

Accessible Community Management

Courtney Craven and Stacey Jenkins
Accessibility Specialists, Can I Play That?

What *is* accessible community management

Ensuring your community content is accessible allows *everyone* to engage with your brand.

It's also a big step towards a more inclusive and welcoming community.



Why does accessible community management matter?

Creating accessible content goes well beyond "just" helping disabled people.

However, 15% of the world's population - or one billion people – are living with a disability.



Some facts about the disabled community

- Disabled people are the largest minority group in the world.
- In the US, disabled people have a discretionary income of \$21 billion.
- 70% of disabled people will click away from inaccessible content.
- In 2019, UK retailers lost nearly \$23.5 billion due to web inaccessibility



Who benefits from accessible community management?

EVERYONE

But more specifically...

- Disabled people
- People with glasses
- Tired people
- Parents
- Kids
- People with slow internet



What kind of content do you create?

Make a note of it so we can be sure to address any questions on specific content types you may have.



Remember!

If all of this is new to you,
that's ok!

We're not here to shame or
scold you.

Everyone has to start
somewhere and you're here
learning!



How might people interact with your content?

It's essential to ask this question for everything you create and share!

- Memes for people without sight?
- Game trailers for d/Deaf/hard of hearing people?
- Online events with blind and low-vision viewers?



Quite often when we create content, we only consider how we would experience it

That's ok!

That's a bias we all have and moving beyond it takes time and practice.

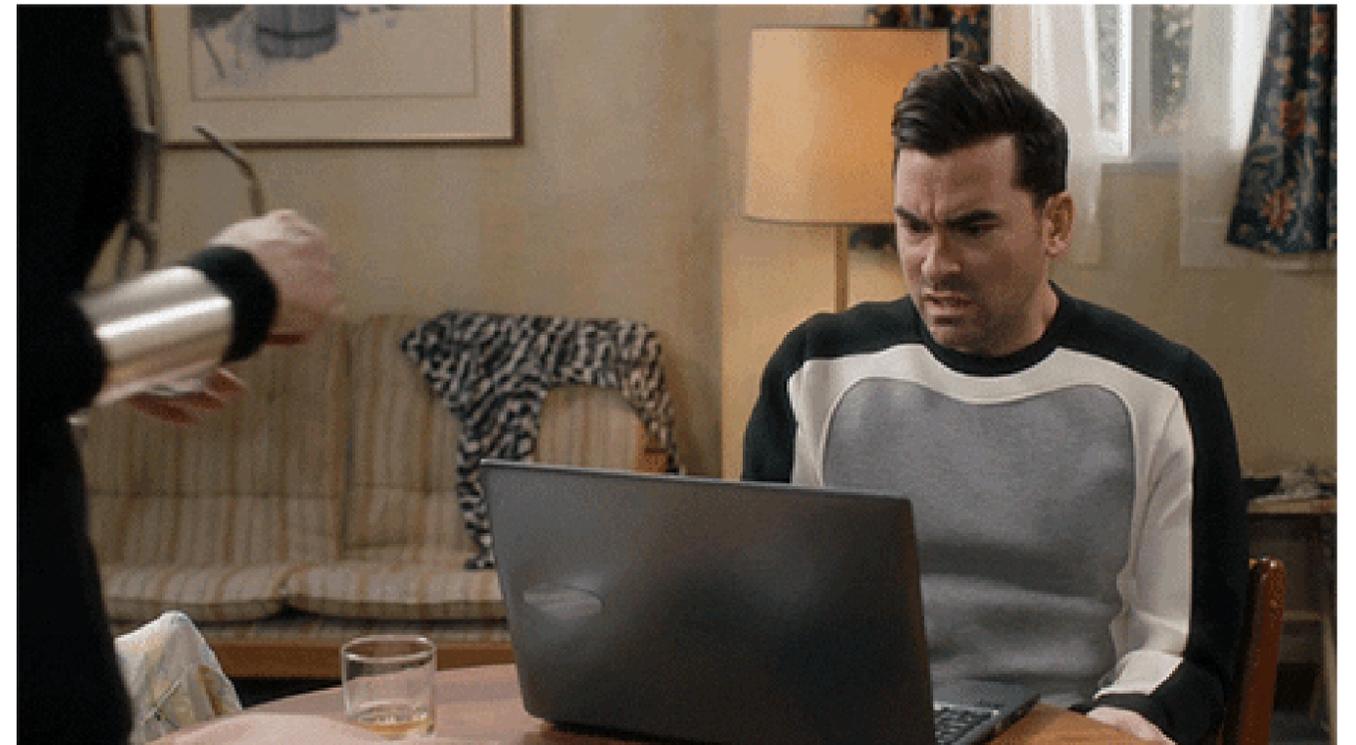


Keyboard Navigation

While most social platforms have keyboard navigation baked in, it's important to keep in mind if you create any site content or anything interactive.

Who uses keyboard navigation?

- Motor control disabilities
- Tremors
- Broken hands/arms/fingers
- Left-handed people



Screen Readers

A screen reader is assistive tech that narrates text or displays it on a braille display.

Who uses screen readers?

- Blind people and those with low vision.
- People who have a reading disability or cannot read.
- People with learning disabilities



Watching Without Sound

Captions are required for users who, for numerous reasons, watch videos (and things like podcasts) without sound.

Who consumes content without sound?

- d/Deaf and hard of hearing people
- Parents with sleeping kids.
- Autistic people.
- Commuting people.
- People in waiting rooms killing time.



Solve for one, extend to many

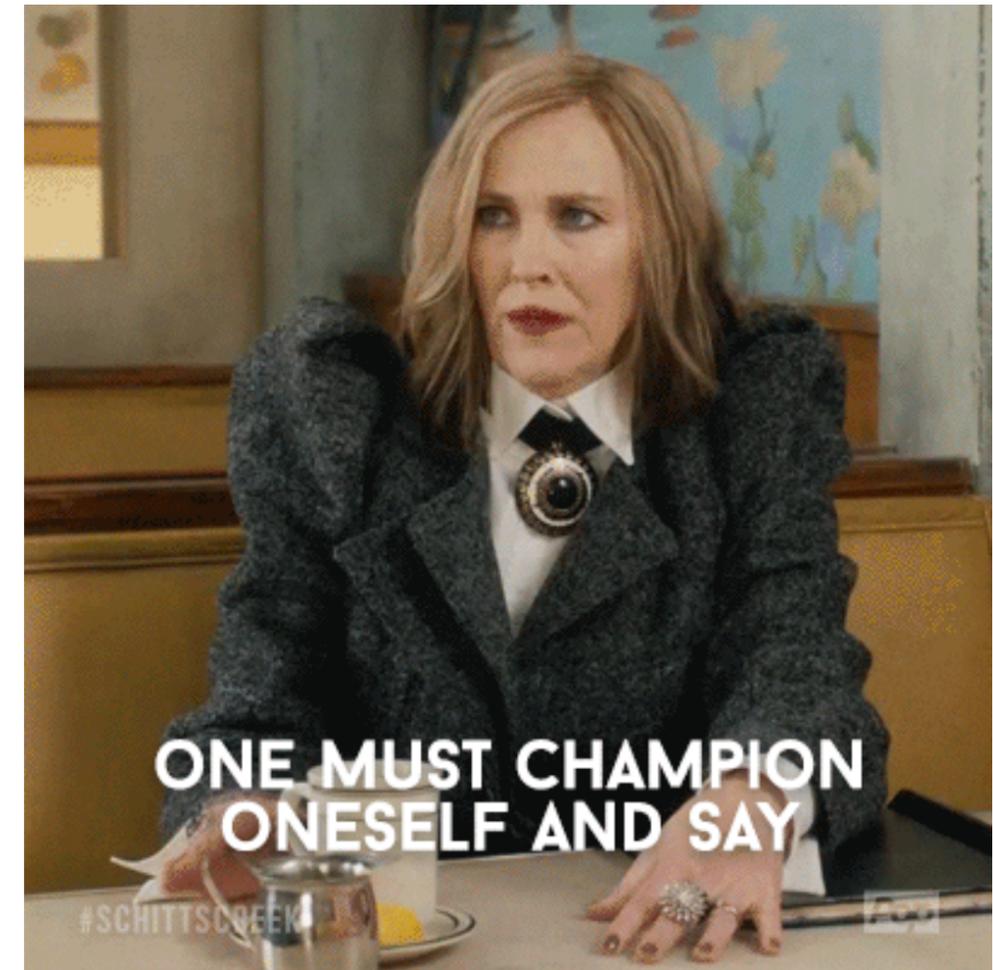
When you create content to make it accessible to disabled people, such as d/Deaf people, people without sight, and people with limited mobility, you are also creating content that accommodates the endless number of people with what we call “situational disabilities.”

A situational disability is anything that your current situation leaves you unable to do, like using earbuds for phone calls when you’re carrying stuff, holding a baby, eating with one hand and gaming with the other.



How Do I Do All That?

Screen readers, captions for videos, keyboard navigation, solve for one...that's a lot to remember!



Plain Language, Clear Text

- Keep sentences short.
- Try to use simpler words with fewer syllables.
- Use jargon sparingly and introduce acronyms.
- Use lists where appropriate to break up information.



Inclusive Language

- Don't use euphemisms for disability.
- Use gender inclusive language.
- Include content/trigger warnings where appropriate.
- Language changes over time, so connect with various communities to stay aware.



Always consider disabled people to be part of your audience

So often, when we think of diversity and inclusion, we think of race, gender, sexuality, and religion.

Disability is a tremendously intersectional identity, yet it is often considered separate from other marginalized groups.



How do you solve that problem?

- Don't only look to disabled people for disability related things.
- Include disabled people in general marketing images and content.
- Interact with and promote the work of disabled content creators just as you would any other content creator.



Emojis and ASCII Fonts



ASCII Fonts

The image shows a screenshot of a Twitter thread on a dark theme. The thread is by Kent C. Dodds (@kentcdodds) and contains a video. The video content is a screenshot of a tweet composition screen with the text: "You think it's *cute* to write your tweets and usernames **this way**. But have you *listened* to what it sounds like with assistive technologies like *VoiceOver*?" The video has 4.3M views and is 1:18 long. The tweet has 36K retweets, 4,751 quote tweets, and 56.7K likes. The right sidebar shows a search bar, a "Relevant people" section with Kent C. Dodds, and a "What's happening" section with trending topics like "Some lockdown restrictions ease from Monday in England" and "Are schools covering up sexual assault?".

Thread

Kent C. Dodds @kentcdodds

You think it's *cute* to write your tweets and usernames **this way**. But have you *listened* to what it sounds like with assistive technologies like *VoiceOver*?

Twitter, Inc. [US] | <https://twitter.com/compose/tweet>

Tweet

You think it's *cute* to write your tweets and usernames **this way**. But have you *listened* to what it sounds like with assistive technologies like *VoiceOver*?

4.3M views 0:00 / 1:18

6:49 PM · Jan 9, 2019 · Twitter Web App

36K Retweets **4,751** Quote Tweets **56.7K** Likes

Search Twitter

Relevant people

Kent C. Dodds @kentcdodds **Follow**

Improving the world w/ quality software · Husband, Father, Latter-day Saint, Teacher, OSS · TestingJavaScript.com · EpicReact.Dev · Be Kind

What's happening

COVID-19 · 4 hours ago

Some lockdown restrictions ease from Monday in England

Trending with #RuleOfSix

The Times · 5 hours ago

Are schools covering up sexual assault?

Hashtag Roundup · Last night

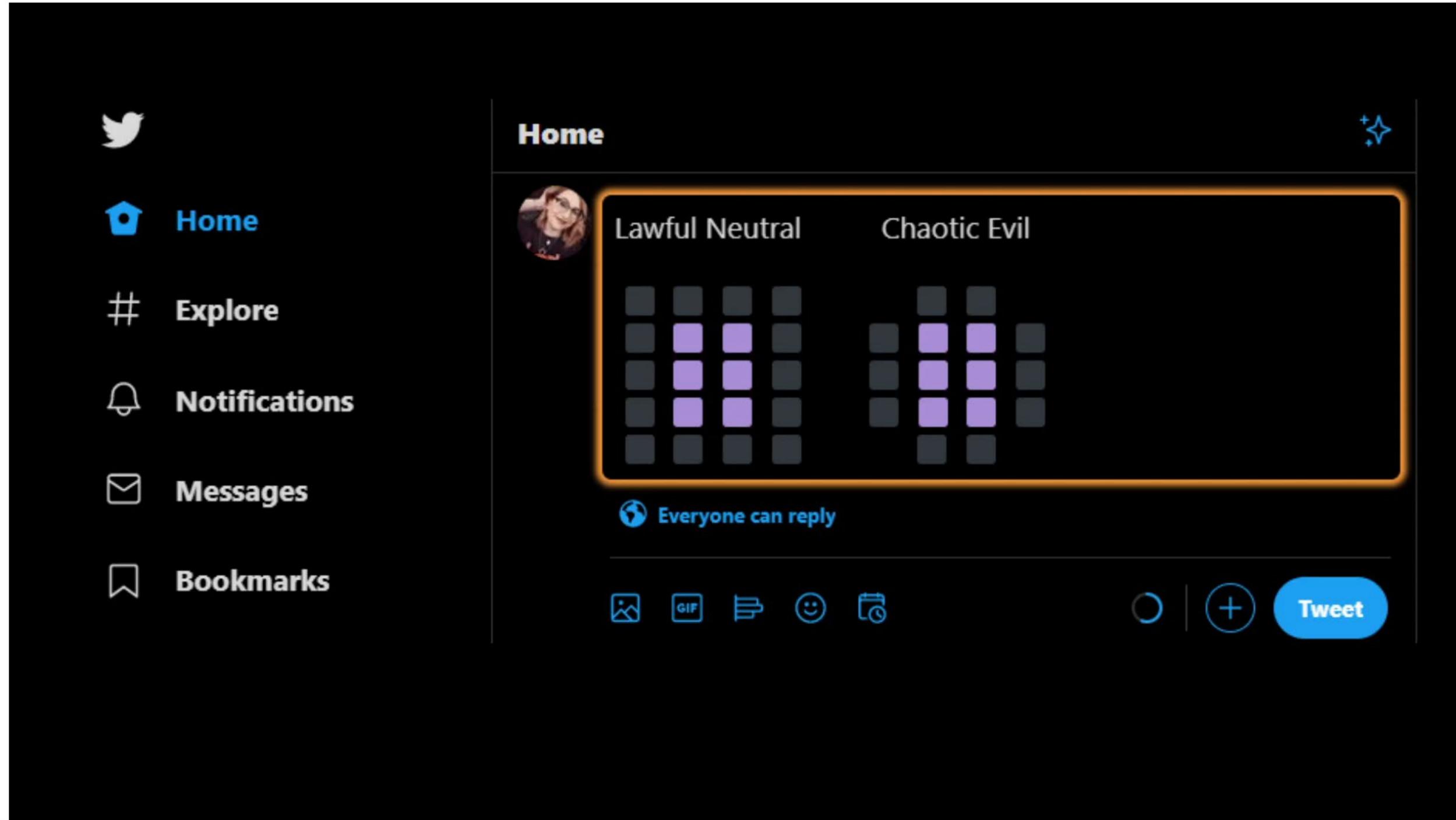
This stuff should NOT exist

Politics · Trending

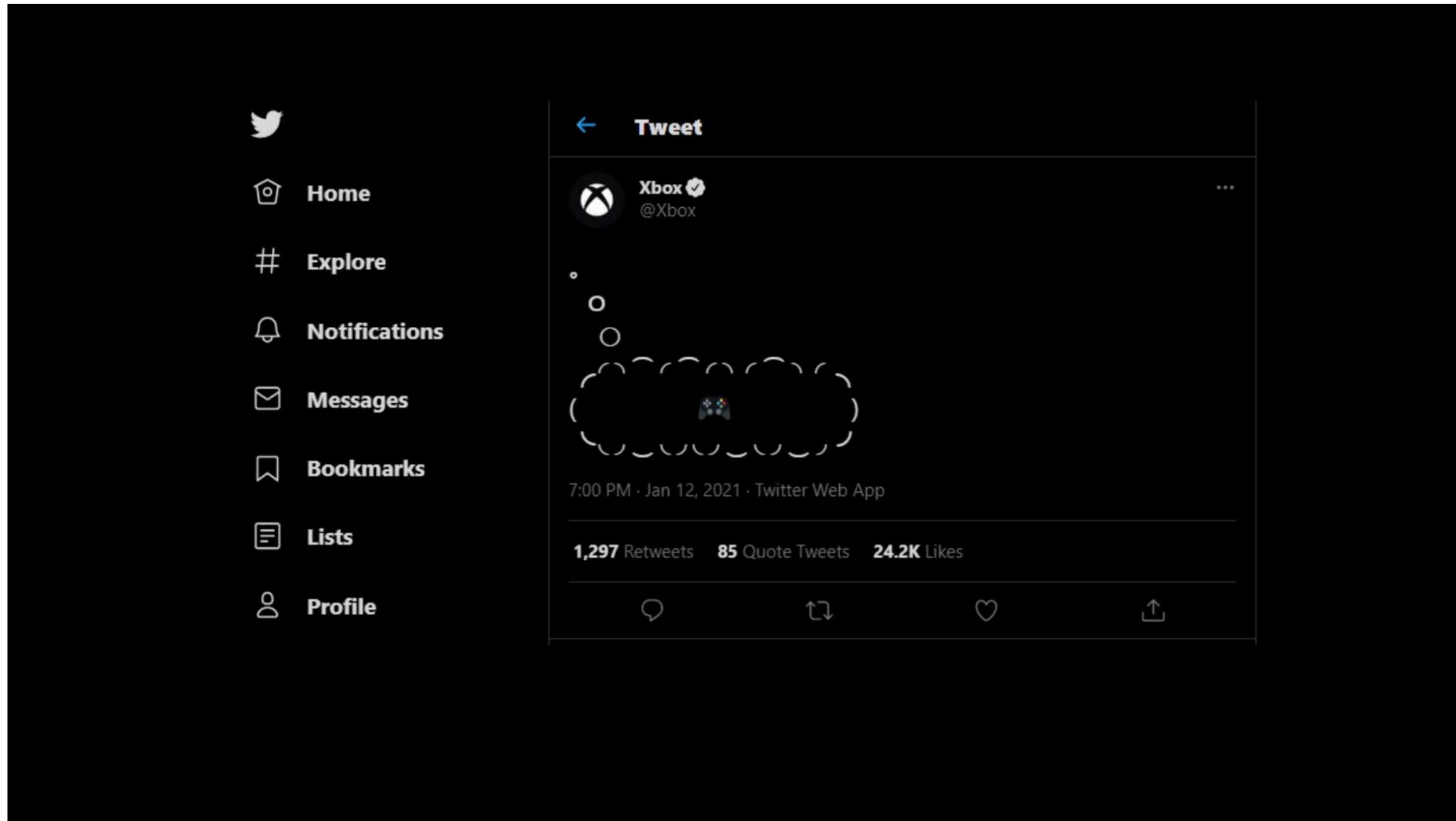
BAME

5,190 Tweets

Too Many Emojis



ASCII Illustration Meme



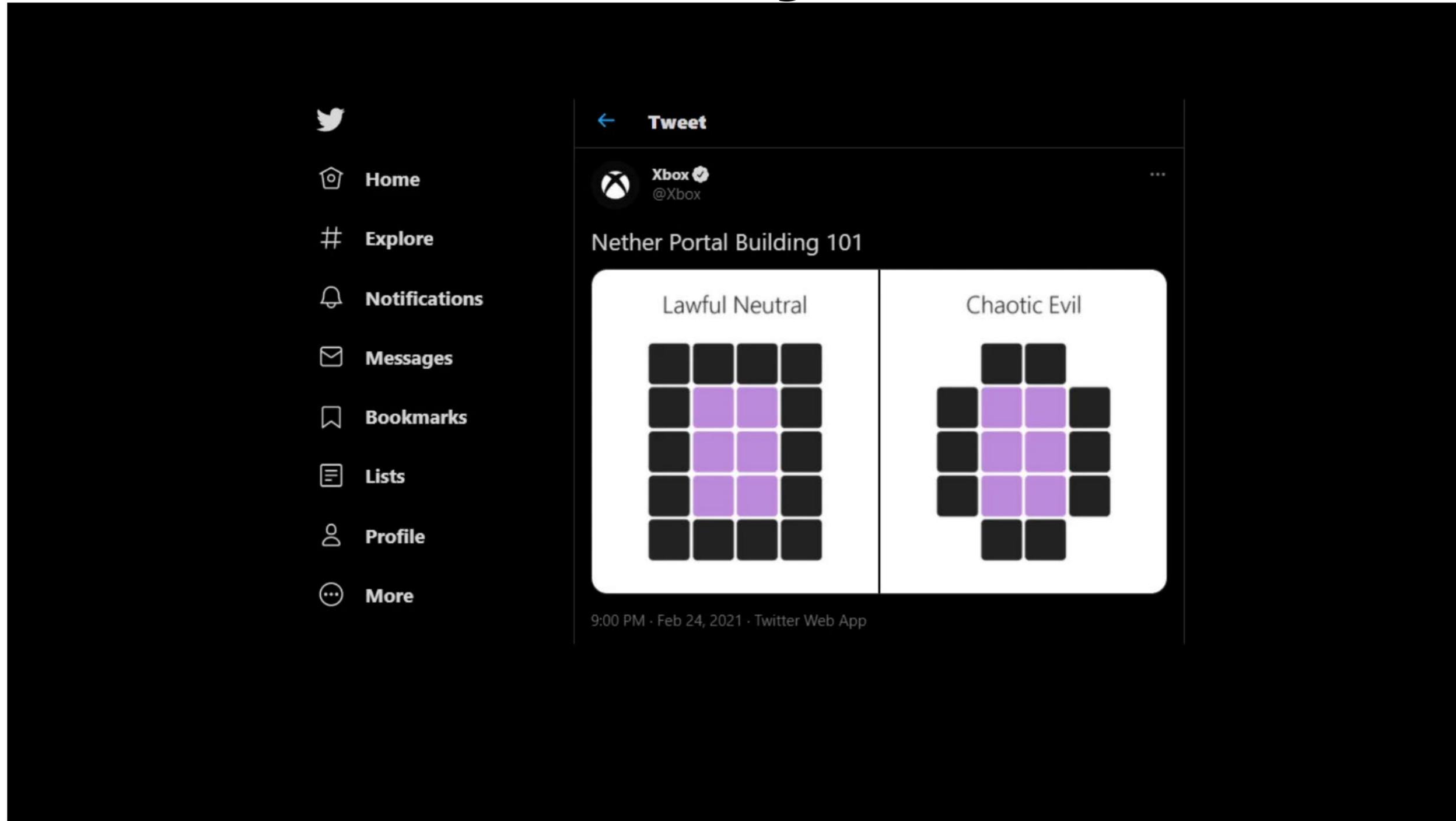
How can we join in on the trends of the day without unintentionally excluding some of our players?



By creating *accessible* memes!



A Better Way to Meme



Alt Text

Don't

- Don't use alt text to convey jokes or hidden meaning.
- Don't include info not relevant to the image (photo credit, file name, etc.)
- Don't rely on AI to compose your alt text.
- No need to say "image of" or "photo of" as this is a given.



Do

- Describe what appears in the image and any important context.
- If the image serves a purpose, describe the purpose.
- Keep it short. Most sites have character limits for alt text.
- If the image contains text, include it in the alt text.

Adding Alt Text

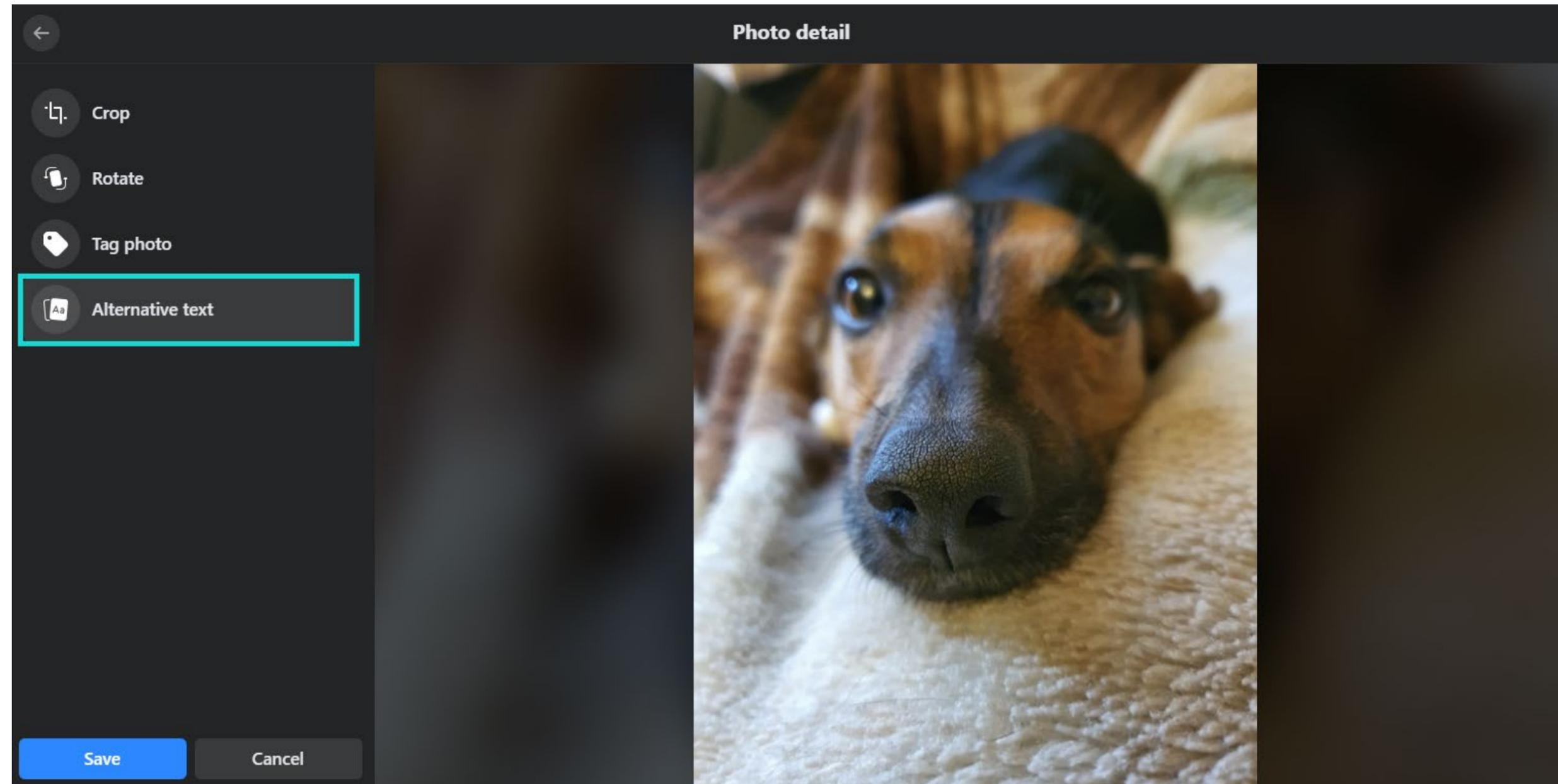
**This is
Maggie**



Facebook

**This is how
you add alt
text to Maggie
on Facebook**

***100-character limit**

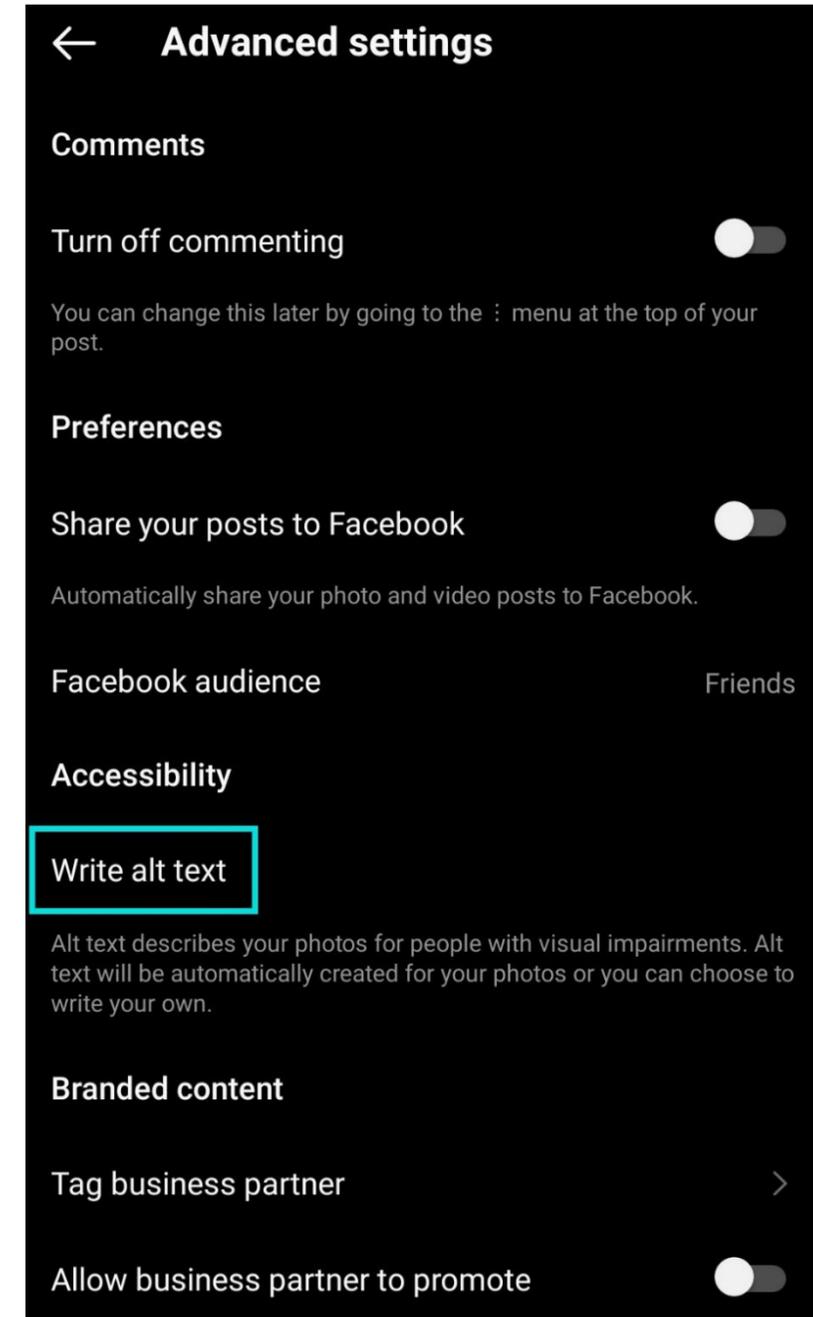
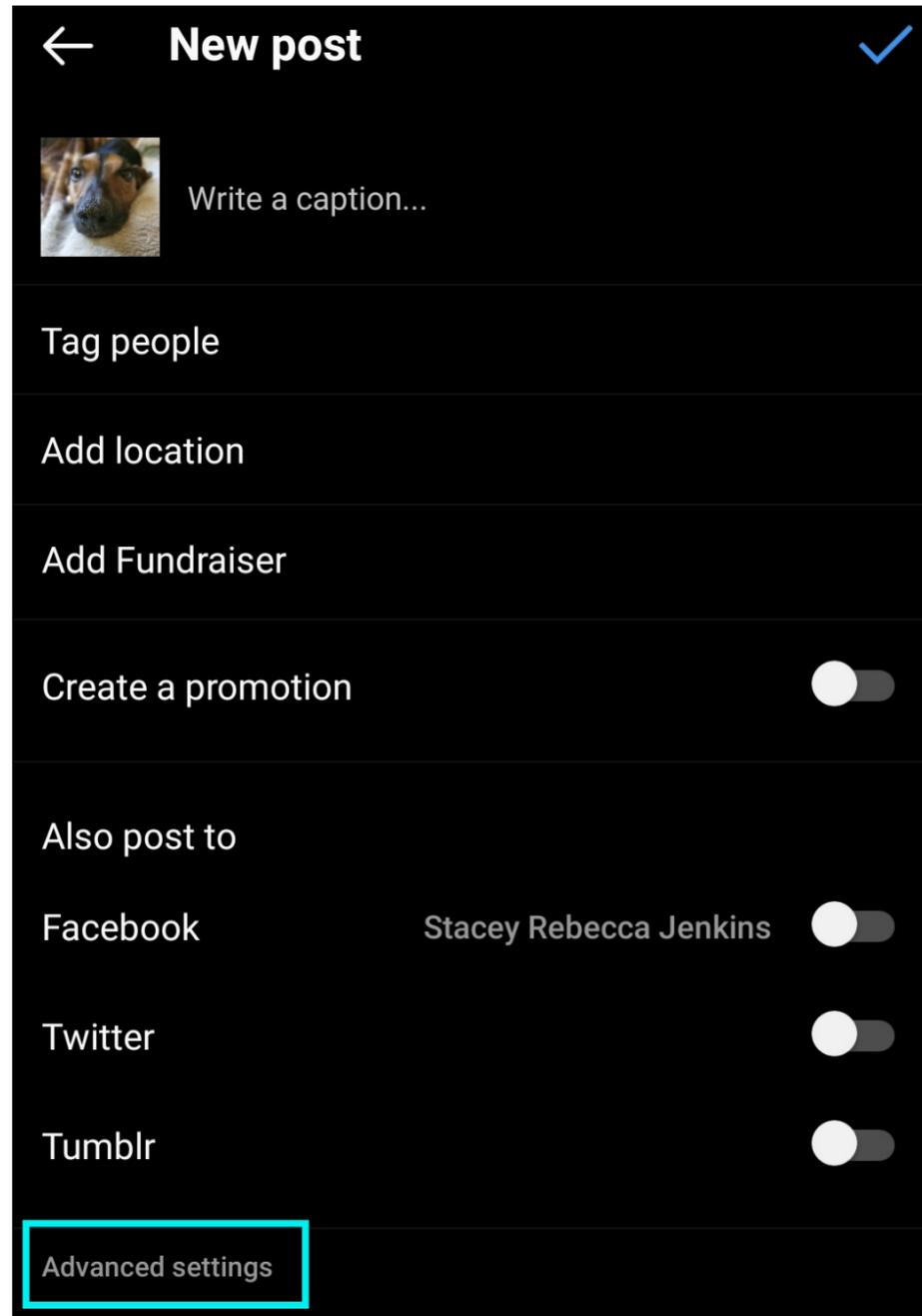


Instagram

**This is how
you add alt
text to Maggie
on Instagram**

***100-character limit**

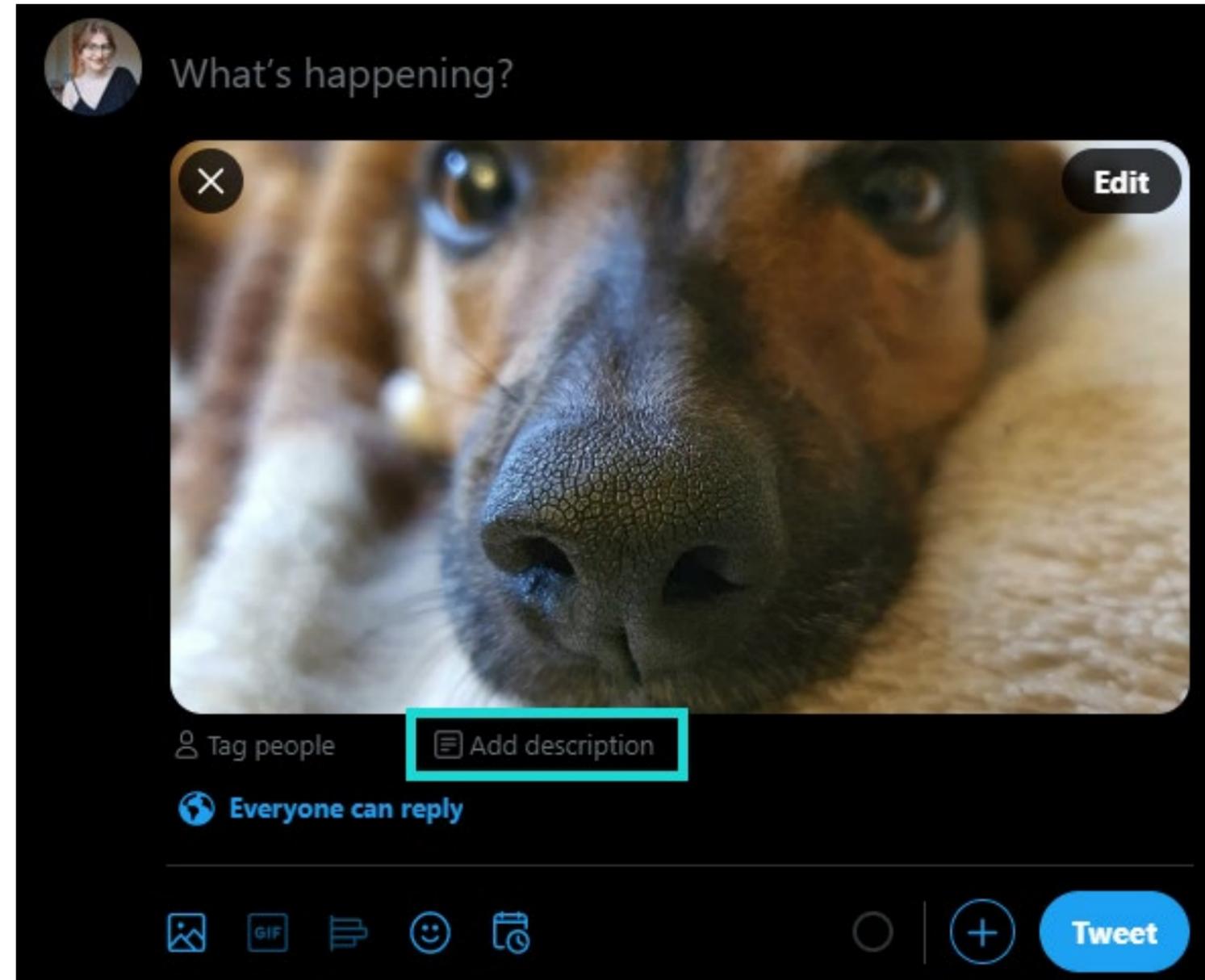
****If you cross post
from Instagram to
Facebook, alt text
transfers.**



Twitter

**This is how
you add alt
text to Maggie
on Twitter**

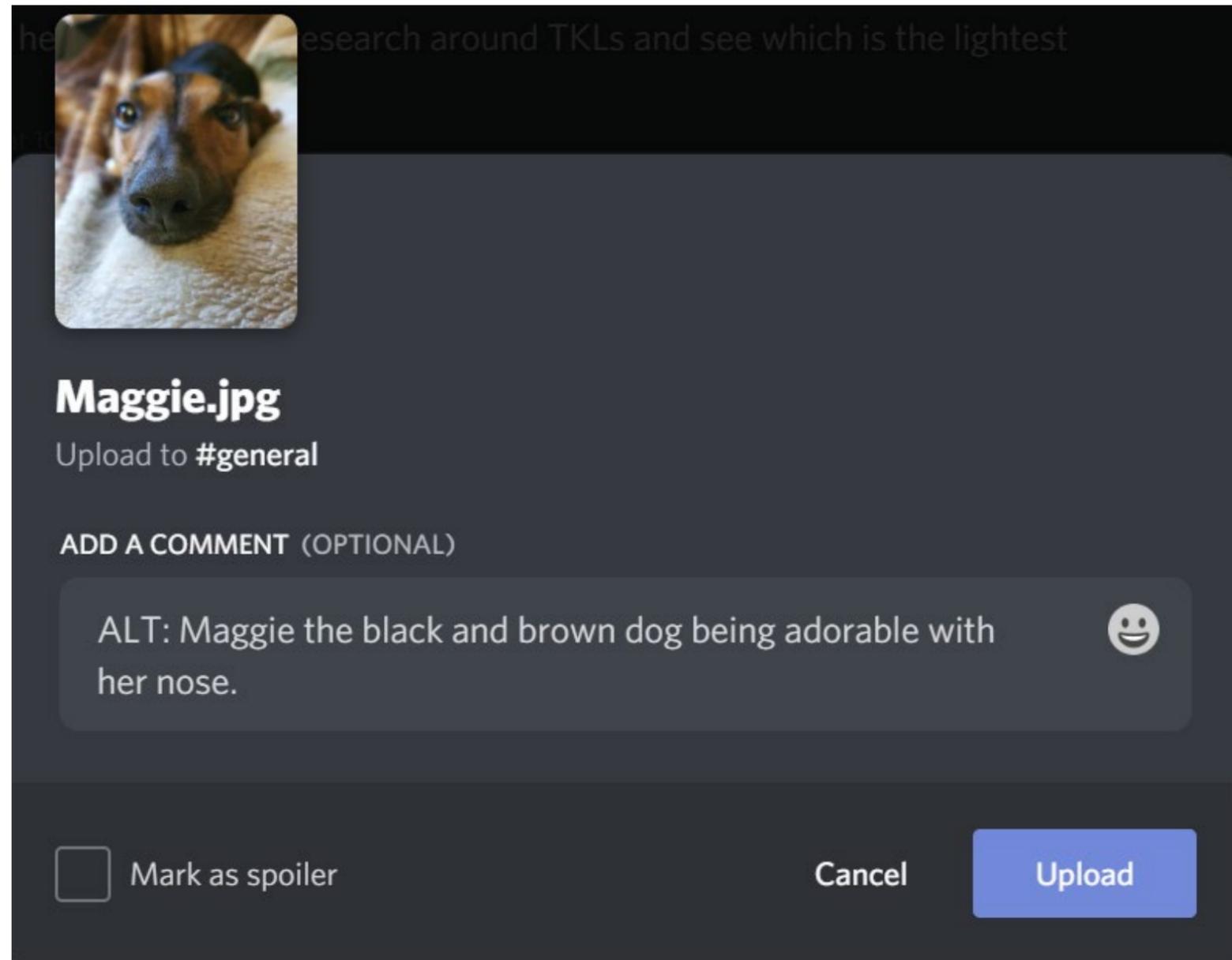
***1000-character limit**



Discord

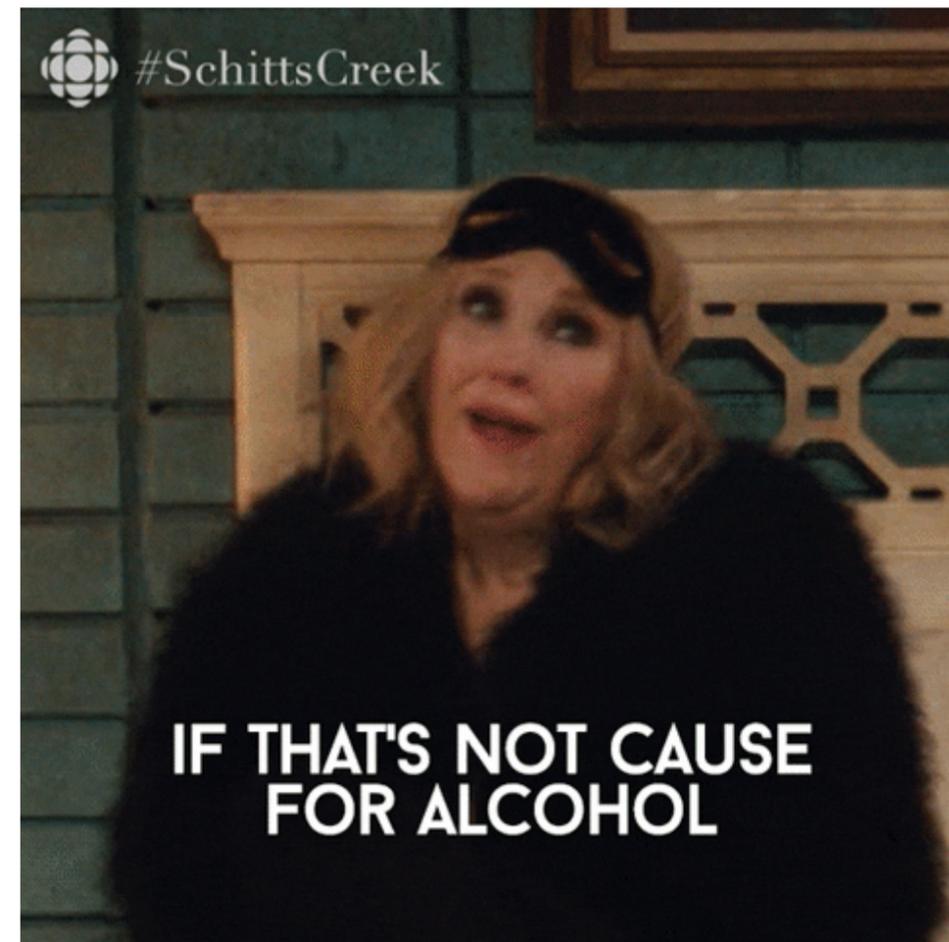
**This is how
you add alt
text to Maggie
on Discord**

*** No alt text function**



Social Media Management Suites

Third-party management apps don't make it easy to find out what accessibility functions they have. You usually need an account with them, *or* you need to contact customer service to find out.



Alt Text Practice!

What would be appropriate alt text for the image in this tweet?

- a) Image of a turtle
- b) A turtle-like creature with a spiky shell holds a curved wooden staff in one hand, and a green glowing ball of magic in another, ready to strike.
- c) A Tortollan creature stands defensively in his home of Zandalar, ready to cast Aspect of the Turtle as he looks toward his enemies. Green light surrounds him, shimmering across his shell.



Captions

No "Craptions"



The most important thing to know about captions is that auto-captions are never "good enough."

Why?

Most automatic speech recognition (ASR) engines reach 60-70% accuracy, *at best*. And that's only if you're someone with a generic American accent.

Captioning Rules

- 37 characters per line
- 2 lines of text
- *Never* censor caption text if the VO isn't censored.
- Captions should be verbatim. Unless...



If your video is educational in nature,
caption for meaning instead of verbatim.

A Brief Intermission for Auto-Caption Fails

Images captured by Alex Haruspis via Twitter.



A Brief Intermission for Auto-Caption Fails

Images captured by Alex Haruspis via Twitter.



A Brief Intermission for Auto-Caption Fails

Images captured by Alex Haruspis via Twitter.



Good to Remember

If there's ever an option for an ASL or BSL interpreter *or* captions, always opt for captions.

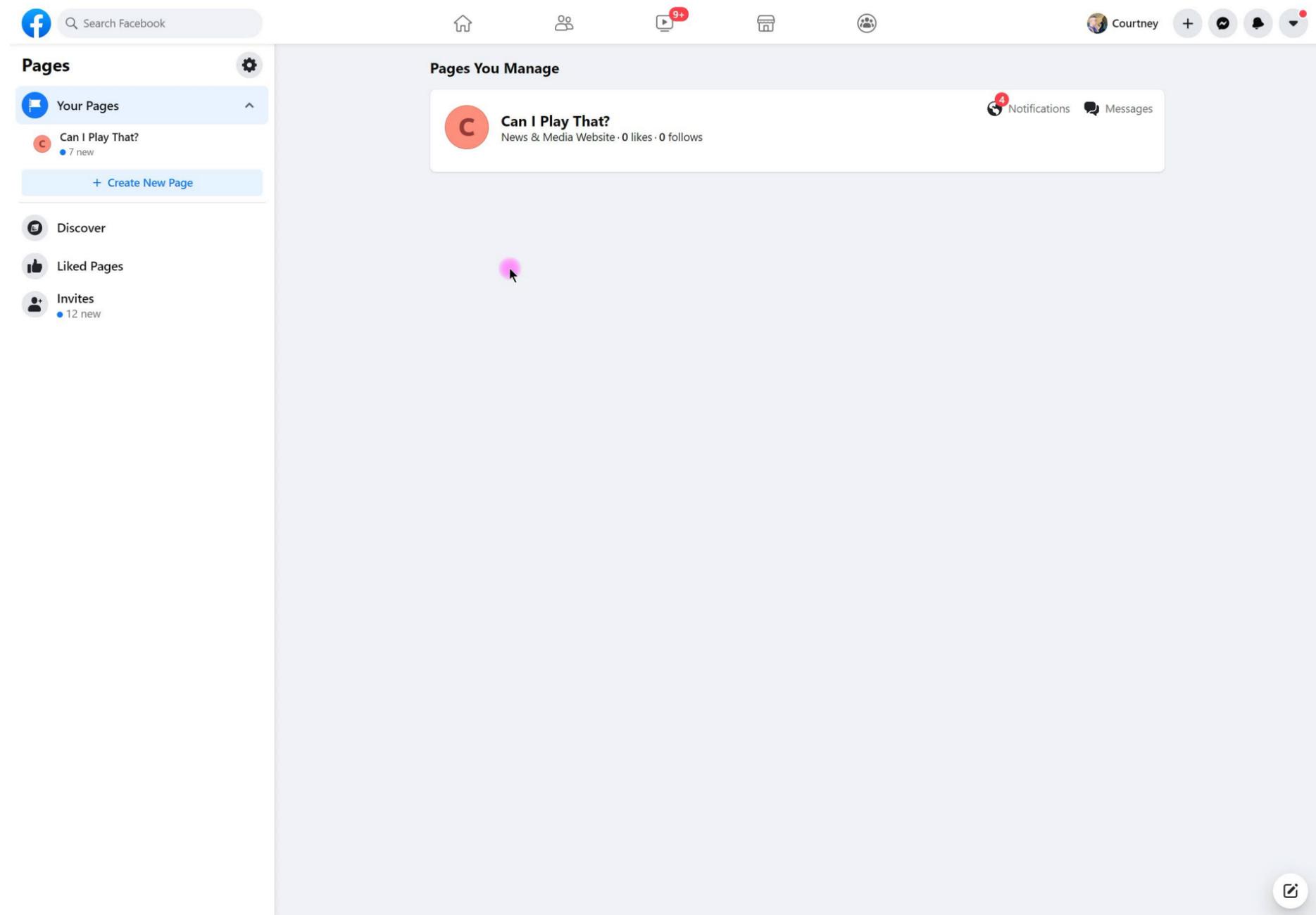


Why?

In the US, only 1% of the d/Deaf and hard of hearing population know and/or use ASL and the figure for BSL is similar.

Captions also serve people with cognitive or other hearing/auditory disabilities, as well as non-native English speakers.

Adding Captions Facebook



Twitter

The screenshot displays the Twitter homepage with a dark theme. On the left is a navigation sidebar 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' and features a 'What's happening?' prompt. Below this are three tweets: one from GameSpot about Zack Snyder's Superman CGI, one from IGN comparing Snyder Cut and original Justice League, and one from Rock Paper Shotgun about game writing. The right sidebar shows a search bar, 'What's happening' trending topics (Lady Gaga birthday, Uber Eats driver, FemboyHooters), and 'Who to follow' suggestions. A 'Messages' button is at the bottom right.

Latest Tweets

What's happening?

GameSpot @GameSpot · 46s
ICYMI: Zack Snyder weighs in on Henry Cavill's infamous Superman CGI upper lip. [trib.al/yPmHNSa](#)

IGN @IGN · 47s
ICYMI: Here's everything that's different between the Snyder Cut and the original Justice League. [bit.ly/3cqKoN](#)

Rock Paper Shotgun @rockpapershot · 57s
Time for the best writing in games from the past week, with The Sunday Papers - [rockpapershotgun.com/the-sunday-pap...](#)

What's happening

Music · LIVE
Fans wish Lady Gaga a happy birthday
Trending with #HappyBirthdayLadyGaga

Trending in United States
Accident
People question the wording of a CNN article which reports the death of Uber Eats driver Mohammad Anwar after he was allegedly assaulted and carjacked by two teenage girls as an 'accident'
81.8K Tweets

Toronto Star · Yesterday
How the mask became a politicized symbol of the pandemic

Trending in United States
#FemboyHooters
Trending with #GothHop

Who to follow

Matt T.M. Kim @LawofTD Follow

Adrian Ruiz @superruiz93 Follow

Terms of Service Privacy Policy Cookie Policy
Ads info More ... © 2021 Twitter, Inc.

Messages

Instagram

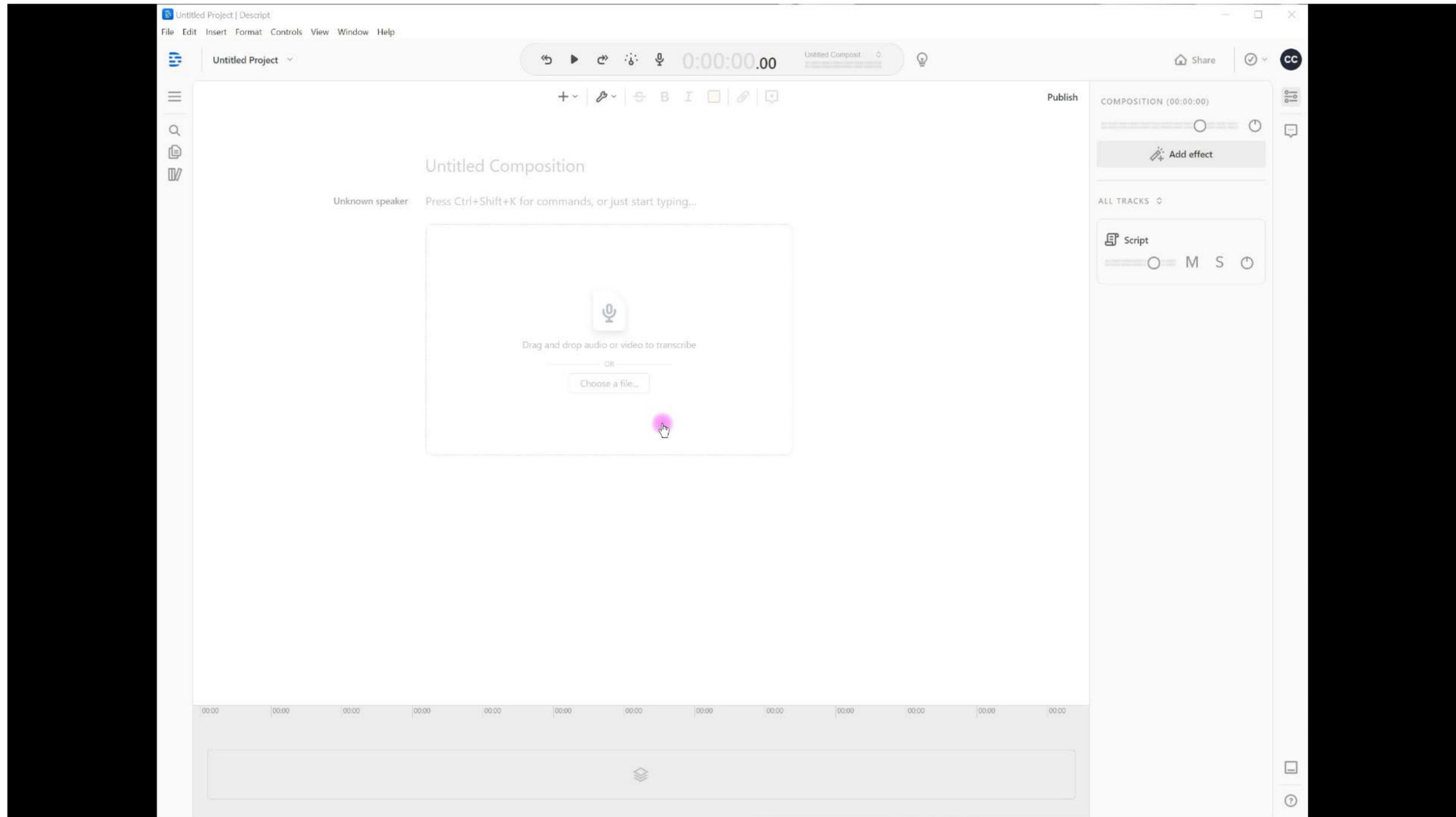
Instagram doesn't allow uploading of caption files.



For Instagram videos (as well as Stories and Fleets FB and Twitter) captions must be “burned in.”

A tutorial: <https://cl-craven.medium.com/easy-captions-for-content-creators-7f4b1d95dac2>

Captioning Short Videos Easily



Audio Description

What is it?

You can think of audio description as alt text for videos. It serves essentially the same purpose and many of the same concepts and best practices we use in good captioning go into doing it well.

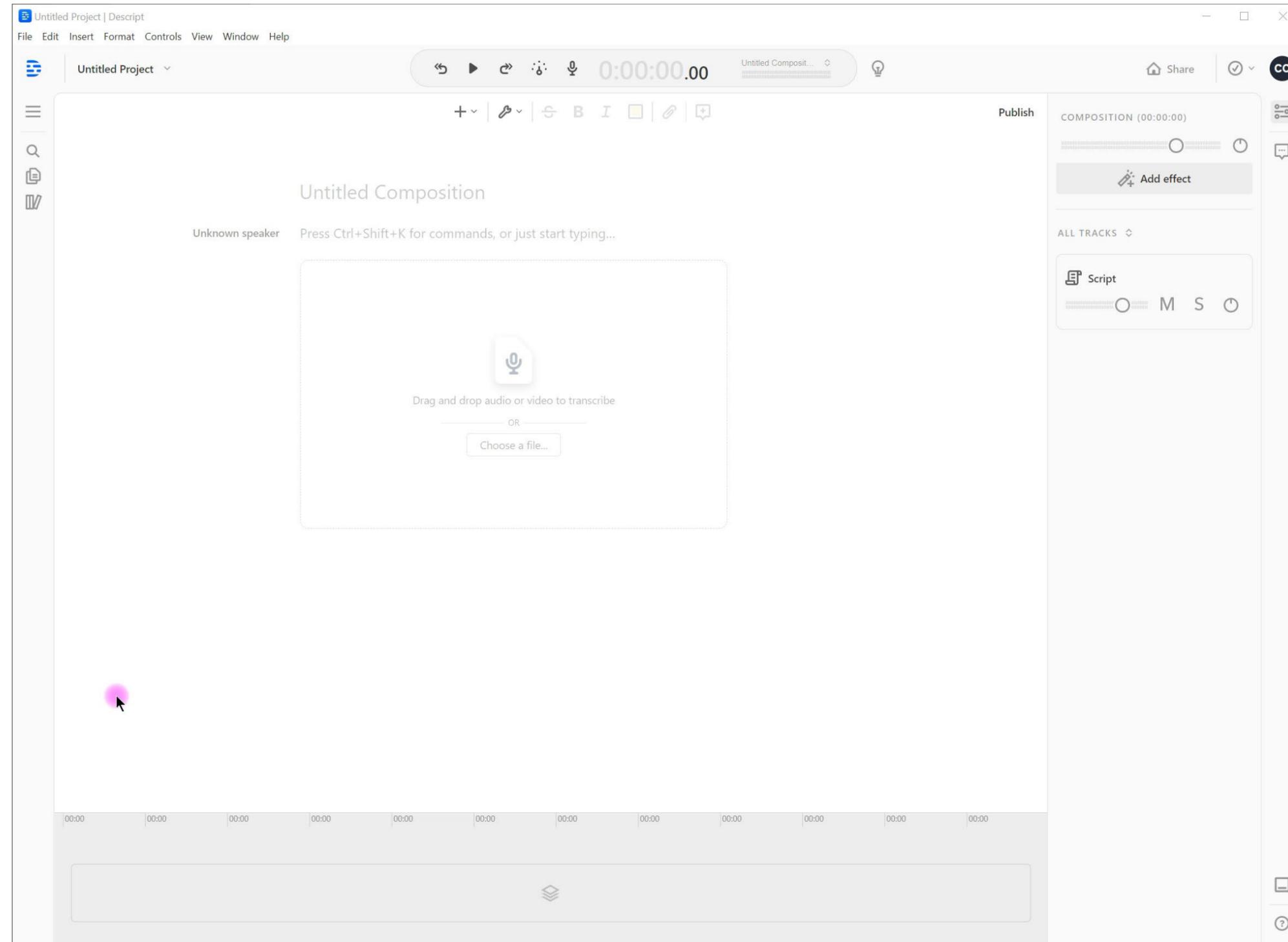
Full Clip With
Audio Description Track

Audio Description – Not Just for Events!

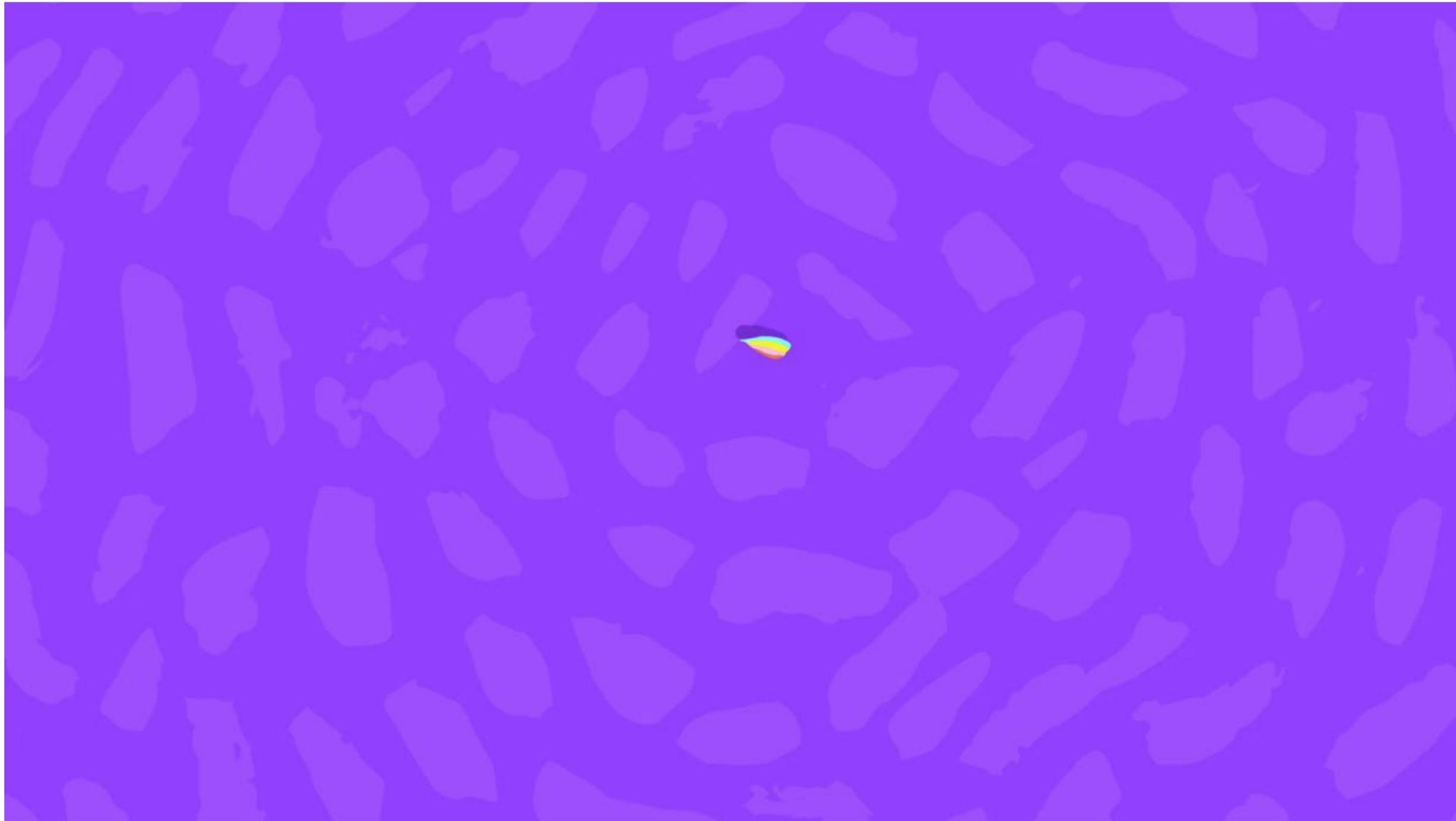
Some studios are starting to host their online events with audio description but did you know there's an easy way to do it for short video clips and text images too?



Narration for Text Images



More Accessible Videos



Images



When posting images, it's important to consider people with color blindness and low-vision, and cognitive disabilities as well.

Things to ask yourself before posting images:

- How's the contrast?
- Is color used to convey information?
- Is the content of the image easy to parse? (Infographics, charts, etc.)

Things to Remember

- Strive for consistency across all brand accounts.
- No one expects you to get right immediately or all the time. There's room to learn and improve.
- The more inclusive you are, the more loyal your customer base will be.



Toolkit

Here are some resources available for free/cheap to help you make the most accessible content possible!

- [Descript](#) - video editor GREAT for quick and easy audio description.
- [Subtitle Edit](#) - freeware captioning software.
- [Alt or Not](#) - a browser extension from ActiveB1t that shows the alt text of an image without needing to use a screen reader.
- [Color Oracle](#) - a color blindness simulator to check your images.
- [WebAIM Contrast Checker](#) - a contrast checker, though you probably figured that out.
- [How to Write Useful Alt Text](#) - a handy guide.
- [Can I Play That PR/Marketing Guide](#) - a helpful guide on accessible PR and marketing stuff.

Social Media Checklist

C I P T

caniplaythat.com/learn-with-cipt

Social Media Accessibility

CHECKLIST

Vision

- Alt text
- Audio description (video)
- Limited emojis
- Color & Contrast
- Large, legible text
- Accessible hashtags
-
-

Hearing

- Captions or Subtitles
-
-
-
-
-
-

Inclusion

- Gender inclusive language
- Safe interactions
- No euphemisms for disability
- Content/trigger warnings
-
-
-

Cognitive

- Easy to parse info
- Limited jargon
- Clear context
-
-
-
-