

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

captions

fonts

capitalization

hashtags

Fonts



gwuniversity  · Following
The George Washington University



gwuniversity  **Feggy Snowy**
Bottom 

: @taessicawang
Edited · 66w



yunljy 
66w Reply



fmnckddkdkdkd Soooo you guys



Liked by **gwalumni** and **5,475 others**
JANUARY 7, 2022



Add a comment...

Post

Capitalization



spongemock

@TheSpongeMock · Follow



"Dont use that weird spongebob mocking meme"

Me: DonT uSe thAt WeIrd SpoNgEboB MoCkinG MEmE



1:15 PM · May 10, 2017





GW Admissions

@GWAdmissions



we promise we're working on it

**GW Class of 2027 waiting
for admissions decisions**



ALT

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
 - Don'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.

| | |
|--|---|
|  | 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 website . |
|  | Learn more about the GW School of Business undergraduate programs . |

Screen Reader Example: Links



Click here demo Updated automatically every 2 minutes

Links that don't make sense

To access our web page, [click here](#)
To send us feedback, [click here](#)
To find out more about our courses, [click here](#)

Full URL

You can also find out how to get in touch by going to <https://www.ox.ac.uk/administrative/information/departmental-accounts/departmental-accounts.html>

Descriptive hyperlinks - better

[Visit our University web page](#)
[Send us your feedback](#)
[Find out more about our courses](#)
[How to get in touch](#)

Published by Google Docs - Read Aloud

The screenshot shows a web browser window with a yellow address bar. The page content includes a header with "Click here demo" and "Updated automatically every 2 minutes". The main content is divided into three sections: "Links that don't make sense", "Full URL", and "Descriptive hyperlinks - better". The first section lists three links: "click here", "click here", and "click here". The second section shows a long, complex URL. The third section shows three descriptive links: "Visit our University web page", "Send us your feedback", and "Find out more about our courses". A fourth link, "How to get in touch", is located below the third section. A tooltip is visible over the second link in the "Full URL" section, displaying the full URL: "https://www.ox.ac.uk/administrative/information/departmental-accounts/departmental-accounts.html". At the bottom of the page, there is a footer that reads "Published by Google Docs - Read Aloud".

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



The image shows a web browser window with a screen reader overlay. The page content includes the 'popetech' logo, a heading 'PDFs, non-HTML documents, and accessibility', a PDF icon with a warning sign, and a URL 'https://www.popetech.com/technology/user-s-experience/'. The screen reader overlay, titled 'Headings', lists the following items:

- 1: PDFs, non-HTML documents, and accessibility
- 2: What are PDF and non-HTML documents?
- 2: How do documents affect an assistive technology...
- 3: Unable to read or navigate inaccessible documents
- 4: PDFs
- 4: Word docs, PowerPoints, and Excel sheets
- 3: Documents open on new page or tab
- 2: What are alternatives to PDF documents?
- 2: How do I determine if documents are accessible?
- 2: Read more about PDF and non-HTML documents
- 2: Key takeaways
- 2: Want to be part of the conversation?
- 2: Check any page for accessibility errors
- 2: Post navigation
- 2: Categories
- 2: Search
- 2: ...

A tooltip is visible over the first heading, indicating it is a heading level 1.

Keeping Stakeholders Engaged

Accessibility Awareness for Content Managers

Review and Testing

- Pre-launch site reviews
 - Automated
 - 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

BUILD COMMUNITY
BOOST ENGAGEMENT
BE AWARE

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Checklist

Delete

0%



Write alt text



Add alt text to Instagram/Facebook/Twitter



Check capitalization



Check hashtag and emoji usage



Double-check colors on any graphics

Add an item

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.