

Accessible Library Marketing and Communications

Melissa Green, @mbfortson

The University of Alabama

**Library
Marketing and
Communications**
Conference

Nov. 3-4 | Dallas, TX
#LMCC15

Resources via LMCC & at
bit.ly/lmcc15a11y

a11y = accessibility

#a11y

The Case for Accessibility

“The library has the responsibility to provide materials ‘for the interest, information, and enlightenment of all people of the community the library serves.’”

– Services to Persons with Disabilities: An Interpretation of the Library Bill of Rights

Library Bill of Rights

“All information resources provided directly or indirectly by the library, regardless of technology, format, or method of delivery, should be readily, equally and equitably accessible to all library users.”

– Services to Persons with Disabilities: An Interpretation of the Library Bill of Rights

UN Convention on the Rights of Persons with Disabilities

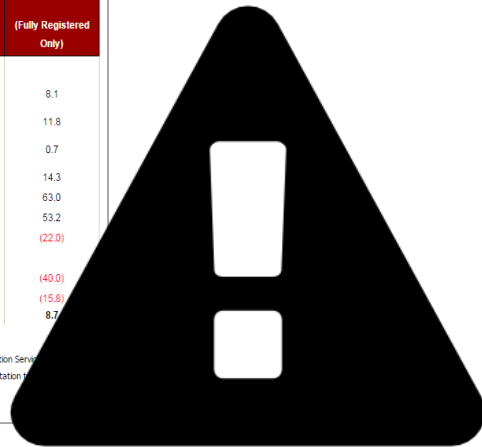
“To enable persons with disabilities to live independently and participate fully in all aspects of life, States Parties shall take appropriate measures to ensure to persons with disabilities access, on an equal basis with others... to information and communications, including information and communications technologies and systems.” – UNCRPD

Who are we leaving out?

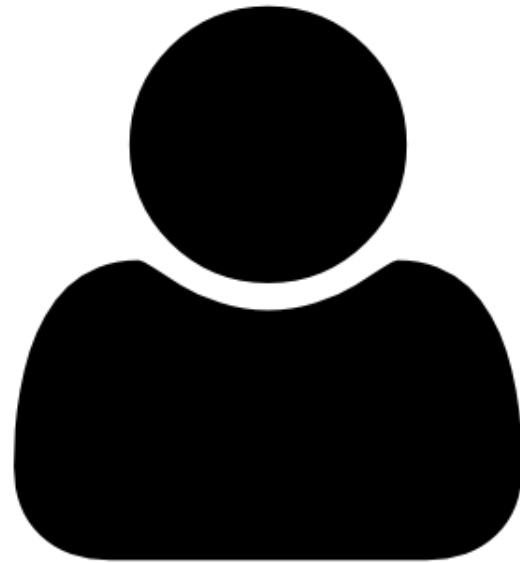
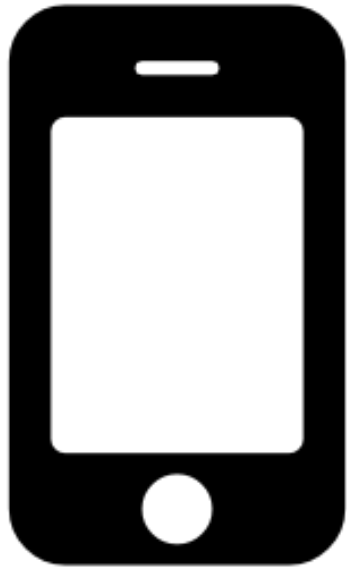
- 15% - global
- 12.6% - United States
- 11% - U.S. undergraduates

Grouping	2014-15		2013-14		% Change (Fully Registered Only)
	Fully Registered	Provisional*	Fully Registered	Provisional*	
By DISABILITY					
Attention Deficit Hyperactive Disorder	496	12	459	26	8.1
Learning Disability	228	9	204	4	11.8
Learning Disability/Attention Deficit Hyperactive Disorder	270	2	268	11	0.7
Mobility Disability	32	0	28	0	14.3
Psychiatric Disorders	163	5	100	9	63.0
Sensory Disorders	95	0	62	3	53.2
Systemic Disorders	124	2	159	3	(22.0)
Temporary Disability	0	2	0	3	
Traumatic Brain Injury	9	0	15	20	(40.0)
Other	32	0	38	8	(15.8)
Total	1,449	32	1,333	87	8.7

Number of students receiving services from State Vocational Rehabilitation Services: 82
Number of students registered with Office of Disability Services (ODS) who also receive services from Vocational Rehabilitation Services: 10
*Provisionally registered students receive ODS services (except priority registration) while they gather additional documentation to be fully registered for services in that semester.
Source: Office of Disability Services (ODS)



Designing for accessibility benefits everyone



Applicable laws & requirements in the U.S.

- In the United States
 - Americans with Disabilities Act (ADA)
 - Rehabilitation Act of 1973
 - Section 504
 - Section 508



Applicable laws & requirements in higher education

- In higher education
 - Departments of Justice & Education
 - Dear Colleague (2010)
 - Universities charged with planning for accessible technology tools, services, and information
 - “Accessible”
 - W3C Web Content Accessibility Guidelines (WCAG), 2.0 A/AA/AAA



Applicable laws & requirements around the world

- World laws



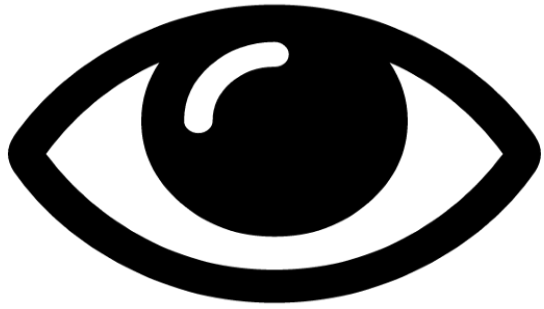
Standards and guidelines

- Most commonly used:
 - WCAG 2.0 A/AA/AAA
 - Perceivable
 - Operable
 - Understandable
 - Robust
 - Section 508



More about POUR

- Perceivable
- Operable
- Understandable
- Robust



Visual

- Screen Readers
- Braille Displays



Hearing

- Captions
- Transcripts



Cognitive

- Thoughtful organization and layout of content



Ambulatory

- Keyboard Only
- Speech to Text

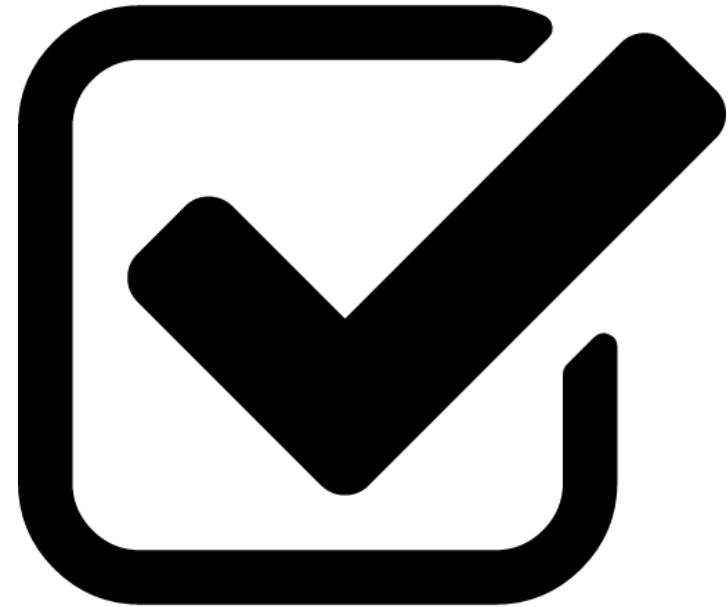
Adapted from Marketing Without Barriers: Considering Digital Accessibility for Customers and Prospects with Disabilities, <http://www.slideshare.net/wholebraingroup/marketing-without-barriers-considering-accessibility>

Accessible Digital Marketing

“Designing and developing your website and digital marketing materials so that people with disabilities can perceive, understand, navigate, interact, and contribute.” – Marisa Smith

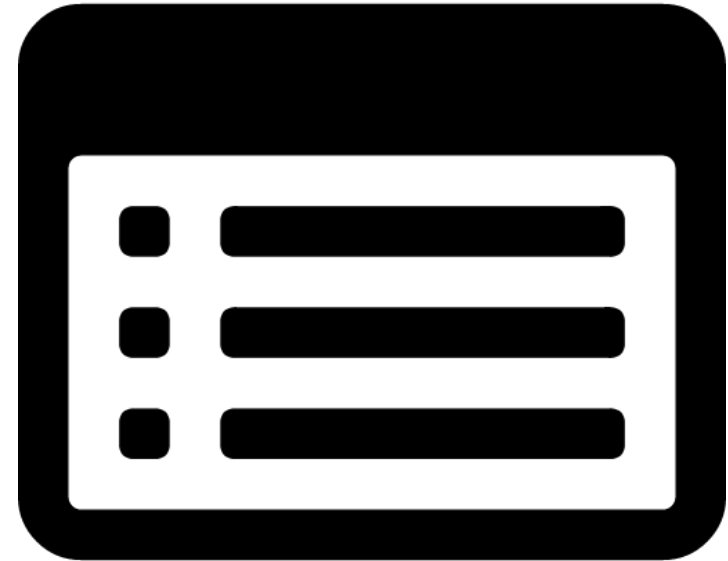
Accessible digital marketing: today's focus

- Web and document a11y
 - Headings and lists
 - Text equivalents for images
 - Color
 - Hyperlinks
- Captions, transcripts, and audio description for multimedia
- Social media
- Evaluation

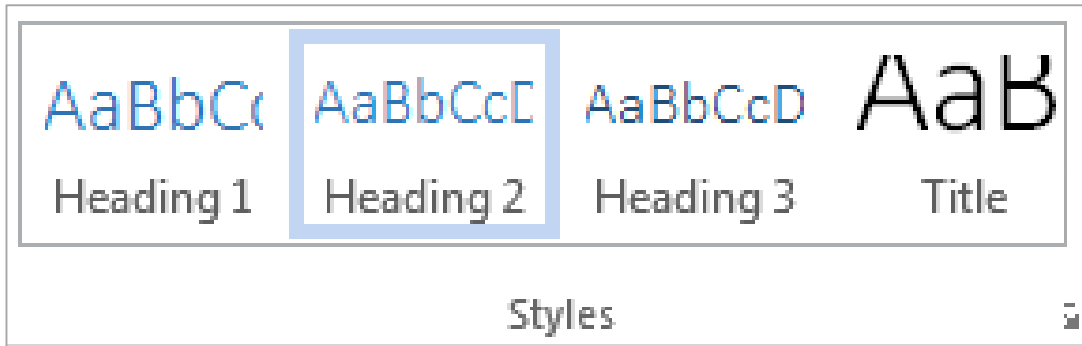


Headings and lists

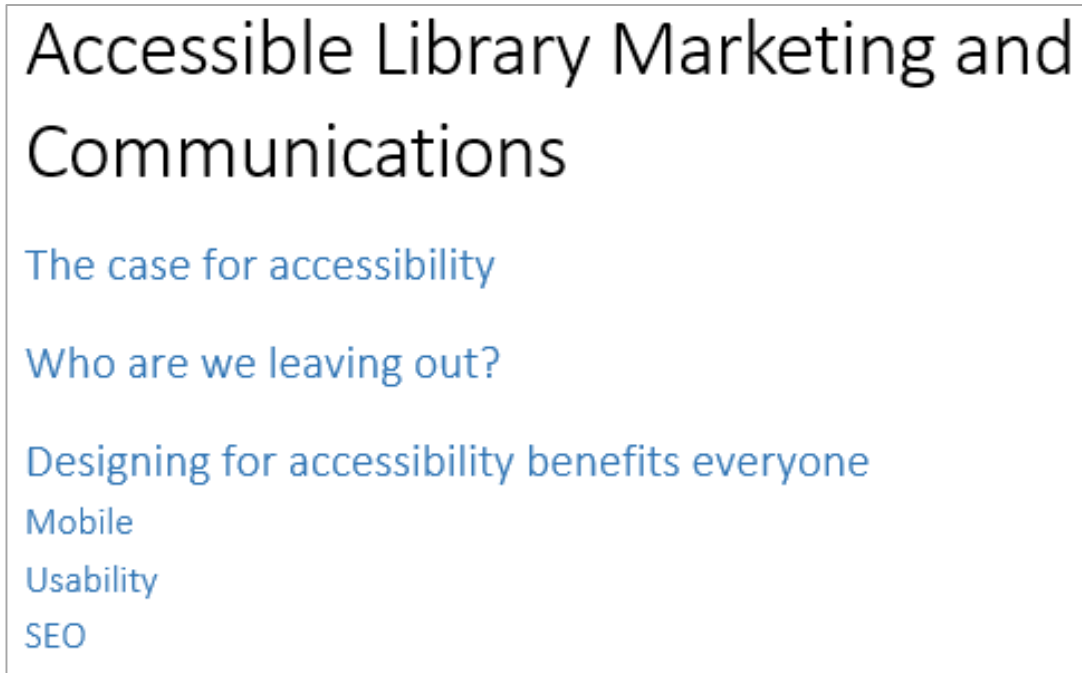
- Use headings for content structure
- Use headings correctly
- Use lists correctly



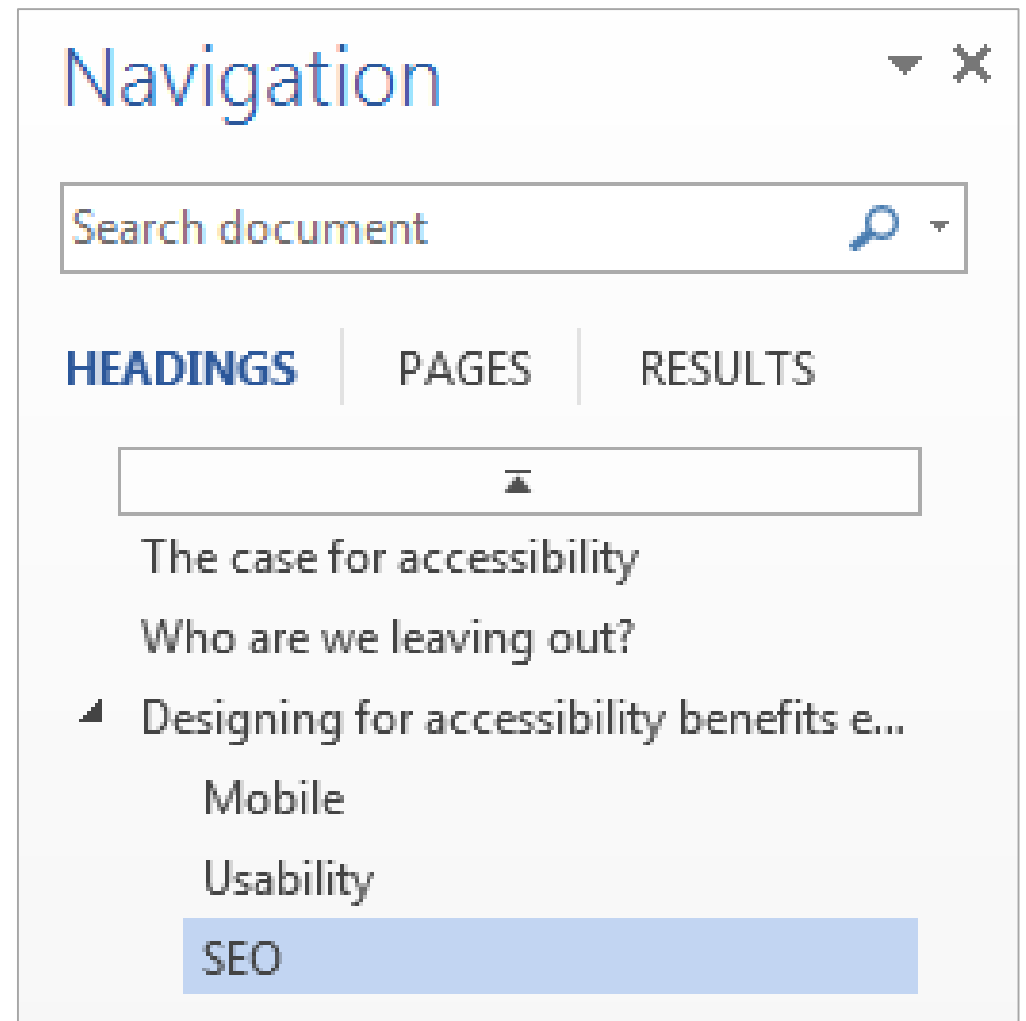
Headings and lists: document example



A screenshot of a style selection menu. It features four options: 'Heading 1', 'Heading 2', 'Heading 3', and 'Title'. Each option is accompanied by a preview of the text 'AaBbCc' in that specific style. 'Heading 2' is highlighted with a blue border. Below the options, the word 'Styles' is centered, and a small icon is visible in the bottom right corner.



A screenshot of a document preview. The main title is 'Accessible Library Marketing and Communications'. Below it, there is a list of headings: 'The case for accessibility', 'Who are we leaving out?', 'Designing for accessibility benefits everyone', 'Mobile', 'Usability', and 'SEO'. The text is rendered in a clean, sans-serif font.



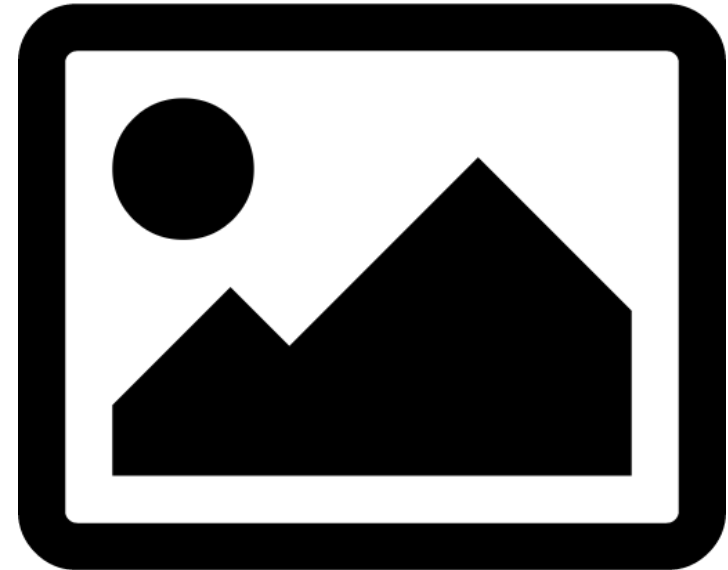
A screenshot of a 'Navigation' sidebar. At the top, the word 'Navigation' is displayed in a large, blue font, with a dropdown arrow and a close 'X' icon to its right. Below this is a search bar containing the text 'Search document' and a magnifying glass icon. Underneath the search bar are three tabs: 'HEADINGS', 'PAGES', and 'RESULTS', with 'HEADINGS' being the active tab. A list of headings is shown below the tabs, including 'The case for accessibility', 'Who are we leaving out?', 'Designing for accessibility benefits e...', 'Mobile', 'Usability', and 'SEO'. The 'SEO' item is highlighted with a blue background.

Headings and lists: web example

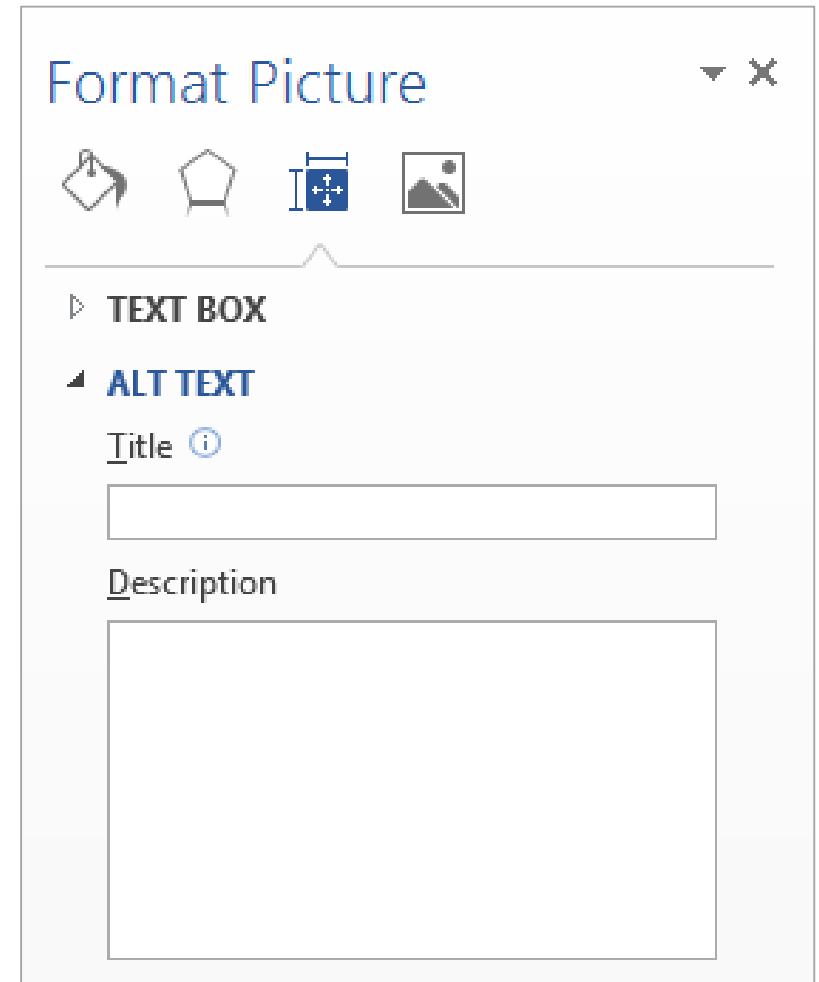
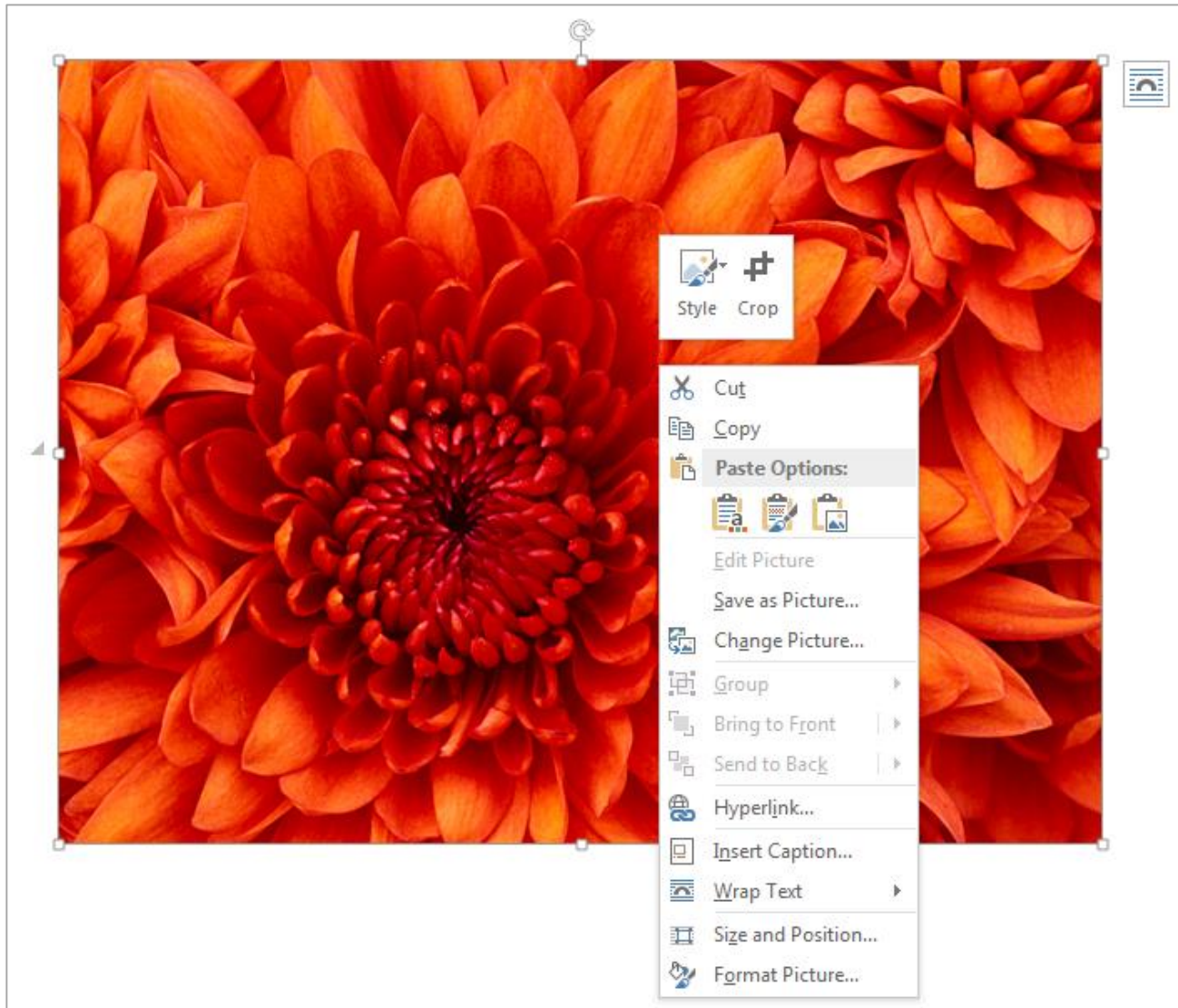
```
<h2>Social Media Accessibility</h2>
<h3>The case for accessibility</h3>
<h4>Who are we leaving out?</h4>
<h4>Designing for accessibility benefits everyone</h4>
<ul>
  <li>Overlap with mobile device users</li>
  <li>Accessible sites generally more usable</li>
  <li>Findability and SEO</li>
</ul>
```

Text equivalents

- **Alternative text**
- Contextual descriptions



Text equivalents: document example



Text equivalents: web example (visual editor)

Image Details

Caption

Alternative Text

DISPLAY SETTINGS

Align

Left

Center

Right

None

Size

Large - 660 × 495



Link To

None



Text equivalents: web example (text editor)

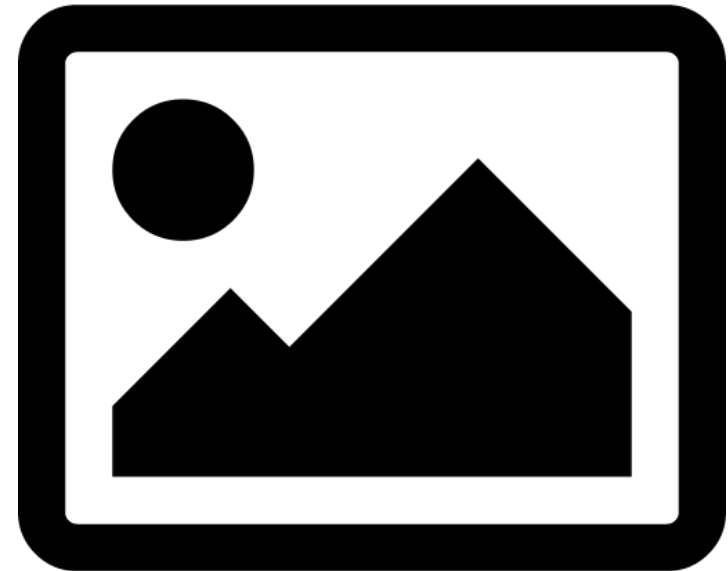
```

```



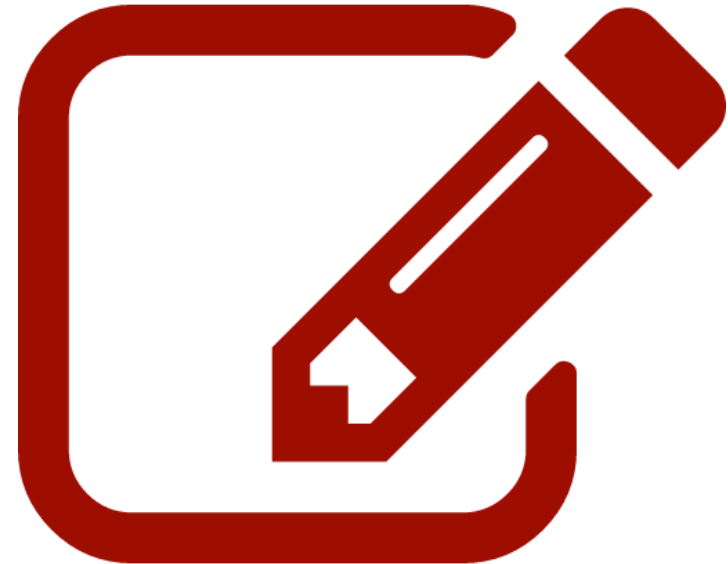
Text equivalents

- Alternative text
- **Contextual descriptions**



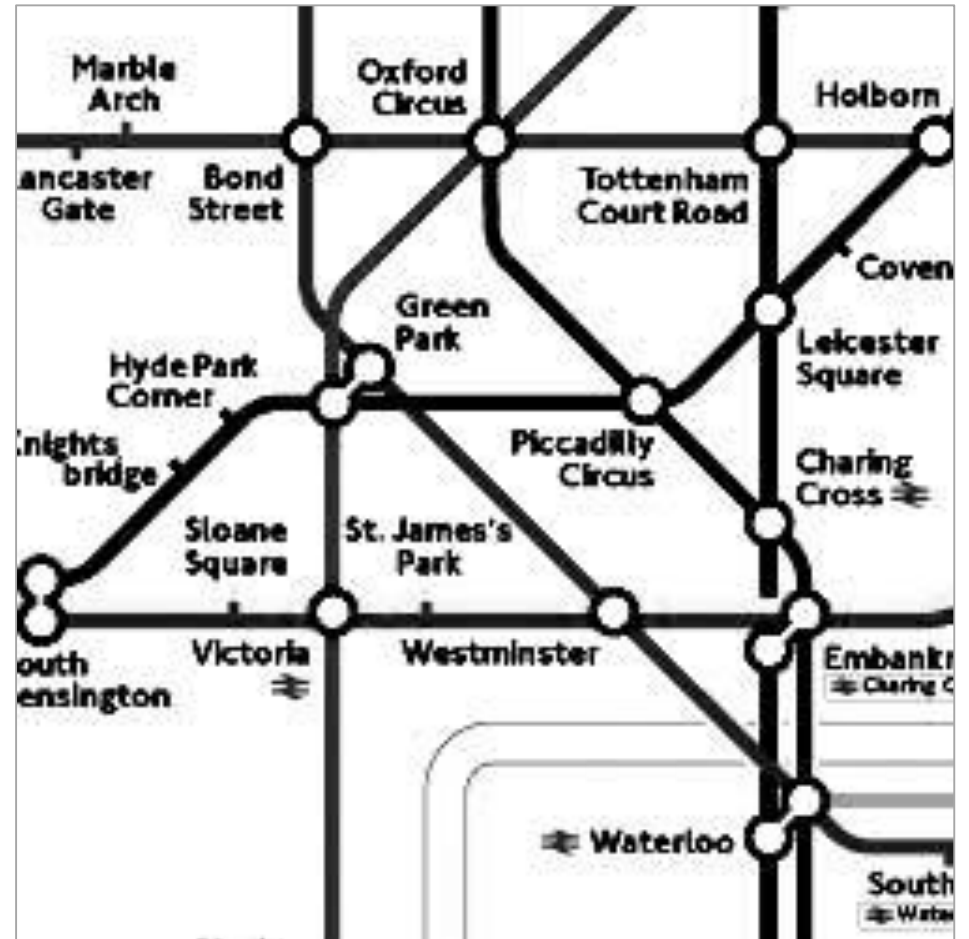
Color

- **Don't use color alone to convey meaning**
- Provide sufficient color contrast

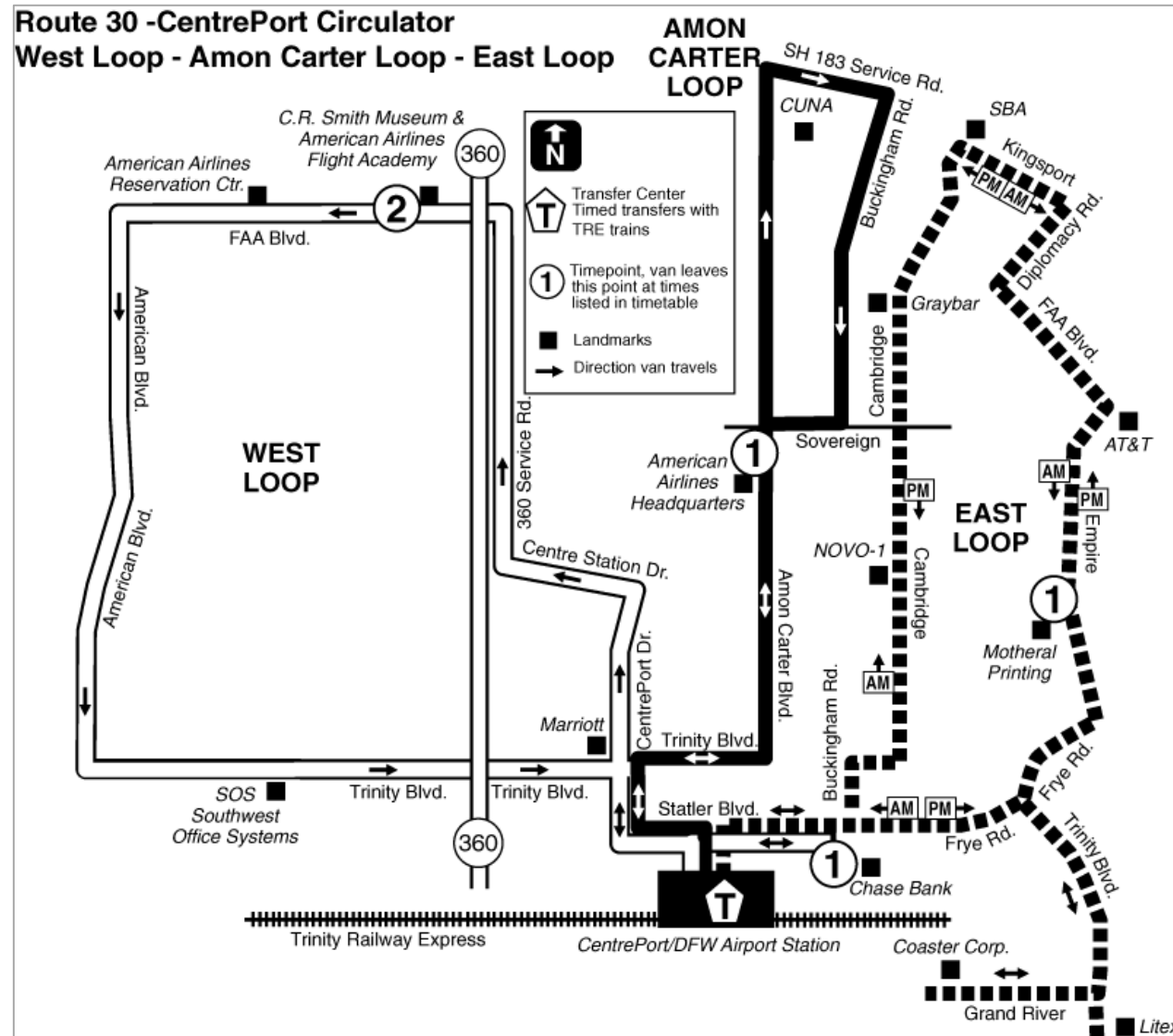


Designing for color-blindness

Images: WebAIM

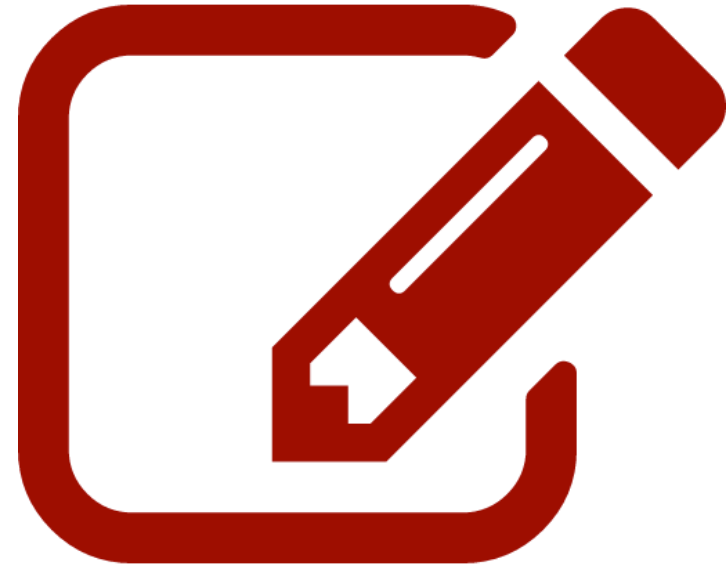


Designing for color-blindness



Color

- Don't use color alone to convey meaning
- **Provide sufficient color contrast**



Color contrast example



Foreground color

HEX 808185

RGB 128.129.133



Background color

HEX B0B0B0

RGB 176.176.176




WebAIM Color Contrast Checker

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground color: #  [lighten](#) | [darken](#)

Background color: #  [lighten](#) | [darken](#)

Contrast Ratio: **1.79:1**

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

Sample:

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

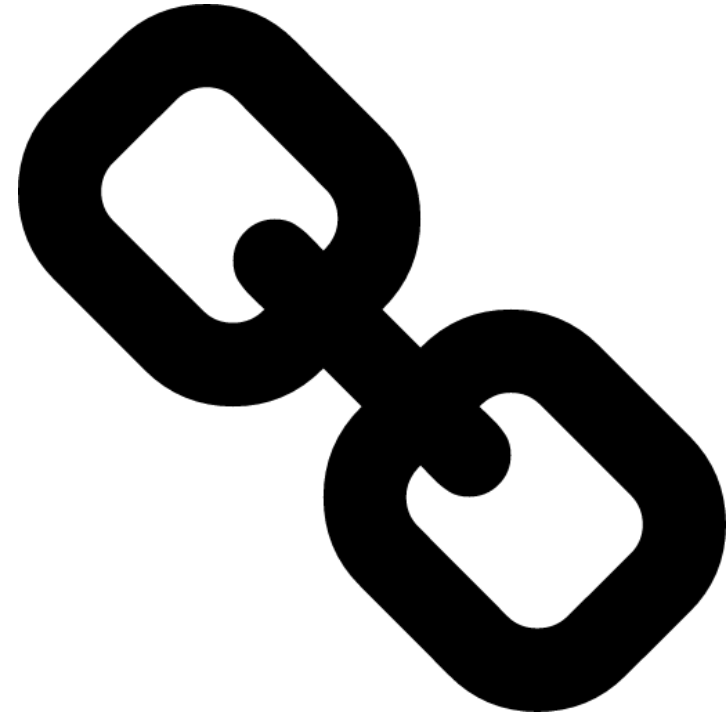
Sample:

Greyscale



Hyperlinks

- **Link text should provide context**
- Don't force links to open in a new window



Avoiding “click here”

✘ [Register here.](#)

✔ To register, complete the [online registration form.](#)

✘ [Fall 2015 Newsletter](#)

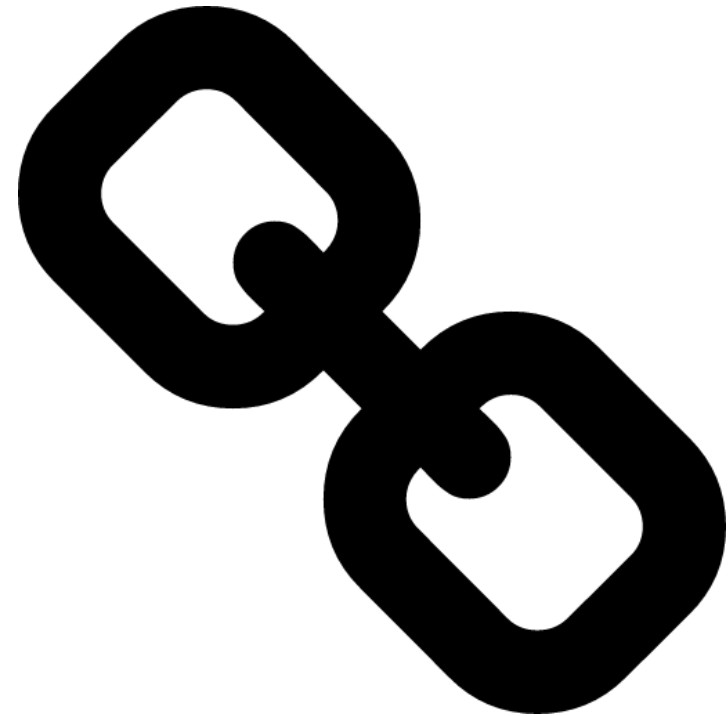
✔ [Fall 2015 Newsletter \(PDF\)](#)

✘ More event pictures [here.](#)

✔ More event pictures on Instagram [@thelibrary](#)

Hyperlinks

- Link text should provide content
- **Don't force links to open in a new window**

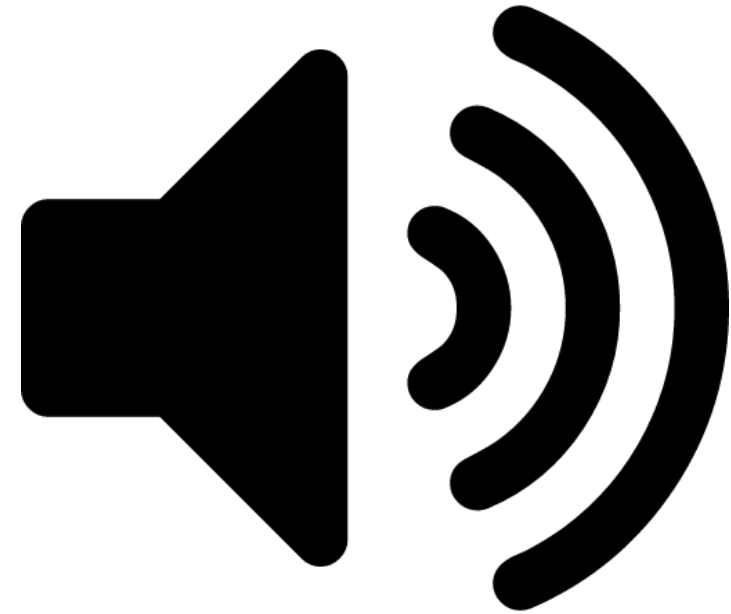


Don't force links to open in a new window

- ✘ `Visit The Library`
- ✔ `Visit The Library`
- ✔ Show online help (opens in new window)
- ✔ Fundraiser ordering (external site)

Captions, transcripts, and audio description for multimedia

- Provide captions for all video with audio
- Provide transcripts for audio and video content
- Provide audio descriptions when necessary



Captions vs. transcripts

Captions



Transcript

Transcript

ARI SHAPIRO, HOST:

If you're from Queens, N.Y., one of the biggest trolls on Twitter right now might be the Kansas City Public Library. The Kansas City Royals and the New York Mets, of course, are in the World Series right now. And if fans of either team are in your social media feed, you've probably seen some trash-talking. Well, when fans of opposing teams lock horns online, it can get ugly. When public libraries go after each other, it gets literary.

LIESL CHRISTMAN: Honestly, I guess I started it.

Audio description

Frozen - Trailer with Audio Description,
https://youtu.be/O7j4_aP8dWA



YouTube



YouTube: Manage subtitles and closed captions

Manage subtitles and closed captions: English

ADA25 Digital Exhibit

1988 **Writer Burns Book In Protest**

Paul Longmore, noted disability historian, burns a copy of his book in front of the federal building in Los Angeles in protest of work disincentives, which stopped him from receiving payment as an author to keep his medical benefits.



SELECT METHOD

Choose how you want to add subtitles or closed captions to this video:

Upload a file



Transcribe and auto-sync



Create new subtitles or CC



39:40 / 1:11:00




YouTube: Info and settings

Intro to The University of Alabama Libraries New Website



Amelia Gayle Gorgas

✓ Subscribed  40

208 views

+ Add to  Share  More

 0  0

Published on Aug 7, 2015

Watch this video with audio narration: <https://youtu.be/wXwAtWj2Y8U>

Welcome to The University of Alabama's new Libraries' website.

Let's take a look at some of the newest features of this redesign.

Hours, news, and events are now prominently featured on the homepage.

Clicking the name of a branch library will take you to weekly hours, a monthly calendar, and location information.

Navigating the site is now made easier from the top navigation menu and also through the links located at the bottom of the page.

The top navigation menu is split into four main categories: Research Tools, Using the Library, About, and Library Help.

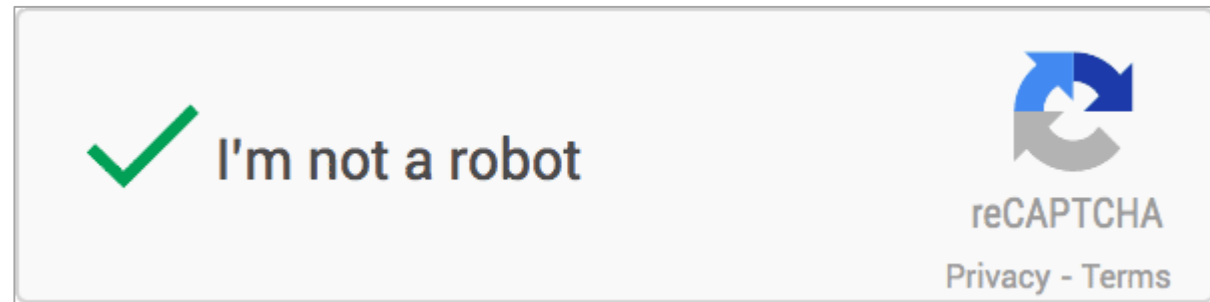
Social media

- Common accessibility issues
 - Lack of headings
 - Poor color contrast
 - Missing text equivalents for images
 - Videos lacking captioning
 - **CAPTCHA**



CAPTCHA

- Most frequently a problem at signup or login



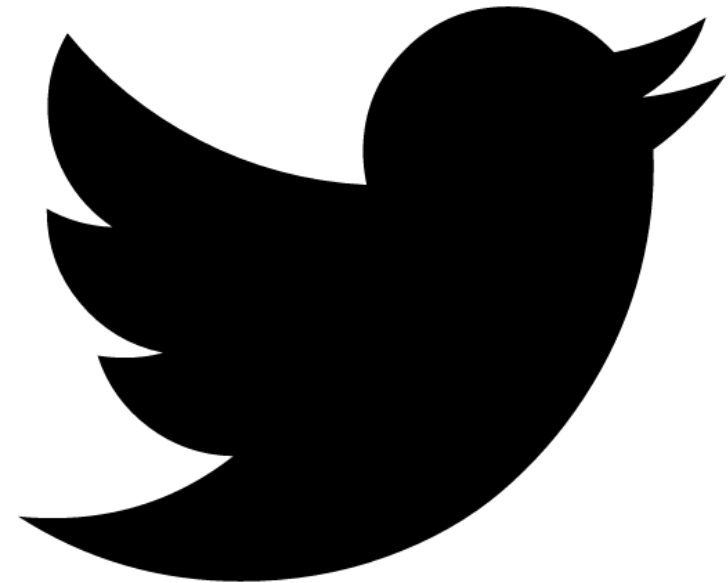
Facebook

- [Mobile version](#)
- [Photo captions](#)
- [Video captions](#)
- Facebook Help > [Accessibility for People with Disabilities](#)
- [Facebook Accessibility page](#)



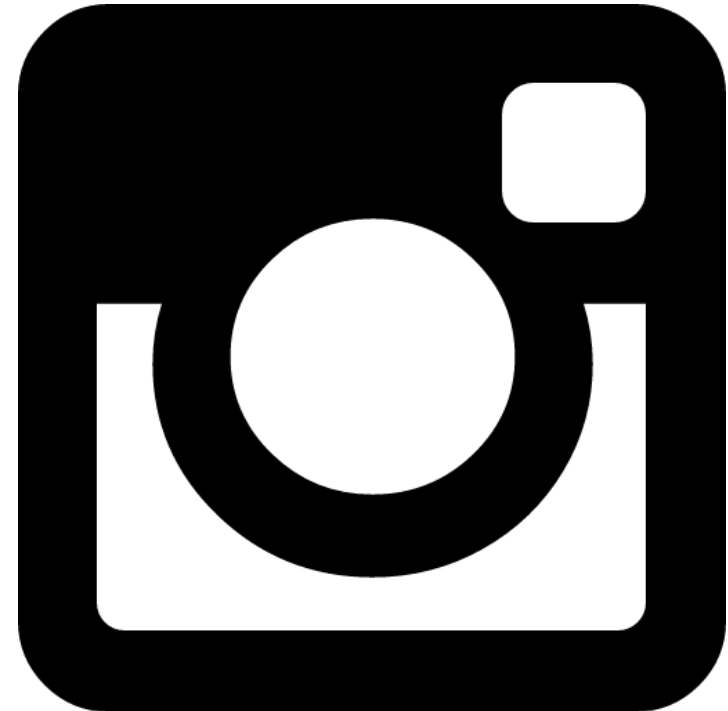
Twitter

- Provide context for links
- Try to spell out acronyms
- Use camel case for hashtags (#LibrariesTransform not #librariestransform)
- Provide image descriptions
 - [Twitter \(Accidentally\) Takes Step Toward Accessible Images](#)
 - [Other approaches](#)
- Recap Twitter chats



Instagram

- [How Blind People Use Instagram](#)
- [How A Blind Person Reads Comments on Instagram](#)
- Image descriptions
 - [pghkids](#)
 - [pghkids](#)
 - [acuitydesign](#)
- #CamelCase



Accessibility Evaluation Tools

Evaluation tools that can be used to determine whether or not digital content is accessible.

Human testing is required

- No automated evaluation tool can tell you if your site is accessible, or even compliant.
- Human testing is always necessary.



Strengths

- Efficiency
- Can catch:
 - Missing alt text
 - Form controls without labels
 - (Many) contrast errors



Limitations

- Pass != accessible
- May give a false sense of security
- May inaccurately portray a site or app as being fully accessible



Limitations

Image: University of Leicester



Picture of a student



A postgraduate engineering student working in the new electron microscope lab

WAVE




WAVE


web accessibility evaluation tool

WebAIM Color Contrast Checker

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground color: #0000ff  [lighten](#) | [darken](#)

Background color: #ffffff  [lighten](#) | [darken](#)

Contrast Ratio: **8.59:1**

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample:

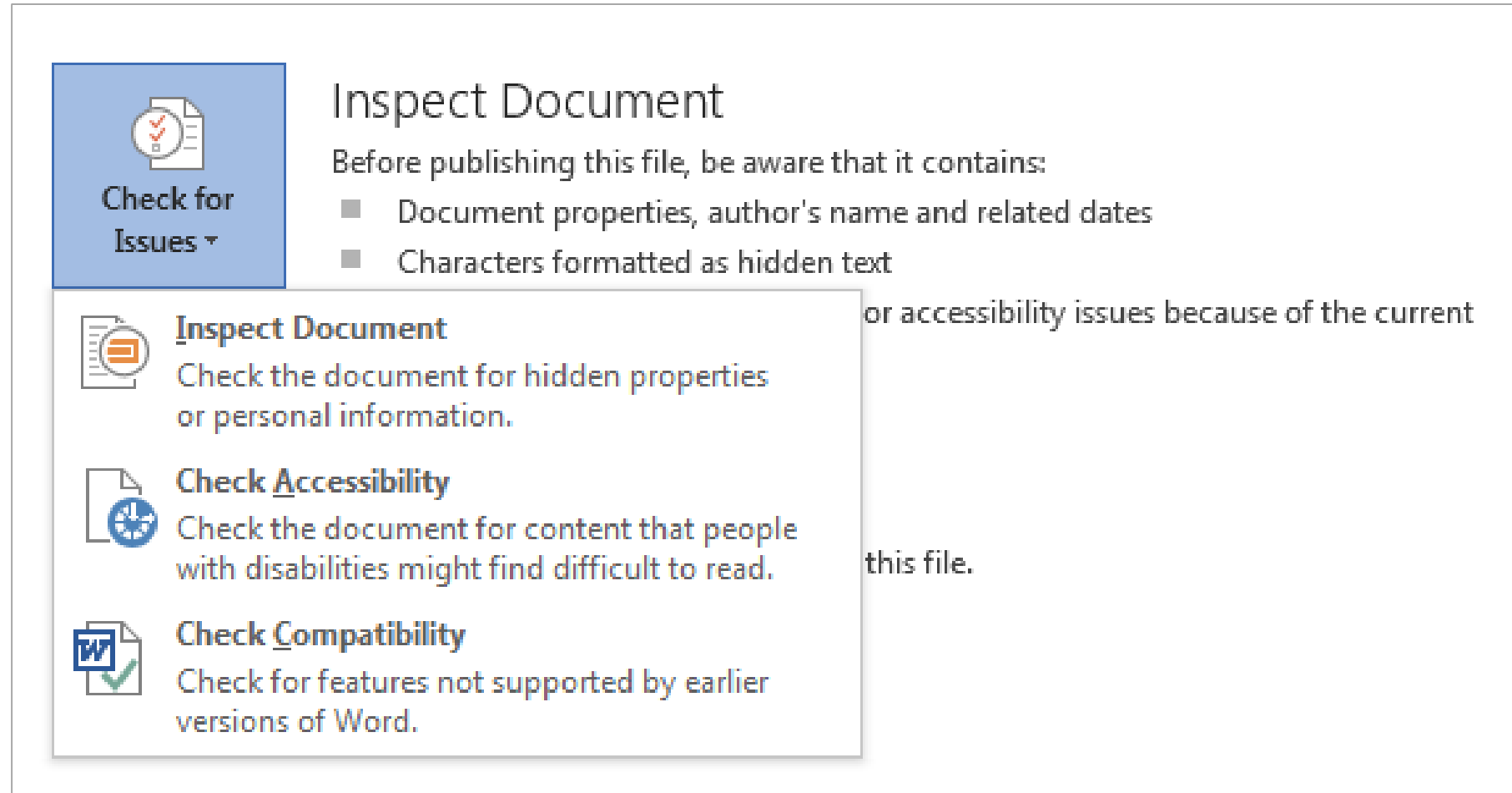
Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

Sample:

Microsoft Office Accessibility Checker



Check for Issues ▾

Inspect Document

Before publishing this file, be aware that it contains:

- Document properties, author's name and related dates
- Characters formatted as hidden text

or accessibility issues because of the current

this file.

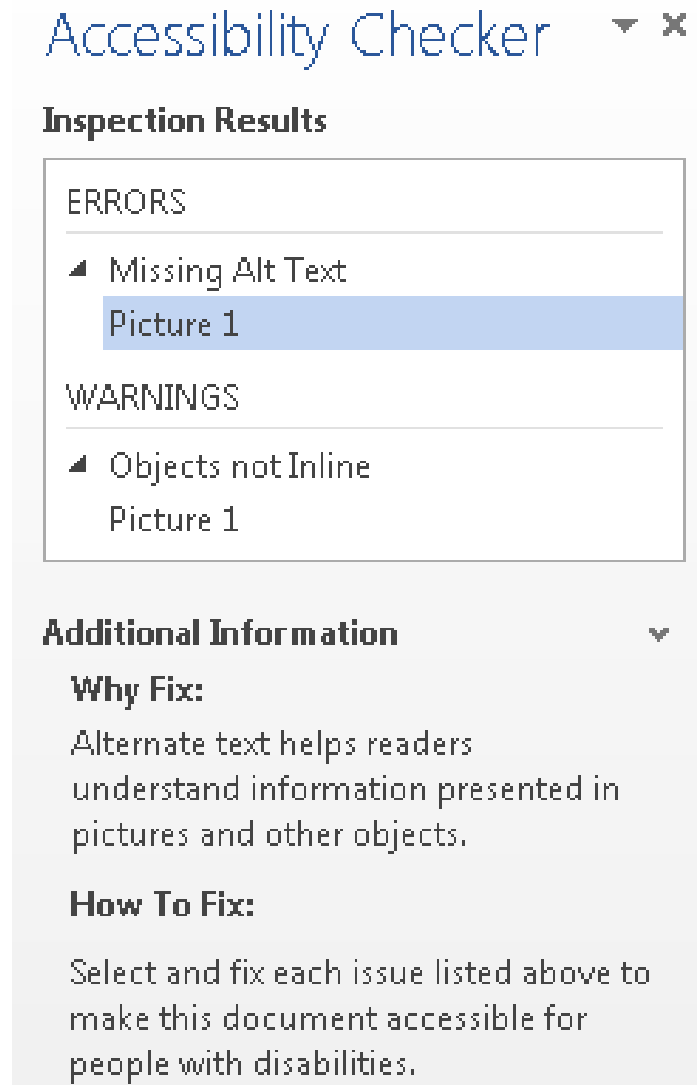
Inspect Document
Check the document for hidden properties or personal information.

Check Accessibility
Check the document for content that people with disabilities might find difficult to read.

Check Compatibility
Check for features not supported by earlier versions of Word.

Microsoft Office Accessibility Checker

- All objects have alternate text (Excel, PowerPoint, Word)
- Tables specify column header information (Excel, PowerPoint, Word)
- All slides have titles (PowerPoint)
- Long documents use styles to provide structure (Word)



Accessibility Checker ▾ ✕

Inspection Results

ERRORS

- ▾ Missing Alt Text
 - Picture 1

WARNINGS

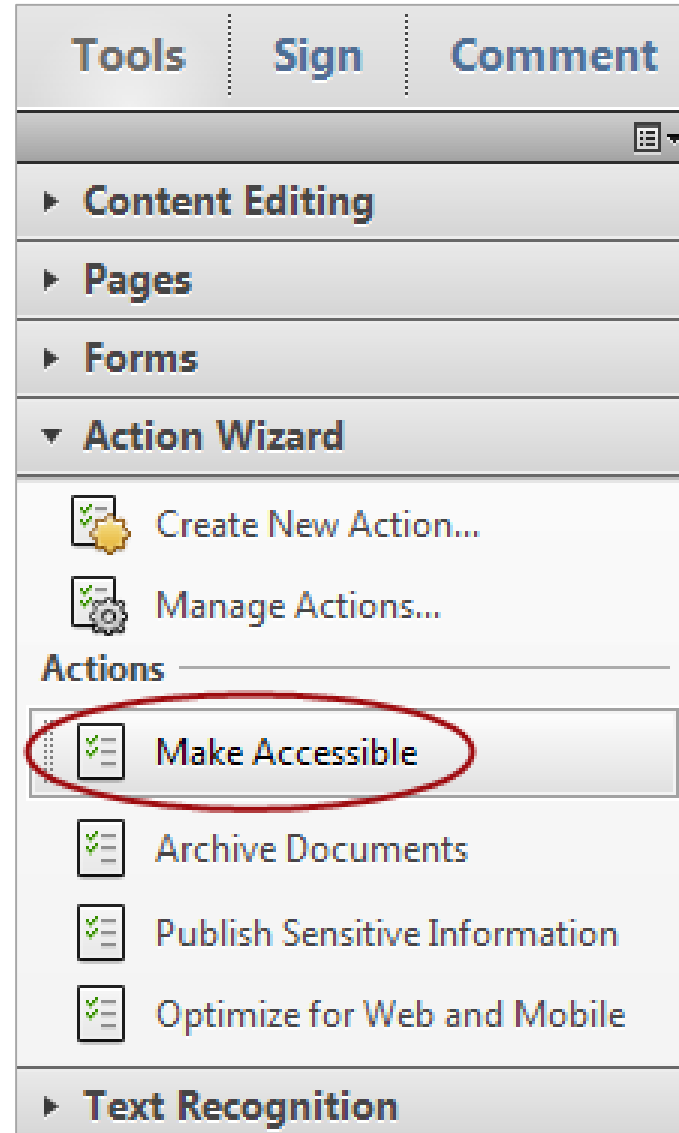
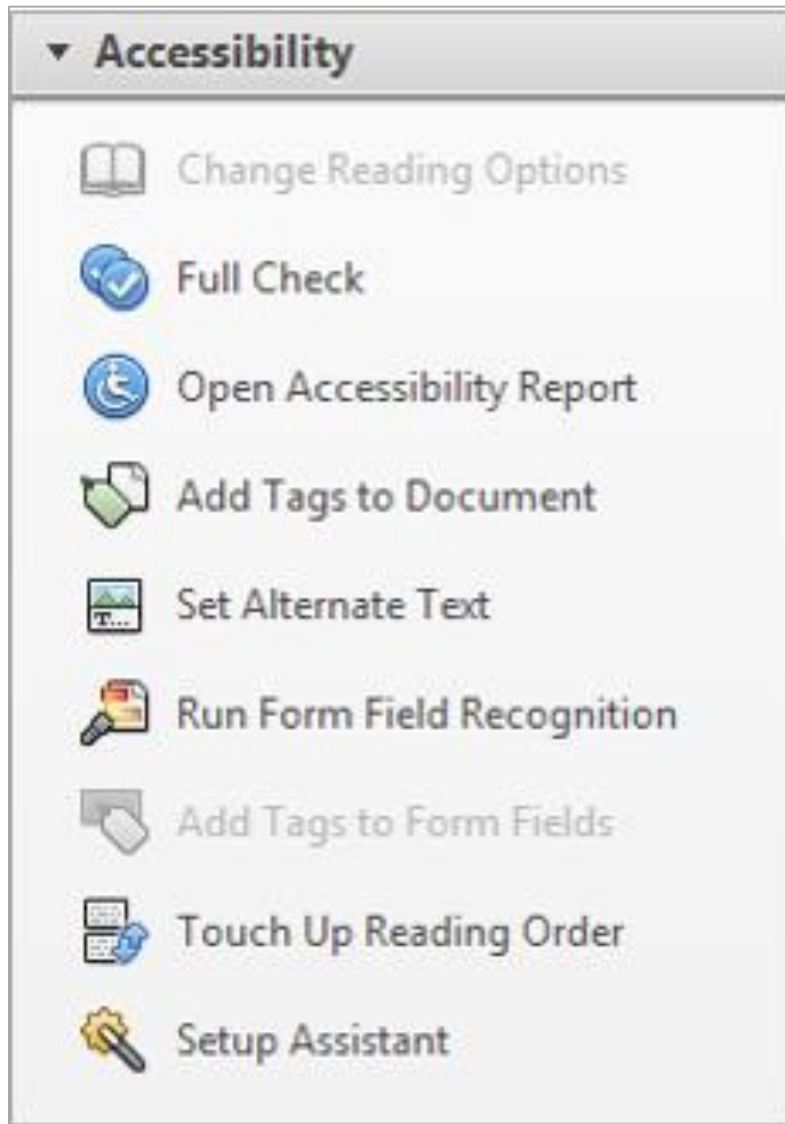
- ▾ Objects not Inline
 - Picture 1

Additional Information ▾

Why Fix:
Alternate text helps readers understand information presented in pictures and other objects.

How To Fix:
Select and fix each issue listed above to make this document accessible for people with disabilities.

Adobe Acrobat accessibility tools



Let's create
accessibility.

“Disability is a phenomenon
of the experience that occurs
by the individual intersecting
with the environment.”

– Valerie Fletcher

Resources

Via LMCC & at
bit.ly/lmcc15a11y