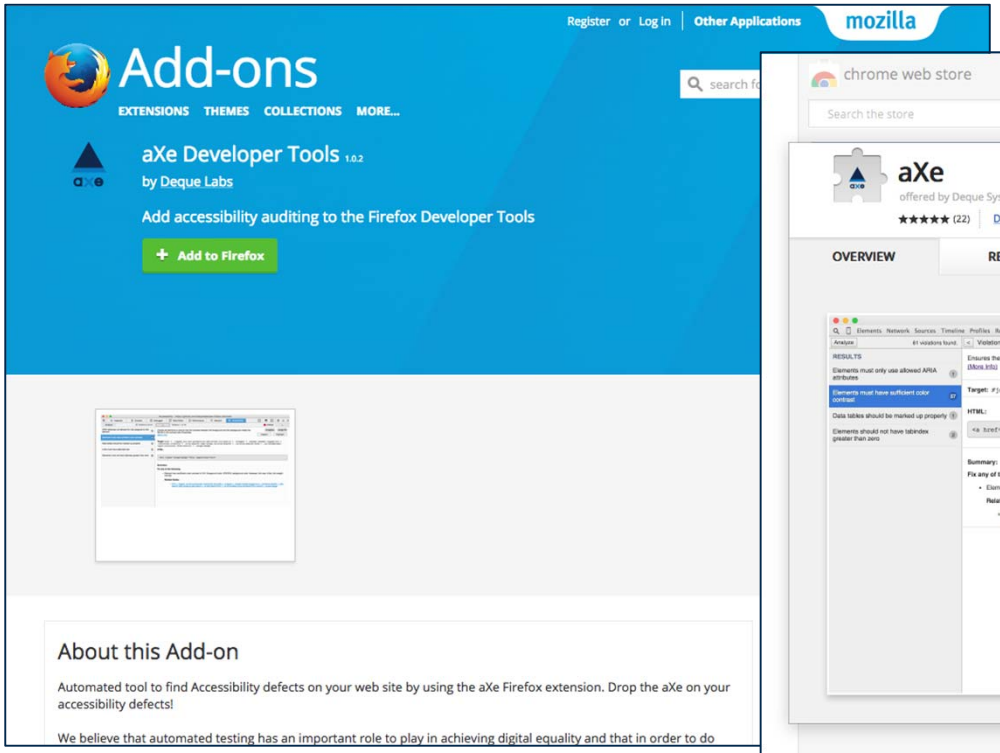
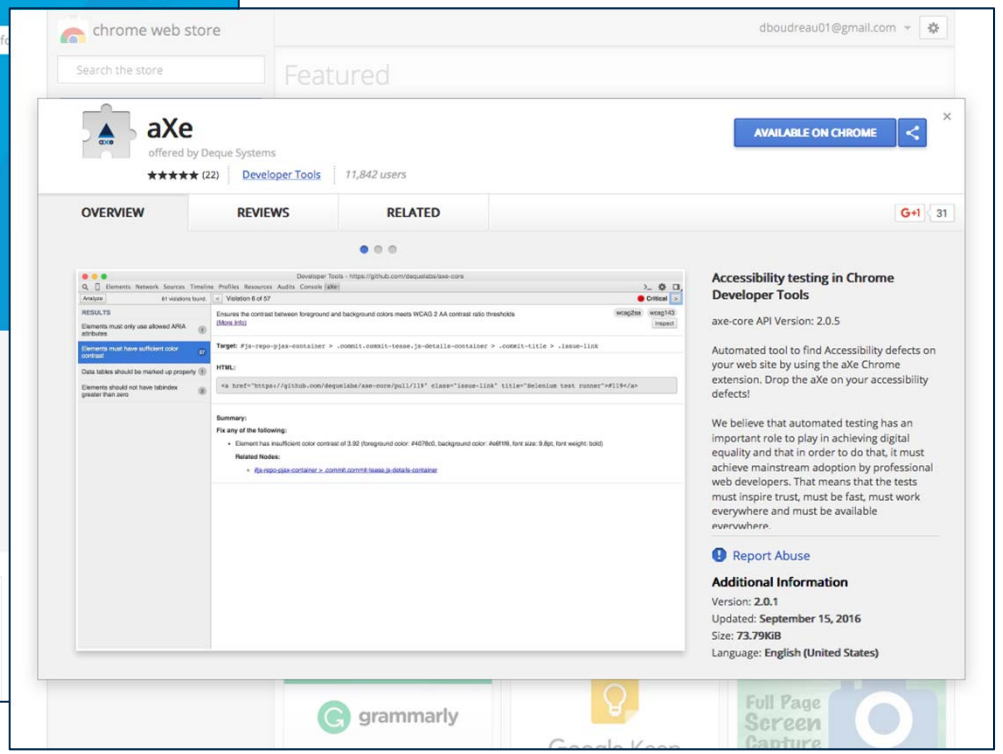
Axe Developer tools





https://addons.mozilla.org/en-us/firefox/addon/axe-devtools/

https://chrome.google.com/webstore/detail/axe/lhdoppojpmngadmnindnejefpokejbdd

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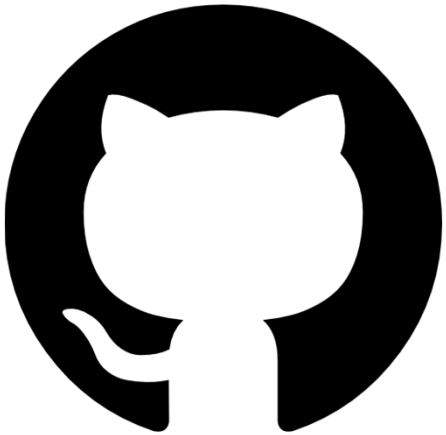
Axe core manifesto

Automated accessibility testing rules must…

1. have a zero false positive rate
2. be lightweight and fast
3. work in all modern browsers
4. themselves, be tested automatically



Join the Axe-Core community and get involved!
https://github.com/dequelabs/axe-core

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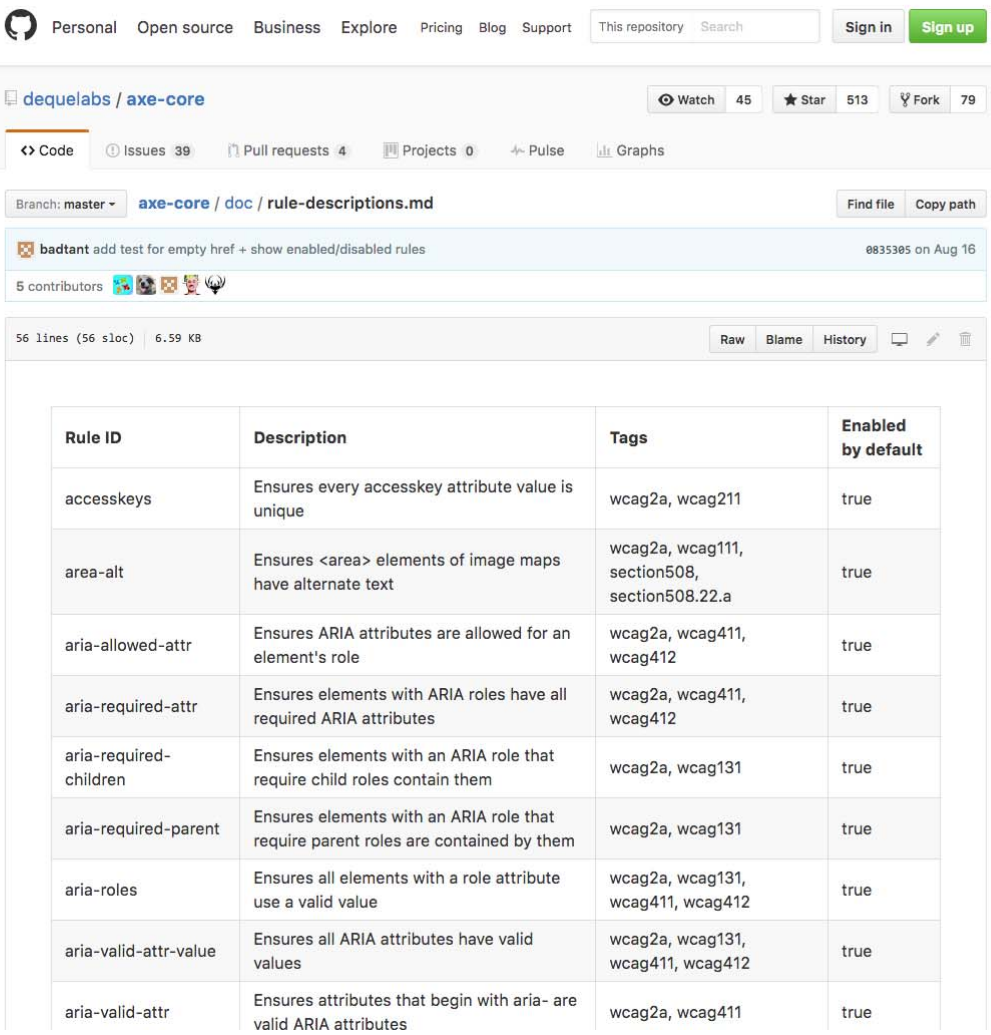
Axe Core rules



Rule ID	Description	Tags	Enabled by default
accesskeys	Ensures every accesskey attribute value is unique	wcag2a, wcag211	true
area-alt	Ensures <area> elements of image maps have alternate text	wcag2a, wcag111, section508, section508.22.a	true
aria-allowed-attr	Ensures ARIA attributes are allowed for an element's role	wcag2a, wcag411, wcag412	true
aria-required-attr	Ensures elements with ARIA roles have all required ARIA attributes	wcag2a, wcag411, wcag412	true
aria-required-children	Ensures elements with an ARIA role that require child roles contain them	wcag2a, wcag131	true
aria-required-parent	Ensures elements with an ARIA role that require parent roles are contained by them	wcag2a, wcag131	true
aria-roles	Ensures all elements with a role attribute use a valid value	wcag2a, wcag131, wcag411, wcag412	true
aria-valid-attr-value	Ensures all ARIA attributes have valid values	wcag2a, wcag131, wcag411, wcag412	true
aria-valid-attr	Ensures attributes that begin with aria- are valid ARIA attributes	wcag2a, wcag411	true

Resource
https://github.com/dequelabs/axe-core/blob/master/doc/rule-descriptions.md

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Provide an overview of the rules used in Axe – discussion about automated rules.

“While some social media channels have been working really hard to make their platforms accessible, much remains to be done.”

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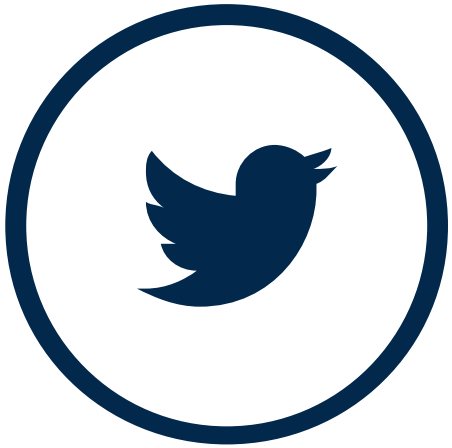
Twitter

- **Violations found: 168**
- Elements must only use allowed ARIA attributes: 2
- Buttons must have discernible text: 3
- Elements must have sufficient color contrast: 222
- id attribute value must be unique: 9
- Frames must have title attribute: 1
- Heading levels should only increase by one: 1
- <html> element must have a lang attribute: 1
- Images must have alternate text: 7
- Content should be contained in a landmark region: 1
- <video> elements must have captions: 1
- <video> elements must have an audio description track: 1



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Facebook

- **Violations found: 72**
- Certain ARIA roles must be contained by particular parents: 3
- ARIA roles used must conform to valid values: 1
- ARIA attributes must conform to valid values: 2
- Buttons must have discernible text: 7
- Elements must have sufficient color contrast: 57*
- id attribute value must be unique: 1
- Heading levels should only increase by one: 2
- Images must have alternate text: 1
- Form elements should have a visible label: 1
- Form elements must have labels: 3
- Contentinfo landmark must be at top level: 1
- Links must have discernible text: 8
- Content should be contained in a landmark region: 1
- lang attribute must have a valid value: 5
- <video> elements must have captions: 1
- <video> elements must have an audio description track: 1

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LinkedIn

- **Violations found: 51**
- ARIA attributes must conform to valid values: 1
- ARIA attributes must conform to valid names: 11
- Buttons must have discernible text: 5
- Elements must have sufficient color contrast: 70
- id attribute value must be unique: 1
- Frames must have a unique title attribute: 2
- Frames must have title attribute: 2
- Heading levels should only increase by one: 1
- <html> element must have a lang attribute: 3
- Images must have alternate text: 1
- Form elements must have labels: 2
- Links must have discernible text: 7
- Page must contain a level-one heading: 5
- Content should be contained in a landmark region: 1
- The skip-link target should exist and be focusable: 1
- <video> elements must have captions: 1
- <video> elements must have an audio description track: 1

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Pinterest

- **Violations found: 11**
- ARIA attributes must conform to valid values: 1
- Elements must have sufficient color contrast: 5
- Form elements should have a visible label: 1
- Form elements must have labels: 1
- Links must have discernible text: 3
- Page must contain a level-one heading: 1
- Content should be contained in a landmark region: 1

None of the images have any form of alternative text!

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YouTube

- **Violations found: 86**
- Elements must have sufficient color contrast: 42
- id attribute value must be unique: 68
- <html> element must have a lang attribute: 1
- <video> elements must have captions: 1
- <video> elements must have an audio description track: 1

Question the video issue(s)

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Instagram

- **Violations found: 41**
- Buttons must have discernible text: 5
- Elements must have sufficient color contrast: 35
- Form elements must have labels: 2

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Social media and accessibility

	Twitter	Facebook	LinkedIn	Pinterest	YouTube	Instagram
Elements must only use allowed ARIA attributes	X					
Buttons must have discernible text	X					
Elements must have sufficient color contrast	X					
id attribute value must be unique	X					
Frames must have title attribute	X					
Heading levels should only increase by one	X					
<html> element must have a lang attribute	X					
Images must have alternate text	X					
Content should be contained in a landmark region	X					
<video> elements must have captions	X					
<video> elements must have an audio description track	X					

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“

The more diverse the content on social media platforms is, the more rules are likely to be failed by automated tools...

”

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Social media accessibility myths

- People with disabilities **don't use** social media
- Social media is accessible and can be used **without limitation**
- Organizations using social media are **reaching everyone** they need and want to reach
- It's **expensive and time-consuming** to make social media content accessible
- Compliance with WCAG 2.0 / Section 508 **guarantees** social media accessibility

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Myths, debunked

Resource
https://www.digitalgov.gov/2013/06/26/5-myths-about-social-media-accessibility-2/

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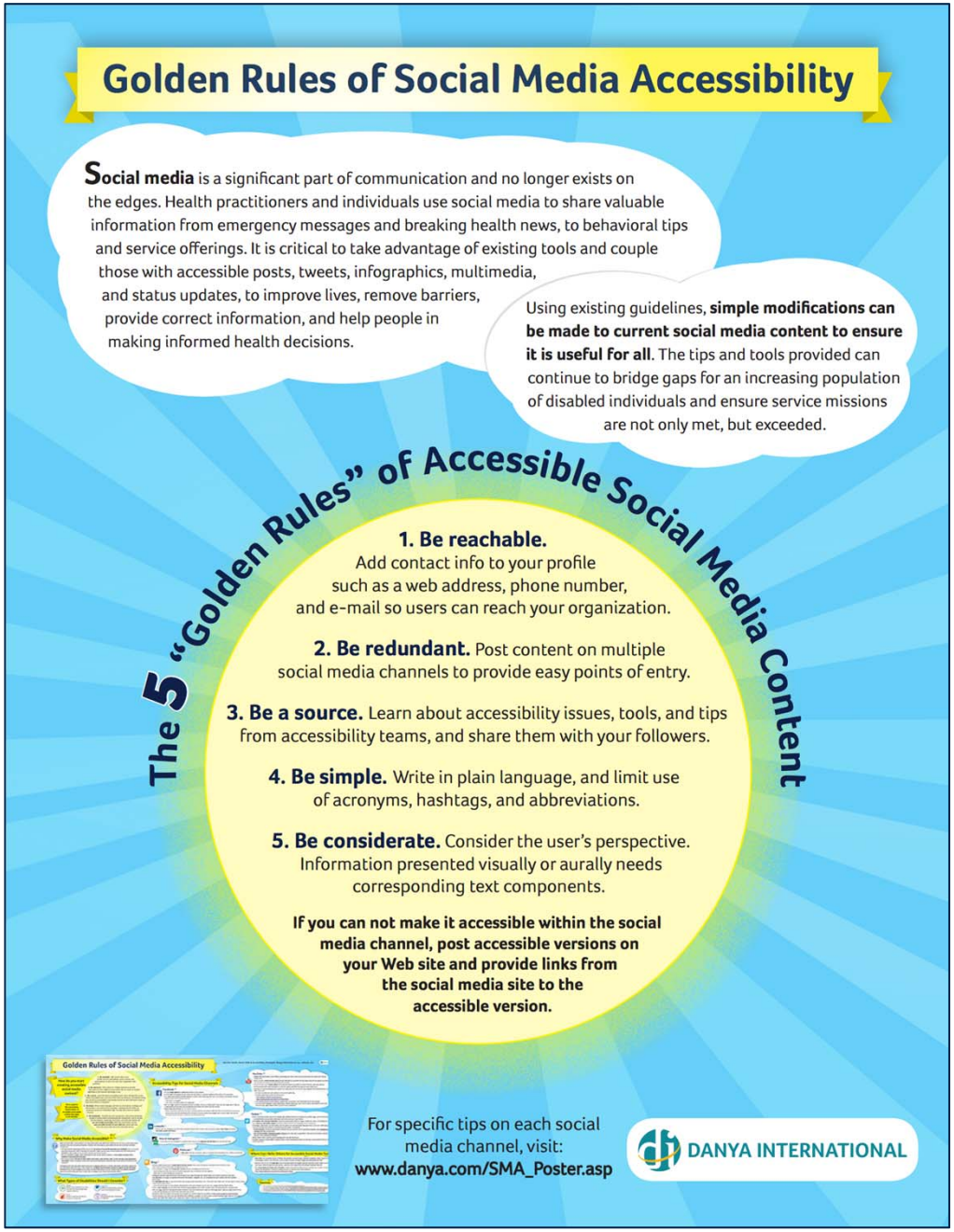
Provide an overview of the rules used in Axe – discussion about automated rules.

Golden rules of social media accessibility

1. Be reachable.
2. Be redundant.
3. Be a source.
4. Be simple.
5. Be considerate.

Reference
http://www.danya.com/files/sma_poster.pdf



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Accessible social media

Golden rules

1. **Be reachable.** Add contact info to your profile such as a web address, phone number, and e-mail so users can reach your organization.
2. **Be redundant.** Post content on multiple social media channels to provide easy points of entry.
3. **Be a source.** Learn about accessibility issues, tools, and tips from accessibility teams, and share them with your followers.
4. **Be simple.** Write in plain language, and limit use of acronyms, hashtags, and abbreviations.
5. **Be considerate.** Consider the user's perspective. Information presented visually or aurally needs corresponding text components.

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Polices and Standards

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WCAG 2.0

Does the W3C WCAG 2.0 accessibility standard apply, and if so, how?

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WCAG 2.0

- Web **Content** Accessibility Guidelines
- **Social Media = Publishing**
- **Sub-set of WCAG 2.0 likely applies**
  - **Currently no legal precedent**
  - **Who wants to be first?**

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Dissecting WCAG 2.0

Content

- 10 A & AA Success

Publishing Platform

- 25 A & AA Success

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WCAG 2.0 Success Criteria: Perceivable

- **SC 1.1.1 Non-text Content:** All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.

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WCAG 2.0 Success Criteria: Perceivable

- **SC 1.2.1 Audio-only and Video-only (Prerecorded):** For prerecorded audio-only and prerecorded video-only media, the following are true, except when the audio or video is a media alternative for text and is clearly labeled as such:
  - Prerecorded Audio-only: An alternative for time-based media is provided that presents equivalent information for prerecorded audio-only content.
  - Prerecorded Video-only: Either an alternative for time-based media or an audio track is provided that presents equivalent information for prerecorded video-only content.
- **SC 1.2.2 Captions (Prerecorded):** Captions are provided for all prerecorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such.
- **SC 1.2.3 Audio Description or Media Alternative (Prerecorded):** An alternative for time-based media or audio description of the prerecorded video content is provided for synchronized media, except when the media is a media alternative for text and is clearly labeled as such.
- **SC 1.2.5 Audio Description (Prerecorded):** Audio description is provided for all prerecorded video content in synchronized media.

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WCAG 2.0 Success Criteria: Perceivable

- **SC 1.3.3 Sensory Characteristics:** Instructions provided for understanding and operating content do not rely solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound.

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WCAG 2.0 Success Criteria: Perceivable

- **SC 1.4.1 Use of Color:** Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.
- **SC 1.4.3 Contrast (Minimum):** The visual presentation of text and images of text has a contrast ratio of at least 4.5:1…

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WCAG 2.0 Success Criteria: Operable

- **SC 2.3.1 Three Flashes or Below Threshold:** Web pages do not contain anything that flashes more than three times in any one second period, or the flash is below the general flash and red flash thresholds.

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WCAG 2.0 Success Criteria: Operable

- **2.4.4 Link Purpose (In Context):** The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general.

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WCAG 2.0 Recap for Social Media

- SC 1.1.1 Non-text Content

- SC 1.2.1 Audio-only and Video-only (Prerecorded)
- SC 1.2.2 Captions (Prerecorded)
- SC 1.2.3 Audio Description or Media Alternative (Prerecorded)
- SC 1.2.5 Audio Description (Prerecorded)

- SC 1.3.3 Sensory Characteristics
- SC 1.4.1 Use of Color
- SC 1.4.3 Contrast (Minimum)

- SC 2.3.1 Three Flashes or Below Threshold
- SC 2.4.4 Link Purpose (In Context)

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> **If you can't make it accessible within the social media channel, post accessible versions on your Web site and provide links from the social media site to the accessible version**

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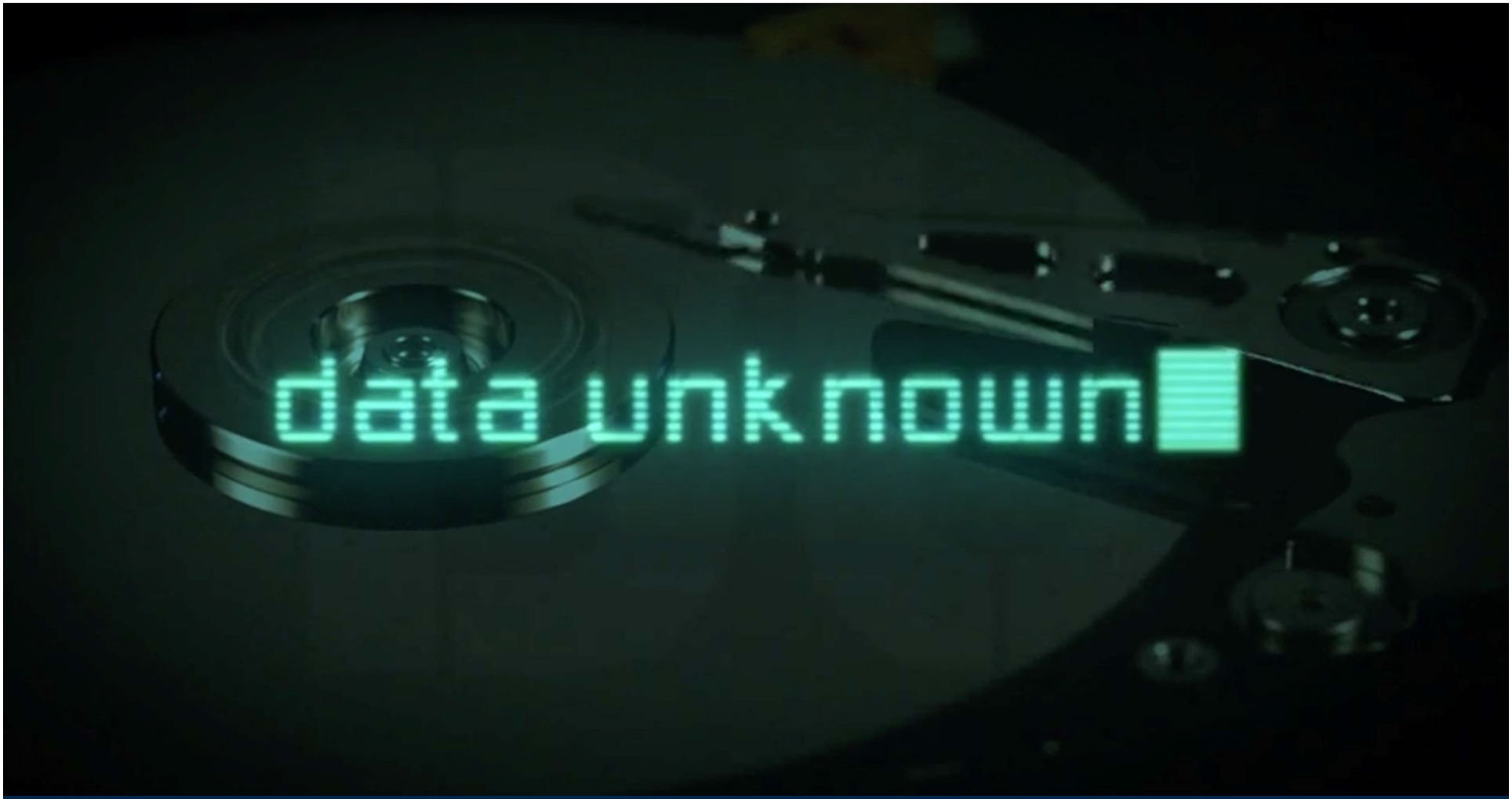
What (if any) is your legal liability exposure?



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Strategy and Draft Policy

Preamble

Unfortunately, many social media applications today do not adequately address accessibility and are difficult to use with assistive technology, which makes them inaccessible to many users with disabilities. Social Media platforms such as Facebook, Twitter, and YouTube may contain accessibility issues beyond the ability of [institution] to remediate or address.

Purpose

This document describes [institution]'s current Social Media Accessibility Policy.

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Strategy and Draft Policy

Scope

This policy applies to any use of a Social Media platform, including but not limited to Twitter, Facebook, YouTube, Pinterest, Instagram, and others. As new Social Media platforms emerge, the Web Accessibility Coordinator is responsible for ensuring that the new application or platform is included in [Institution]'s Social Media Policy upon adoption.

Compliance Timeline

[?????]

deque Accessibility Blueprint

Social Media Accessibility Policy

[Note: The Draft policy presumes the creation of a Web Accessibility Coordinator at [client], as recommended in the Accessibility Blueprint]

Preamble

Social Media is increasingly a powerful tool for both customer feedback and promotion. It is changing how people interact with one another, gather information, and changing how business and governments share information and deliver services. Unfortunately, many social media applications today do not adequately address accessibility and are difficult to use with assistive technology, which makes them inaccessible to many users with disabilities. Social Media platforms such as Facebook, Twitter, and YouTube may contain accessibility issues beyond the ability of [client] to remediate or address.

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Compliance Timeline

Note: Dates will be determined after [client] Social Media Teams have received training and remediated a representative number of pages. This will allow the Social Media Teams to more accurately estimate the effort required based on resources available.

Policy

The Social Media Accessibility Policy for [client] is part of the larger Web Accessibility Policy at [client] in force at the time of adoption, with some minor exceptions related to technical aspects of the host Social Media Platforms. This policy recognizes existing accessibility limitations of most Social Media platforms, as well as the inability of [client] to reasonably effect changes to these platforms.

In these cases, content owners will be responsible for providing an accessible accommodation.

The accessibility conformance of all of [client]'s Social Media platforms will be informed by the requirements of W3C Web Content Accessibility Guidelines 2.0 Level AA (WCAG 2.0 AA) to the extent that individual platforms will allow. WCAG Requirements related to color and color contrast, alternative content creation (including captions, video descriptions and transcripts), content not relying solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound, and the avoidance of flashing content (within restricted thresh-holds) remain fully in effect.

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Strategy and Draft Policy

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PDF Version:
https://www.dropbox.com/s/h4tuf4befmt3q4g/DRAFT%20Social%20Media%20Accessibility%20Policy.pdf?dl=0

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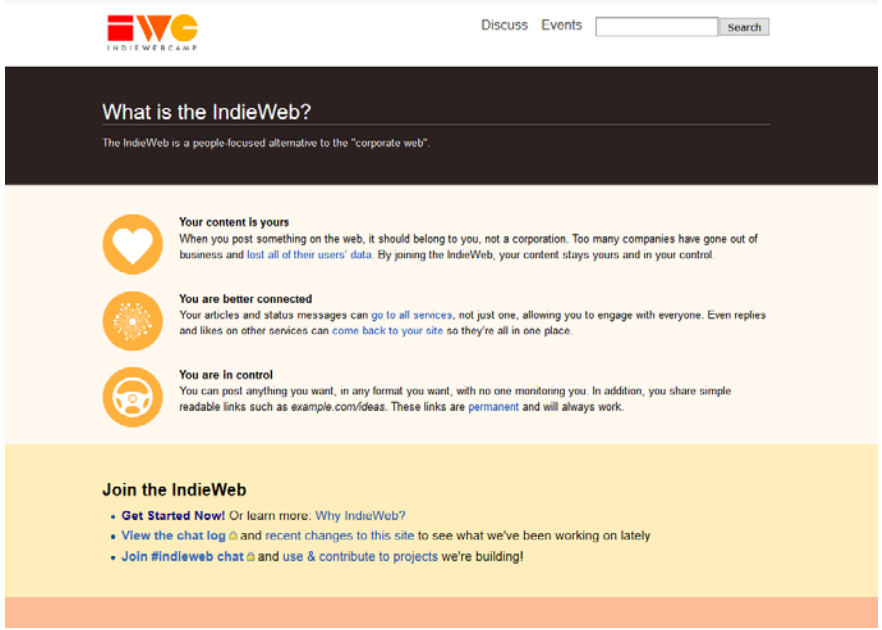
Strategy and Draft Policy

Some Further Thoughts…

- Social Media platforms that offer you a "*home page*" should include a link to your accessibility policy, and also provide contact information.
- Investigate CMS sharing tools, where content is posted on a CMS under your control, and then shared out to the different Social Media platforms.



https://indieweb.org/
https://indieweb.org/WordPress/Plugins

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Thank you!

Questions & wrap up

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