Accessible Community Management

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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

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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.
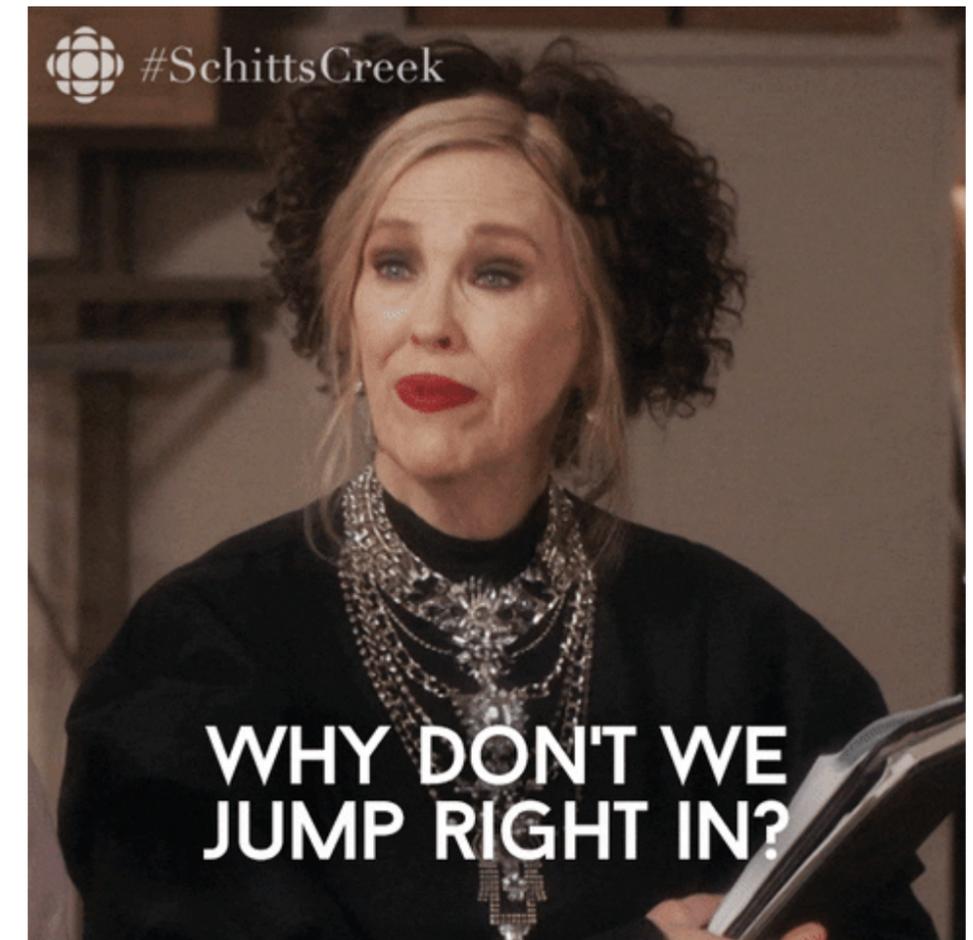
Remember!

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
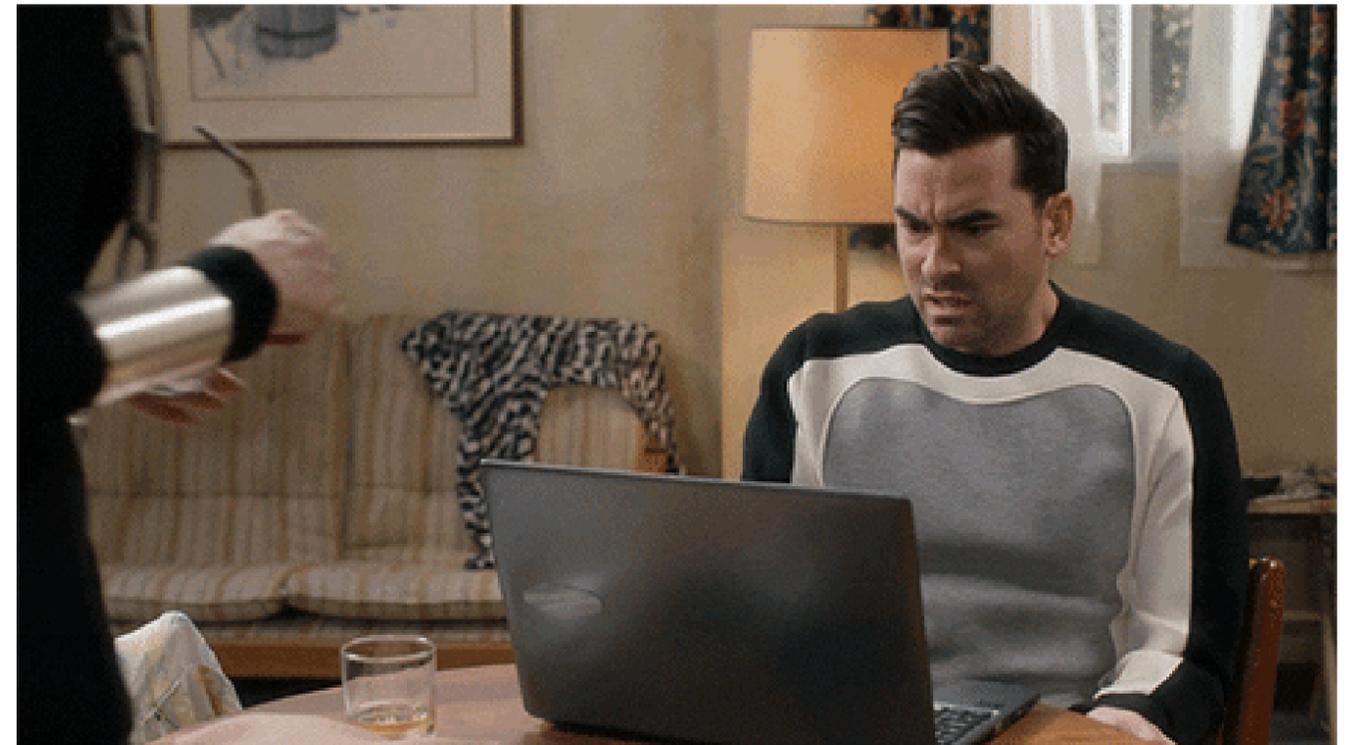
Screen Readers

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!
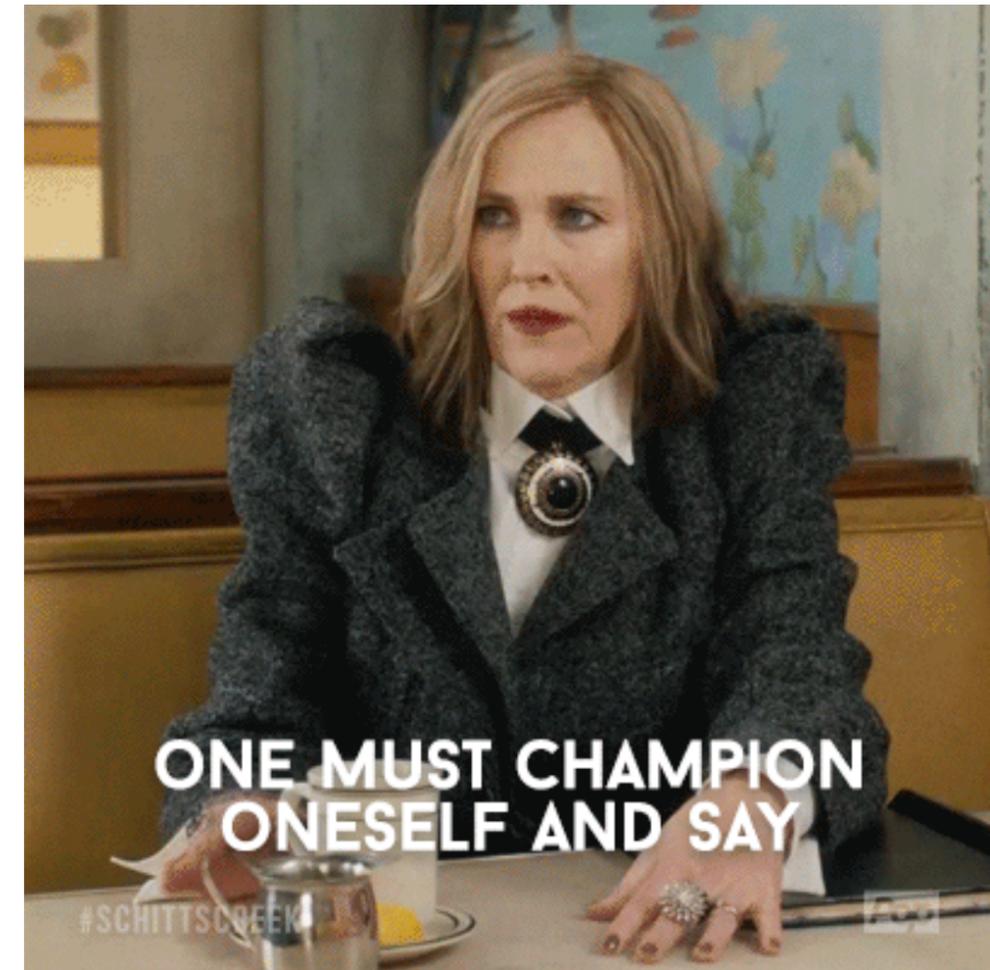
Plain Language, Clear Text

- 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

Too Many Emojis

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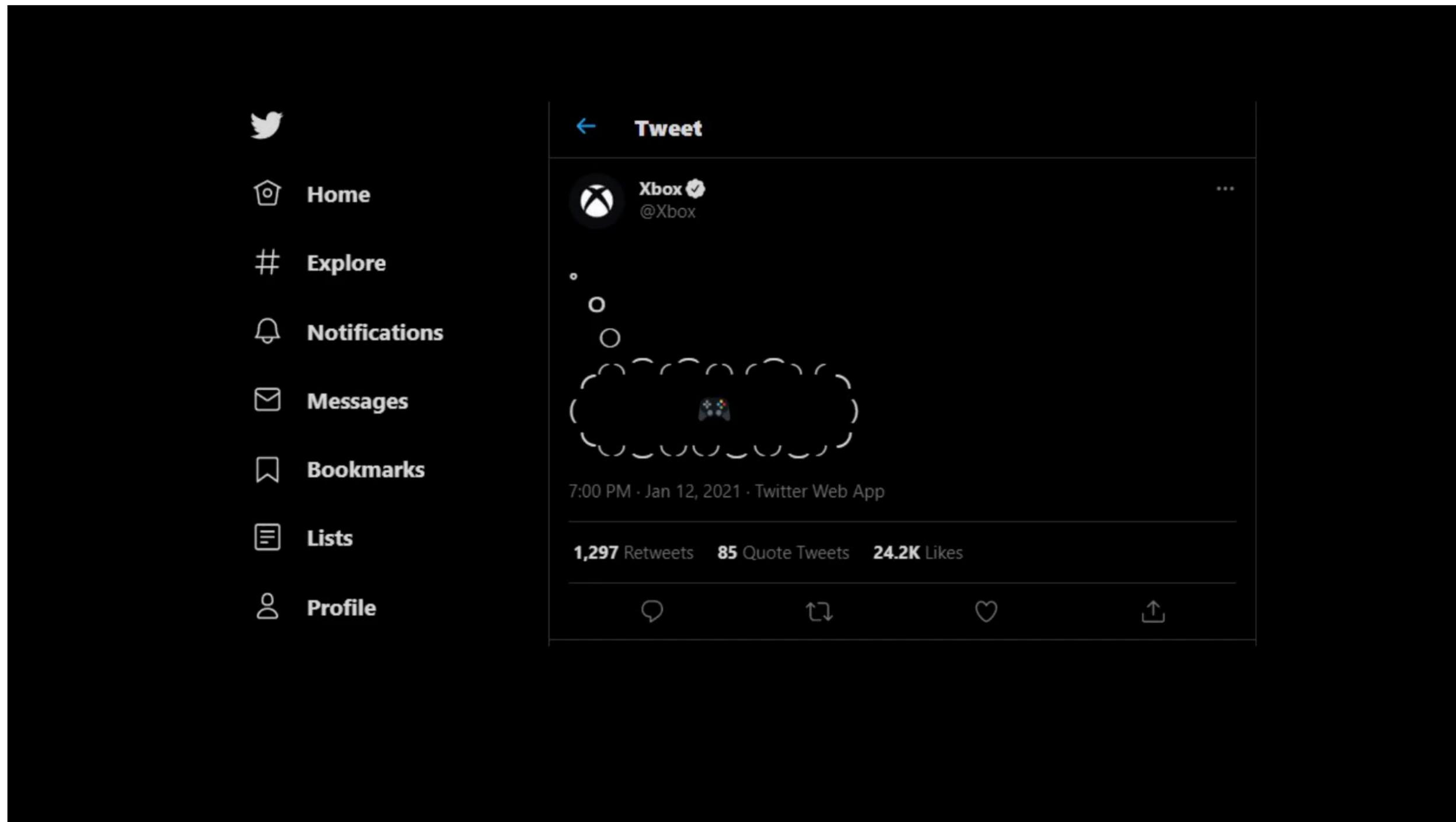
# How can we join in on the trends of the day without unintentionally excluding some of our players?

By creating *accessible* memes!
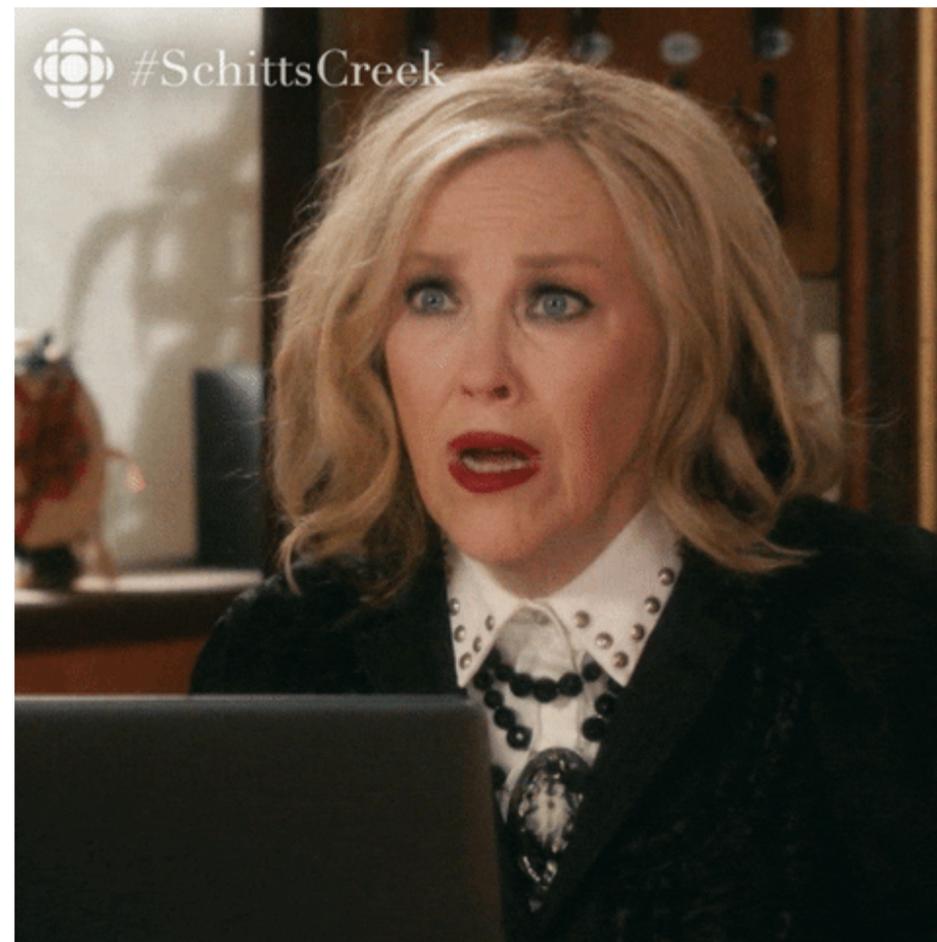
A Better Way to Meme
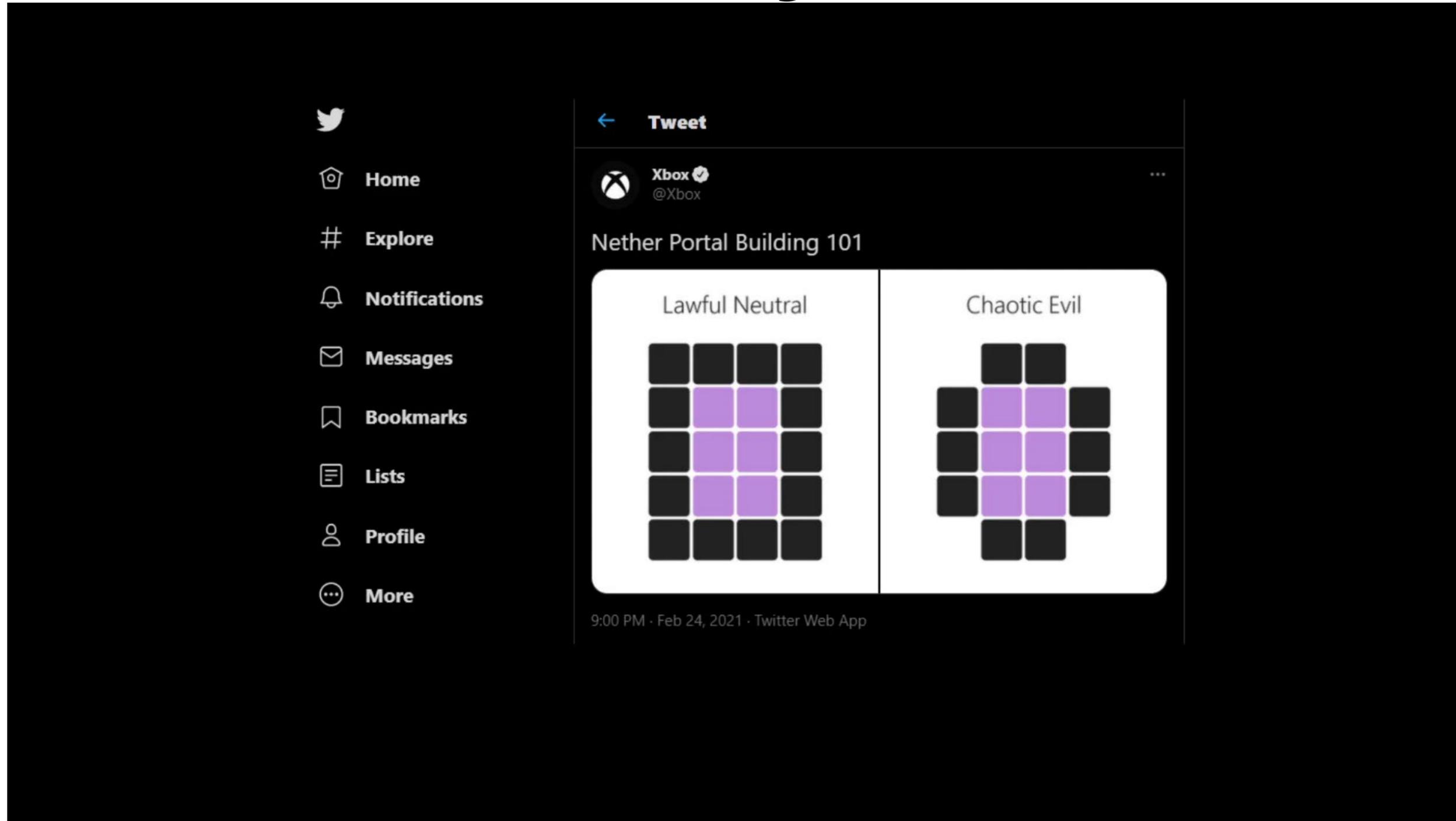
Alt Text

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**
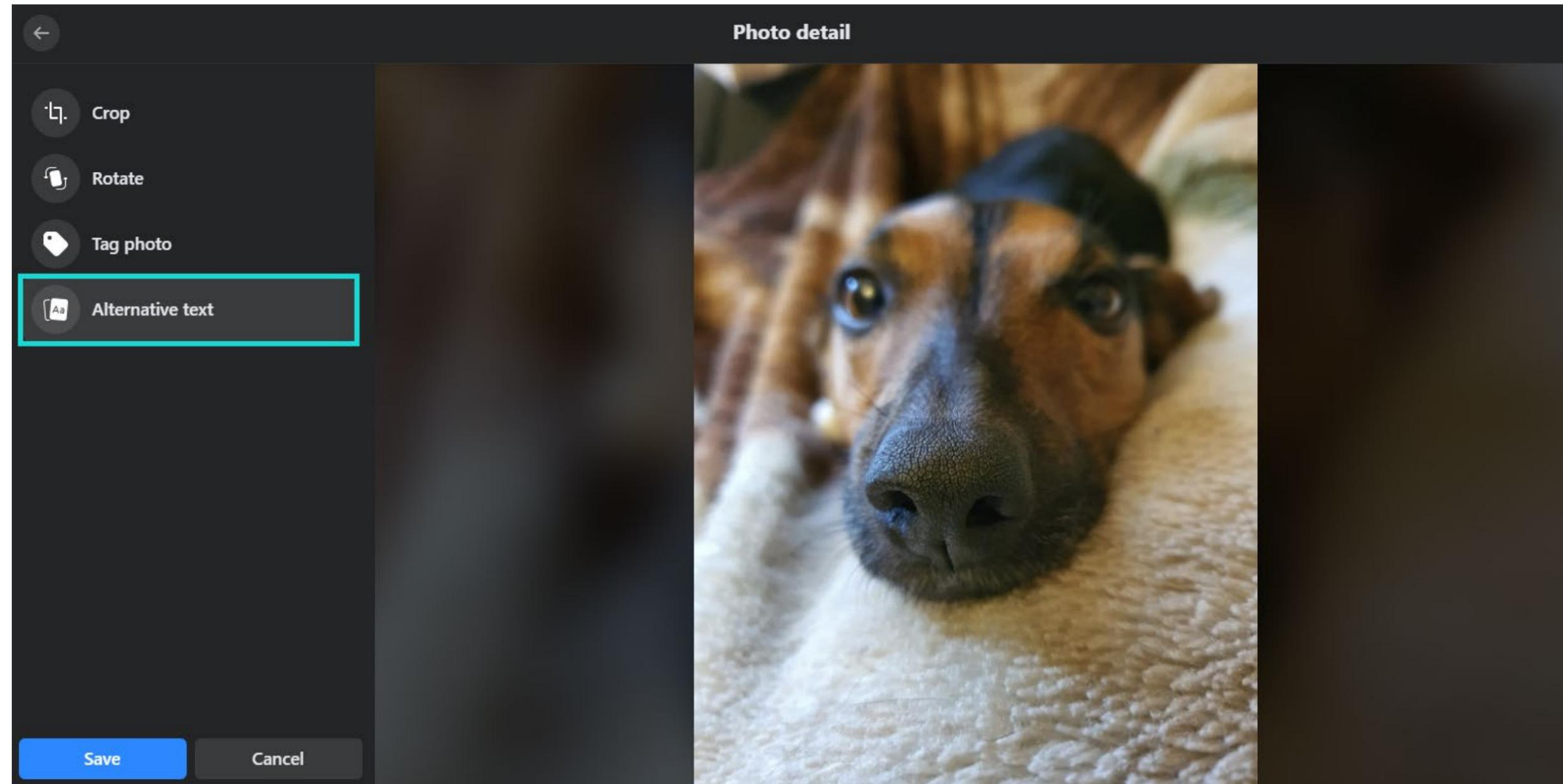
Instagram

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.
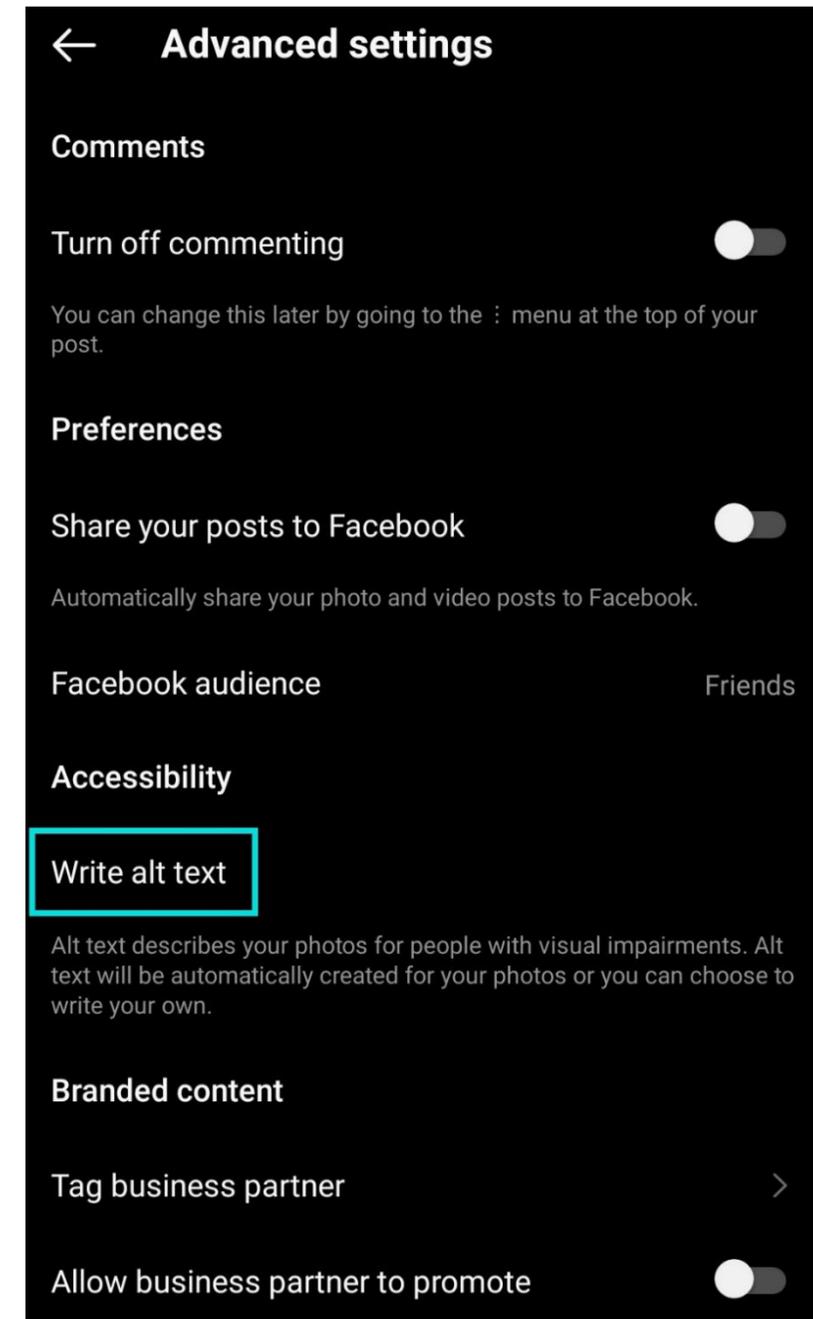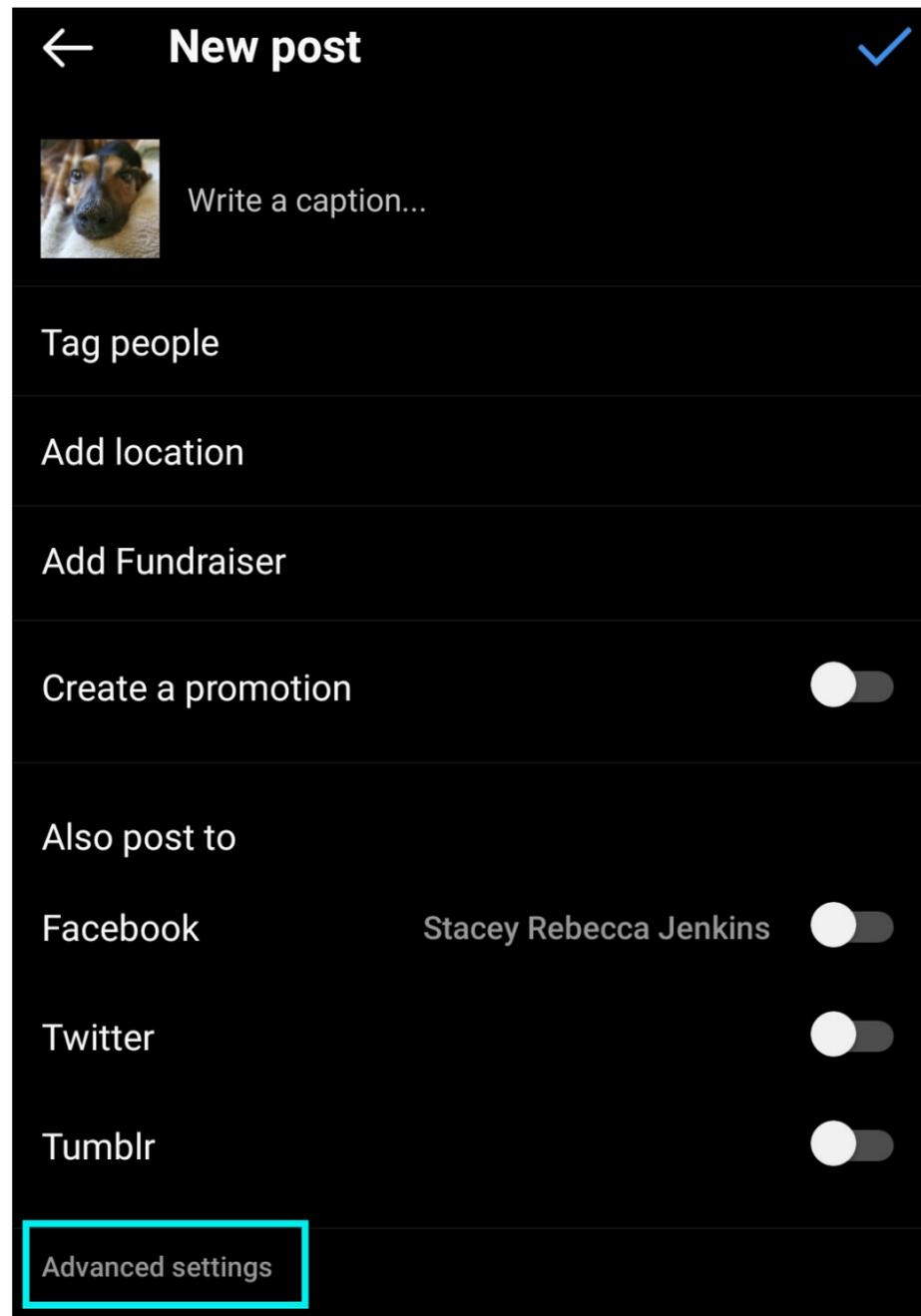
Twitter

This is how you add alt text to Maggie on Twitter

*1000-character limit
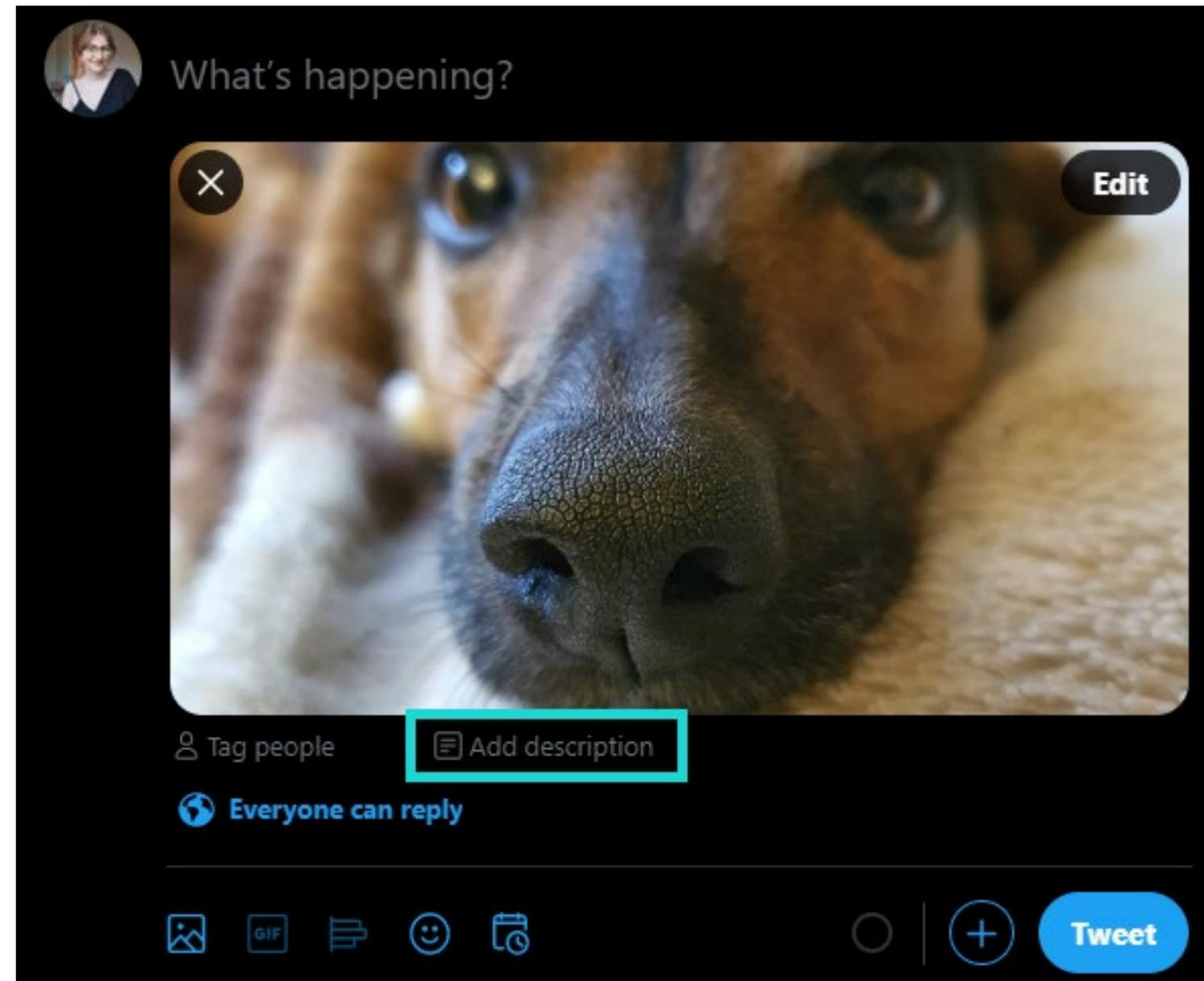
Discord

This is how you add alt text to Maggie on Discord

* No alt text function

Maggie.jpg
Upload to #general

ADD A COMMENT (OPTIONAL)

ALT: Maggie the black and brown dog being adorable with her nose.

Mark as spoiler   Cancel   Upload
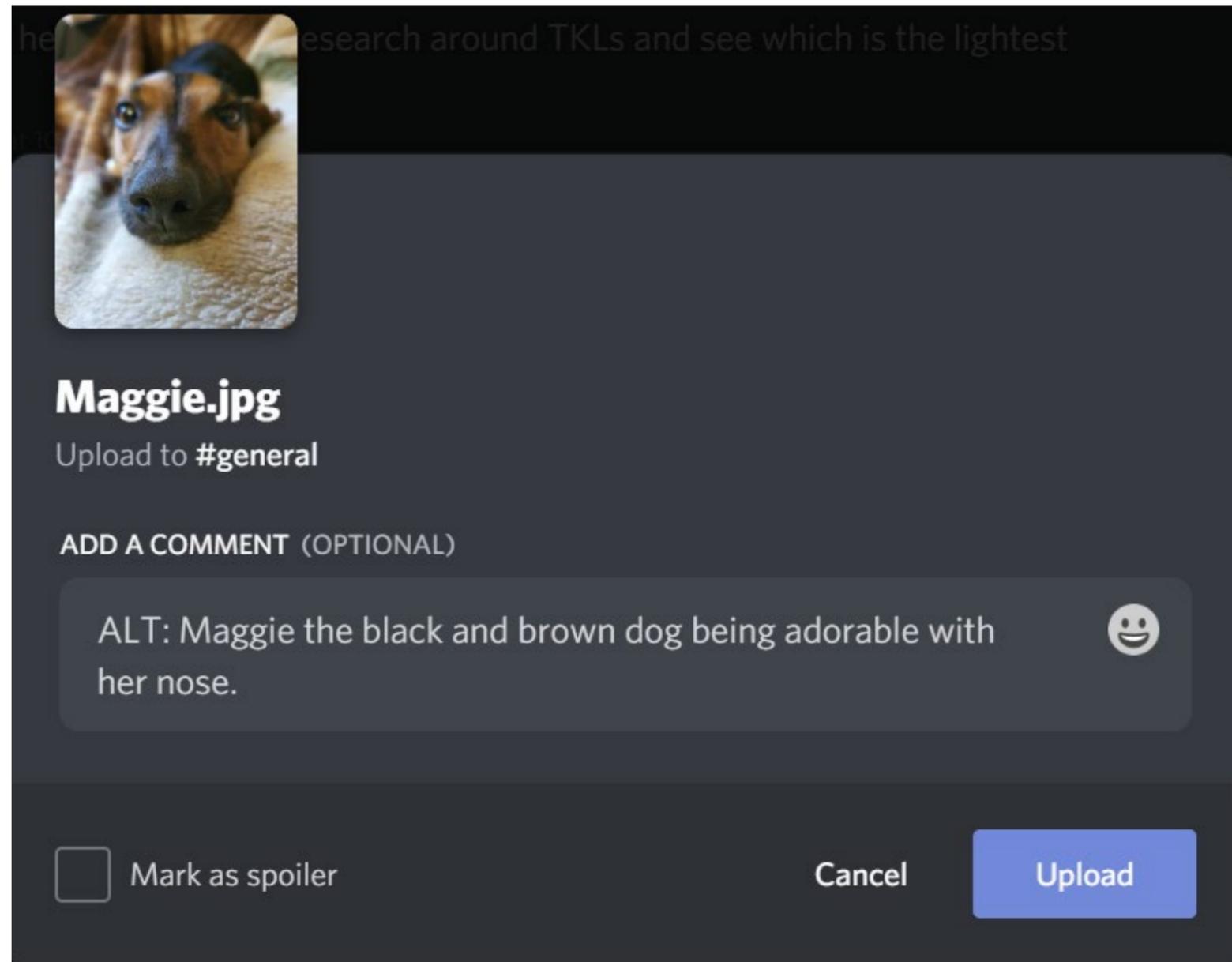
Social Media Management Suites

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.

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IF THAT'S NOT CAUSE FOR ALCOHOL
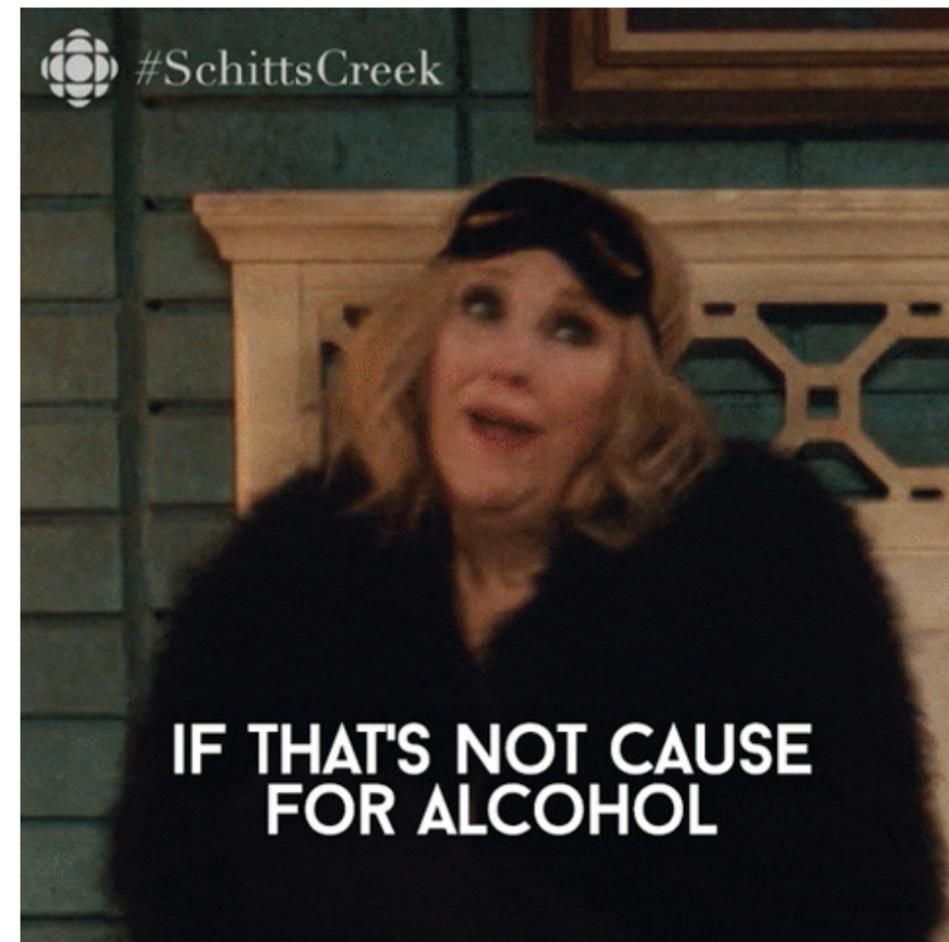
Alt Text Practice!

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.

I'm here I want home

A Brief Intermission for Auto-Caption Fails

Images captured by Alex Haruspis via Twitter.

undid iridium I'm I'm gay

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

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
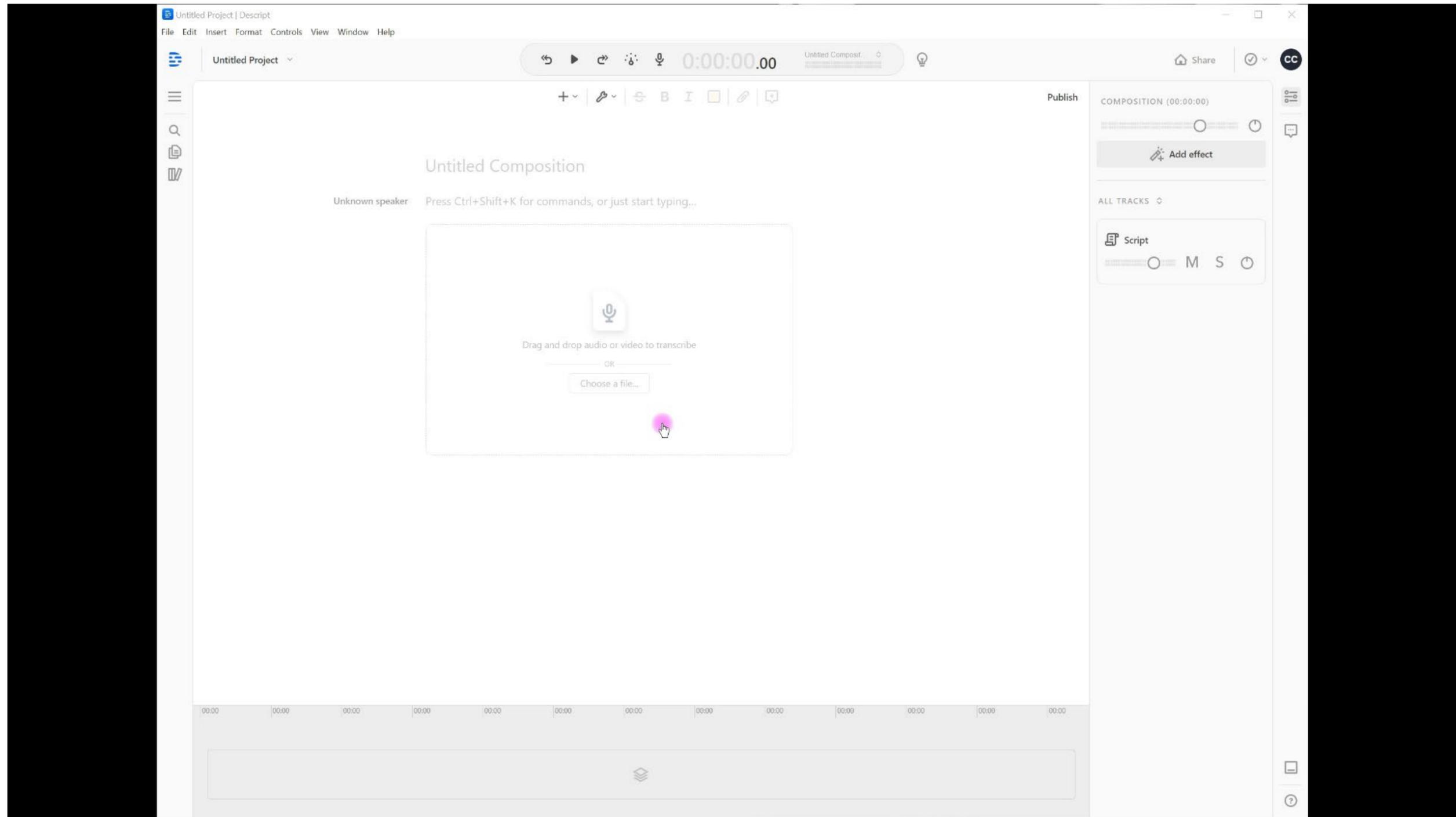
Audio Description

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
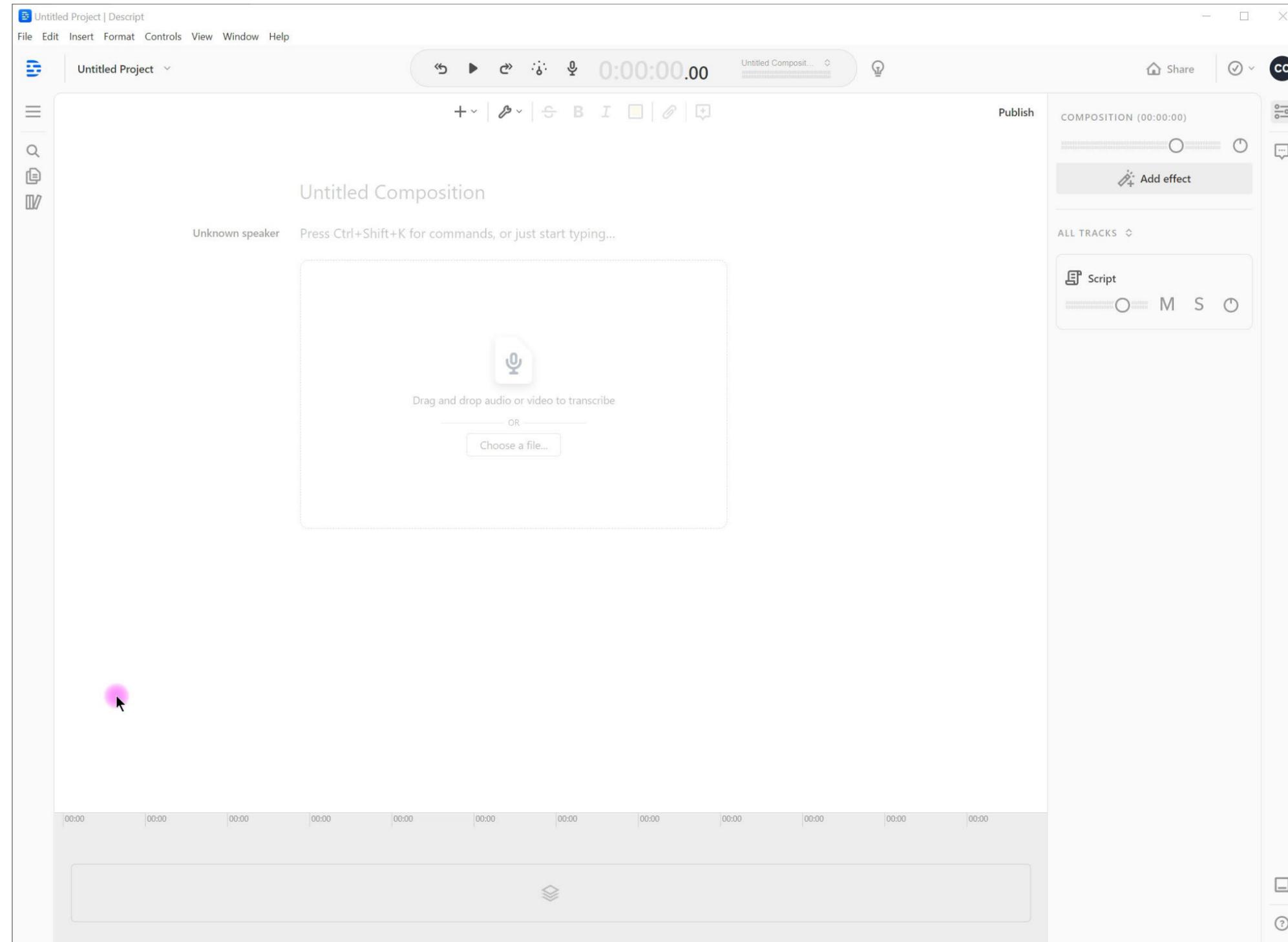
More Accessible Videos
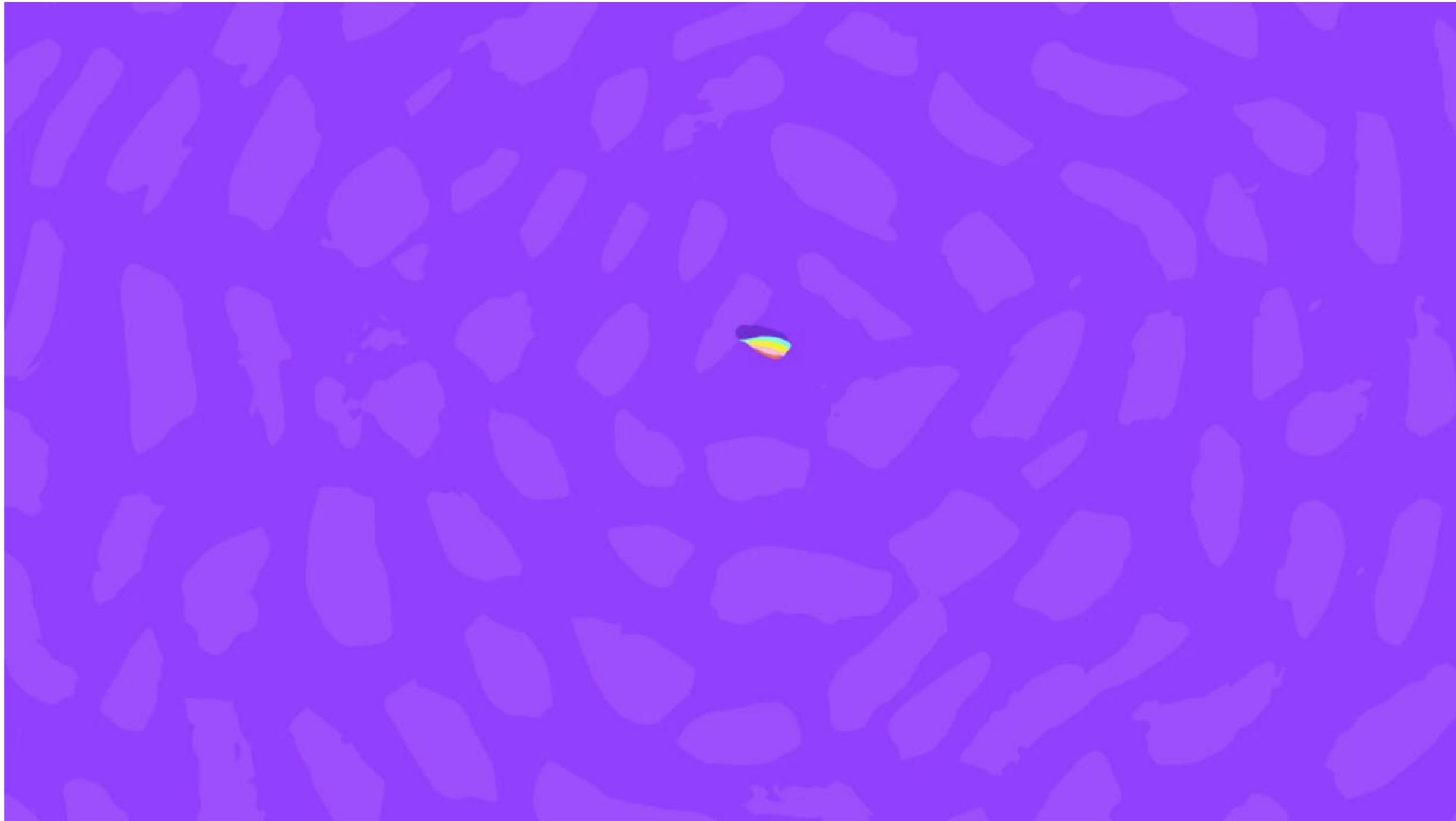
Images

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

CIPT — CAN I PLAY THAT?

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

CIPT
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
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____