Wisconsin Council of the Blind & Visually Impaired

Accessibility Toolkit

If you're working to *engage* people, making your information more accessible helps everyone learn, enjoy and take action. Don't wait until you get a complaint -- be proactive.

Alt Text

Describe photos or graphics in a document, social media post, or web page. When writing alt text follow these guidelines:

- Context (what are they doing?)
- Concise (use as few words as possible)
- Decrease redundancy (don't repeat in title or caption)

Website

ADA-Compliant/WCAG 2.1 Guidelines:

- Perceivable
- Operable
- Understandable
- Robust

Best Practice:

1. Use headings to organize content
2. Include alt text for images
3. Give your links unique and descriptive names, instead of "click here"
4. Use color with care
5. Design accessible forms
6. Use tables for data, not for layout

7. Ensure content can be accessed w/ a keyboard alone
8. Use ARIA roles and landmarks
9. Make dynamic content non-interruptive (counters, tickers)
10. Choose a content management system that supports accessibility

How to:

Find a website template that is accessible. Wordpress has several options. Test the site throughout the build so you ensure it can be accessed using just keyboard commands. To do this, build the site with main heading structures that are the same throughout the site.

Write alt text for photos on the website: A good rule of thumb is that you need alt text for something that adds to or changes the meaning of written content (not decorative icons).

Social Media

Social media is trend driven. People will copy each other. If you start doing it, chances are you'll set an example for others and they will create accessible posts too.

Best Practice:

1. Put photos in the photo spot and text in the text spot. Don't use GIFs, or if you do, describe them in the post text.
2. Add alt text and/or image descriptions.
3. Use Camel Case in Social Media Hashtags by capitalizing the first letter of each word. When a screen-reader encounters hashtags, it reads the entire string as one word. To provide clarity, use Camel Case (making the first letter of each new word capitalized). #InclusiveActivity provides separation between the words so a person using screen reading software can understand.

How to:

Facebook:

Edit the alt text once the photo is posted by clicking options in the bottom right corner, then the 3rd option down is "change alt text." They recommend writing 100 characters or less. Write alt text into the

post itself after the content. Photo: A bird flying on a sunny day. Graphic: A bird icon.

Instagram:

While you are creating a post, go to Advanced Settings. Select Write Alt Text and write a description for each photo in the post. When you are finished, click done. For posts that are already up on your profile, click "Edit" and then "Edit Alt Text" at the bottom right of the photo. Then click done.

Twitter:

Click the box that says "Add description" under the photo. Write alt text – you have 420 characters to describe the photo. Click done.

Videos

Best Practice:

1. Add audio descriptions to your videos. Develop these while writing the script so you have audio space for dialogue, narration and audio description.

How to:

In iMovie, click the timestamp where you would like to add audio description. Select the microphone icon (voiceover) and then "record." It will count down three seconds and then you can record the audio description. Hit the record button again to stop recording.

Documents

ADA-Compliant:

1. Use Microsoft Word, 14-point font. Word is screenreader and magnifier accessible, and therefore widely used by people who are blind or visually impaired. Ask about color contrast and font size preferences. Users can make any needed accessibility adjustments themselves.
2. No tables

Best Practice:

1. 18-20 point, sans-serif font
2. Do not use italics.
3. Be cognizant of contrast. For example, use bold lettering when putting white on a dark-colored background.

4. Send materials in advance. This provides the opportunity for a participant who is visually impaired to transfer the text to an accessible format.

PowerPoint

Use universal design principles to create simple, easy-to-understand presentations.

Best Practice:

1. Label images
2. Ensure there is good contrast; use black text on white slides for best results. Avoid using a lot of different colors.
3. Don't use any tables
4. Make sure there is plenty of white space for the eye to rest
5. Do not use sounds
6. Do not use animated transitions

How to Check Accessibility

Accessibility checkers are built into many programs, such as Microsoft Word, Outlook and Adobe Acrobat.

- iPhone/iPad: Settings -> Accessibility to turn on Voiceover
- Android: Settings -> Accessibility, tap Talkback
- Windows 10: Control Windows Enter to turn on or off Narrator
- Mac: Command F5 to turn on or off Voiceover

Resources

Website ADA Standards: https://www.w3.org/WAI/standards-guidelines/wcag/

HubSpot - Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO https://blog.hubspot.com/marketing/image-alt-text

Axess Lab - How Does Alt Text Work? https://axesslab.com/alt-texts

Accessibility Checker - https://webaim.org/resources/contrastchecker/

Examples

- Video: https://www.youtube.com/watch?v=O7j4_aP8dWA
  IG: @MollyBurkeOfficial, @FashionEyesta2012, @InkDavidson, @PippaLeigh13, @TheDisabilityCollective
- FB: @FashionEyesta, The Disability Collective