Digital Accessibility 101

GW Digital Content and Web Teams

BUILD COMMUNITY BOOST ENGAGEMENT BE AWARE

PERCEIVABLE **OPERABLE** UNDERSTANDABLE ROBUST

Assistive Technologies

Examples of assistive technologies include:

- Screen readers
- Screen magnifiers
- Dictation software
- Alternative keyboards and input devices

Social Media

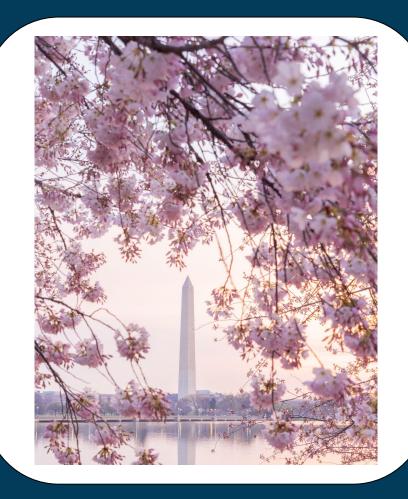
Alt Text

#1

Pink flowers in Washington D.C.

#2

Cherry blossoms in peak bloom at the tidal basin in Washington, D.C. The Washington Monument is visible in the background.



Top 5 Tips for alt-text

- You don't need to describe everything, just what is important for the user to understand the image
- Write in plain language, avoid abbreviations
- Context matters
- Exclude writing of "photo of" or "image of"
- Avoid using images with excessive copy

contrast

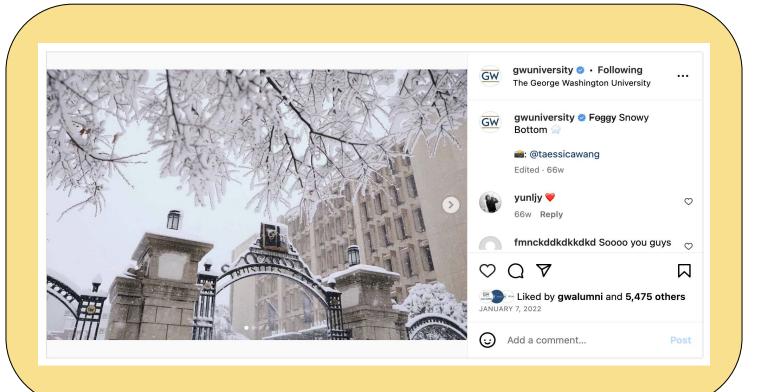
formatting fonts captions capitalization hashtags

Formatting





Fonts



Capitalization





GW Admissions

@GWAdmissions

we promise we're working on it

GW Class of 2027 waiting for admissions decisions



GW counselors reading applications



Image description

On the left, a disgruntled Nick Cage looks at something off-screen. Text above him labels him as "GW Class of 2027 waiting for admissions decisions." On the right, a cheerful Pedro Pascal looks back at Nick Cage. Text above him labels him as "GW counselors reading applications."

Hashtags

#onlyatgw #raisehigh #higheredsocial #OnlyAtGW
#RaiseHigh
#HigherEdSocial

Screen Reader Example: Emojis

WARNING

The following video is not captioned because its audio is pure chaos.

Captions

Burned-in captions



Let the people toggle



Color Contrast

Where are you?

No squinting necessary

Social Media (For Reference)

- Color contrast
 - Use an accessibility checker to see if your colors are an accessible combination.
- Formatting
 - On't force formatting that a platform doesn't support. This can be popular for memes, but inaccessible.
- Fonts
 - Don't import fonts that platforms don't support.
- Captions
 - All videos should be captioned. Uploading a caption file is most accessible, otherwise burn them in.
- Capitalization
 - Don't play around with capitalization for memes or other purposes.
- Hashtags
 - Capitalize the first letter of each word and build hashtags into copy, don't put them all at the end.

Questions?

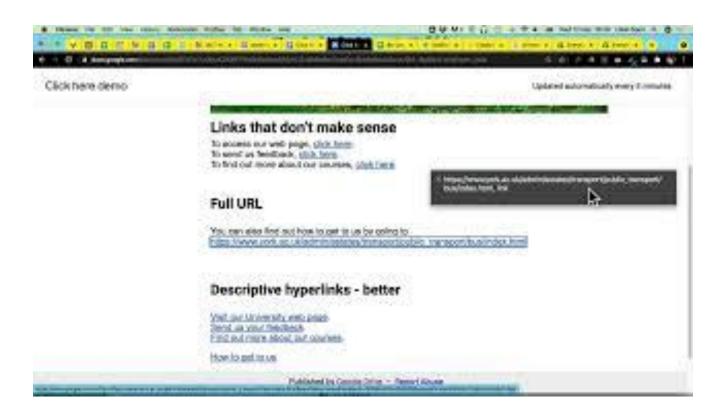
Websites

Contextual Links

Use links that clearly describe the content or action. This will ensure a user experience that is both user-friendly and accessible.

7	For more information about GWSB undergraduate programs, click here.
•	For more information about GWSB undergraduate programs, go to https://business.gwu.edu/current-students/undergraduate .
••	More information about our undergraduate programs can be found on the GWSB <u>website</u> .
	Learn more about the <u>GW School of Business undergraduate</u> <u>programs</u> .

Screen Reader Example: Links



Headings

Use headings to break the page into logical sections.

Headings allow sighted individuals and screen reader users to easily skim a page.

- Pages should only have one Heading 1
- Use headings 2 through 6 for subsections of the page
- Avoid using headings for visual formatting reasons only

Bonus: Effective headings also help SEO!

Screen Reader Example: Headings



Keeping Stakeholders Engaged

Accessibility Awareness for Content Managers

Review and Testing

- Pre-launch site reviews
 - Automated
 - o Manual
- Post-launch site monitoring
- Review SiteImprove reports regularly

Training and Support

- Mandatory accessibility assessment
- Monthly roundtables
- Digital Download email
- Office hours

"The practice of creating products, spaces, and content that is usable by people with the widest possible range of abilities, operating within the widest possible range of situations."

Accessible Social by Alexa Heinrich

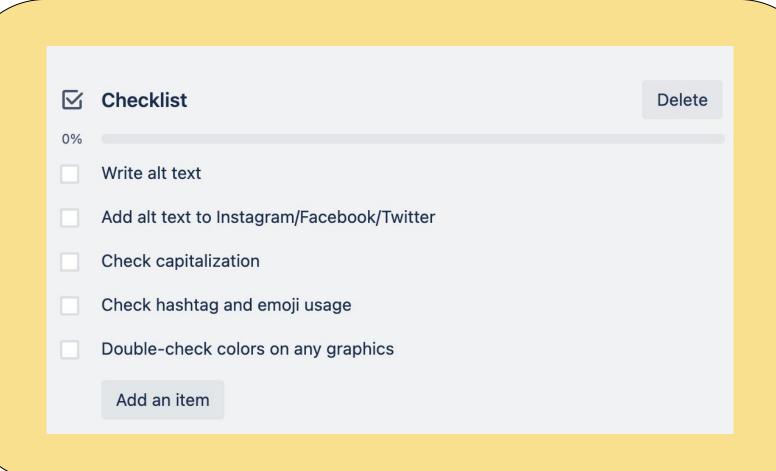
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Resources

Accessibility at GW

Contrast ratio checker

WebAIM

ADA Accessibility Guidelines

Digital Accessibility Training Video

Heinrich, Alexa. Accessible Social: A Beginner's Guide to Creating Inclusive Social Media Content. 2022.