

# Social Media Management with a Screen Reader

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# Introduction

**Social Media:** forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Source: [Merriam-Webster](#)

# Use Cases

- Peer-to-peer communication
- News
- Recreation
- Marketing

# Key Players

Most popular networks, 2018:

- YouTube: 73 percent
- Facebook: 68 percent
- Instagram: 35 percent
- Pinterest: 29 percent
- Snapchat: 27 percent
- LinkedIn: 25 percent
- Twitter: 24 percent
- WhatsApp: 22 percent

# Key Players

- 74 percent of those surveyed visit Facebook every day
- 51 percent visit Facebook multiple times a day

Source: [“Social Media Use 2018: Demographics and Statistics” by the Pew Research Center via Forbes](#)

# The Pinterest case study

Pinterest most recently released an app with new accessibility features:

“We asked one user, would you use Pinterest? You can’t see what’s on the screen!” Long recounts. “She said, ‘of course I would.’” Visually impaired or not, we all want tasty recipes, better haircuts, and fashion advice. And Pinterest is loaded with billions of pins full of this stuff.

Source: [Fast Company](#)

# Some of the improvements to Pinterest

- Code and labels for screen reader access
- Focus indicator
- Redesigned color palette
- Stopped using color as only way of indicating meaning

Source: [Fast Company](#)

# Accessibility culture

- Inclusivity pop-up lab
- The company began thinking about global markets two years ago
- In a similar way, will consider accessibility from the beginning

Source: [Fast Company](#)

# Managing posts

Collaboration tools:

- Google Docs
- Paper by Dropbox
- Slack
- Email

# Managing posts

Scheduling tools:

- Buffer
- Hootsuite

# Buffer

## Pros:

- Simple interface
- Scheduling features
- Influencer's analytics
- Lower Prices
- Lots of external services
- RSS integration

# Buffer

## Cons:

- No free analytics
- Limited team collaboration
- Limited content curation

# Hootsuite

## Pros:

- A lot of features in the free edition
- Lots of add-ons
- Excellent team support
- Lots of search streams
- Content curation
- Training
- Free analytics

# Hootsuite

Cons:

- Complex interface
- Business plans are expensive

# Buffer or Hootsuite

Which to choose?

- Do you want simplicity? Buffer
- Do you want expandability? Hootsuite
- Do you have a small budget and only want a few profiles? Buffer
- Do you want a large team? Hootsuite

# Buffer or Hootsuite

Which to choose (continued)?

- Do you want to focus on publishing your own content? Buffer
- Do you want to focus on sharing content from others? Hootsuite
- Do you want to create your own featured images? Buffer
- Do you want advanced advertising features? Hootsuite

Source: [Elegant Themes Blog](#)

# Adding image descriptions

## Alt-text method

Examples of good alt text:

- “Stormy seascape at sunrise, featuring light play on the water”
- “A well-worn guitar resting atop the cabinet of a seriously dilapidated piano”
- “Black-and-white photograph of a woman in a cocktail dress”

Source: [Conscious Style Guide](#)

# Wrapping it Up

Tips to make producing and consuming social media content accessible.

Facebook:

- Add captions to images
- Add links to transcripts for videos
- Upload videos to YouTube and include transcripts there

# Wrapping it Up

Facebook:

- [Facely HD \(iOS app\)](#)
- [M.facebook.com](#)
- More info:
  - Twitter: [@fbaccess](#)
  - Web: <https://www.facebook.com/help/141636465971794>

# Wrapping it Up

## YouTube:

- Warn of autoplay
- Include captions
- Include transcripts
- Include audio description
- [M.youtube.com](https://www.youtube.com)
- Use an accessible media player.
- Tips from Google:

<https://support.google.com/youtube/answer/189278?hl=en>

# Wrapping it Up

## Twitter:

- Use alt text for images
- Use camel case:
  - Examples:
    - #HigherEd (not #highered)
    - #InclusiveDesign (not #inclusivedesign)
- Tips from Twitter: <https://twitter.com/a11ytips?lang=en>

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# Thank you!

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