

What's new in accessible social media

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Who am I?

- **Professional:**

- Digital Accessibility Specialist
- Round Table on Information Access for People with Print Disabilities Working Group
- Perth Web Accessibility Meet-Up & Committee member
- Sound Designer - Specialising in 3D audio creation

- **Academic:**

- Bachelors of Creative Industries (Sound Design and Multimedia) ECU
- Masters of Innovative Technology (Sound Design, 3D audio/surround sound) ECU
- Professional Certificate in Web Accessibility, University of South Australia

- **Personal:**

- Sound Enthusiast, Photography and Video production, Accessibility Advocate, Marathon & Ultra Trail Runner, Indoor soccer and netball player 😊



Disability Statistics

“At least 466 million people of the world population have hearing loss”

“At least 2.2 billion people have a vision impairment or blindness”

“Hundreds of millions of people worldwide are affected by neurological disorders.”

World Health Organisation (WHO)



Social media and accessibility

- Major accessibility improvement in the last few years
- Adding Alt text for images in Facebook, Twitter, Instagram, LinkedIn.
- Capitalise the first letter of each word for #hashtags i.e. #DigitalAccessibility.
- Use Twitter hashtags such as #a11y for accessibility.
- Use emoji and emoticons sparingly.

Social media and accessibility

- Avoid using terms like “Click here” – Use descriptive call for actions
- Write in plain language
- All caps are not recommended
- Good colour and contrast
- Captioning and audio describing videos

Latest accessibility updates!



• **Twitter**



• **Instagram**



• **LinkedIn**



• **TikTok**

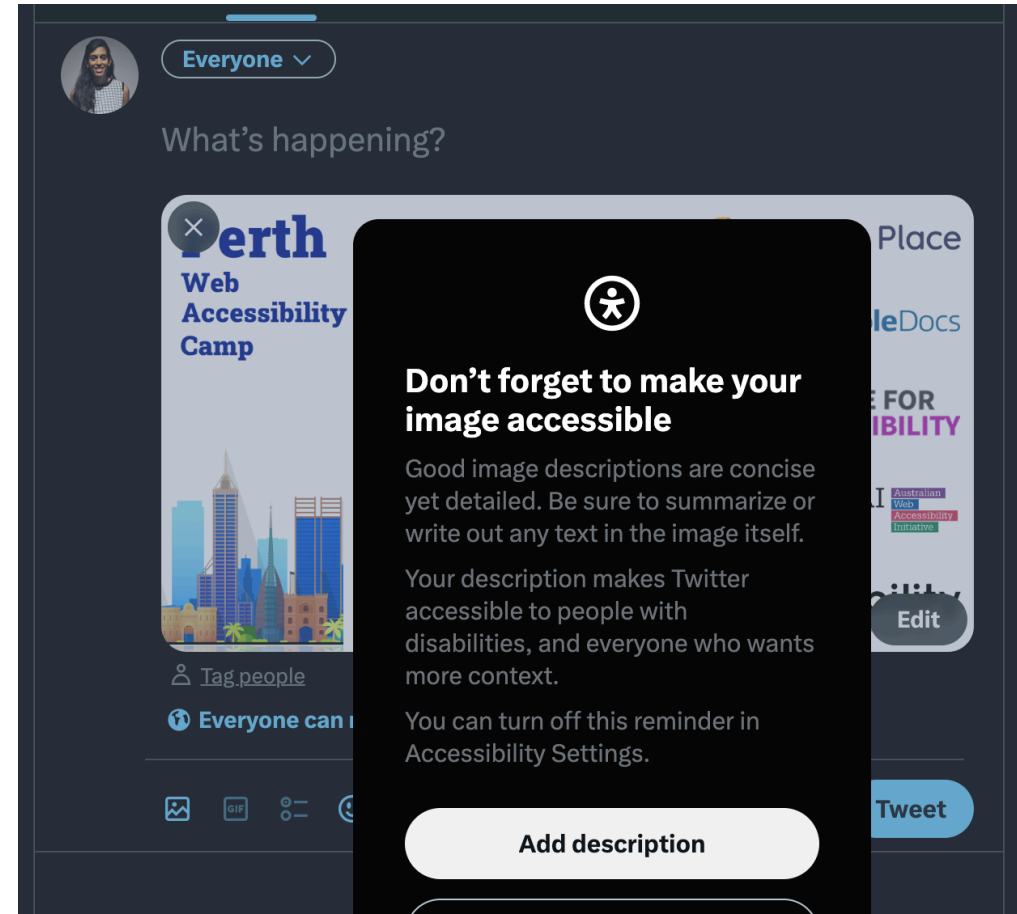


Twitter: Designing accessible sounds

- The “Chips” are out!
- Twitter introduced the “chirps” when you refresh you home timeline.
- Promoting accessibility for those with sensory sensitivities
- Keeping sounds short and smooth
- Attracting attention without being distracting
- [Example](#)

Twitter – Image Description Reminder

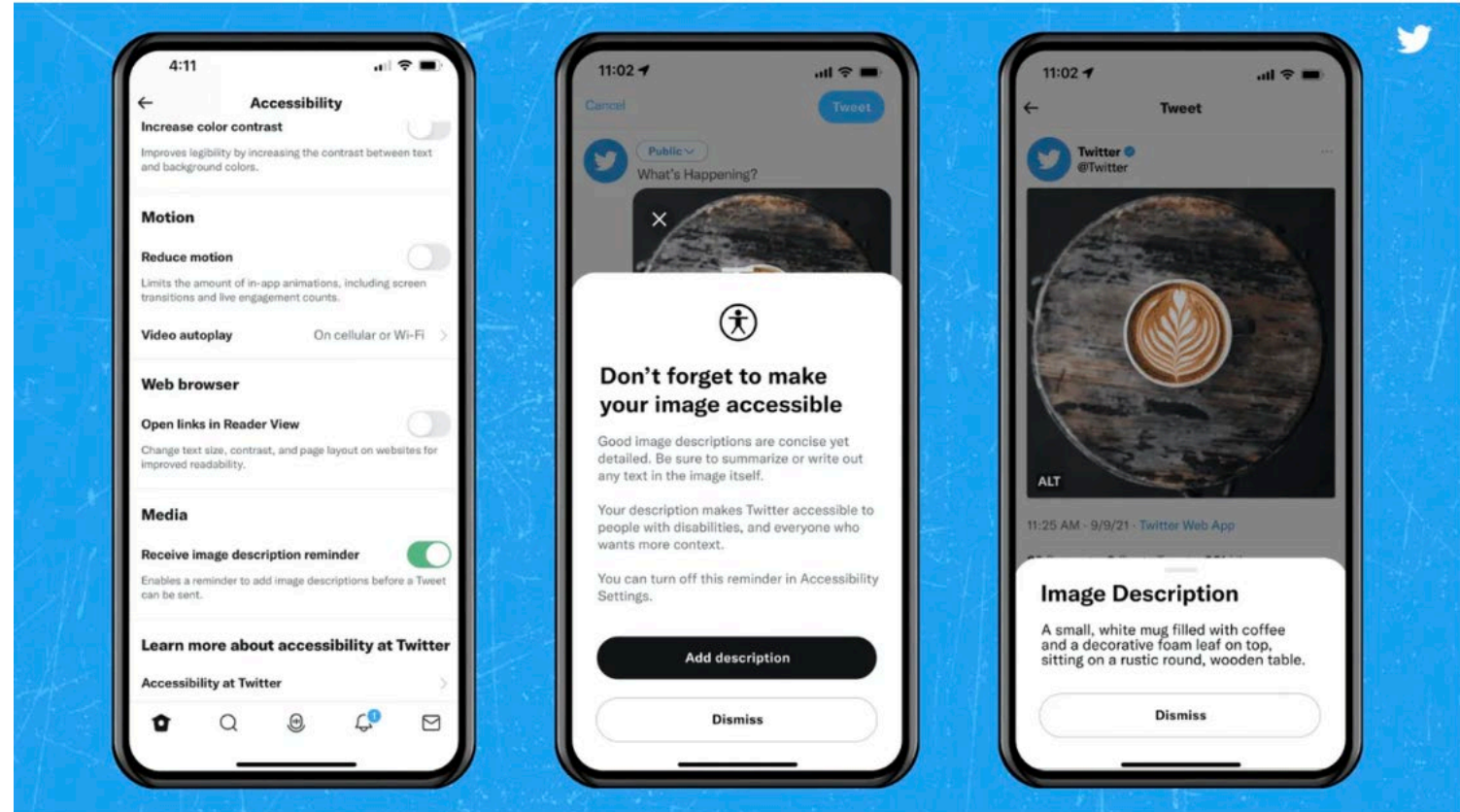
- Introduction to the “Alt Text” tool reminder
- Reminds you to add alt text before tweeting





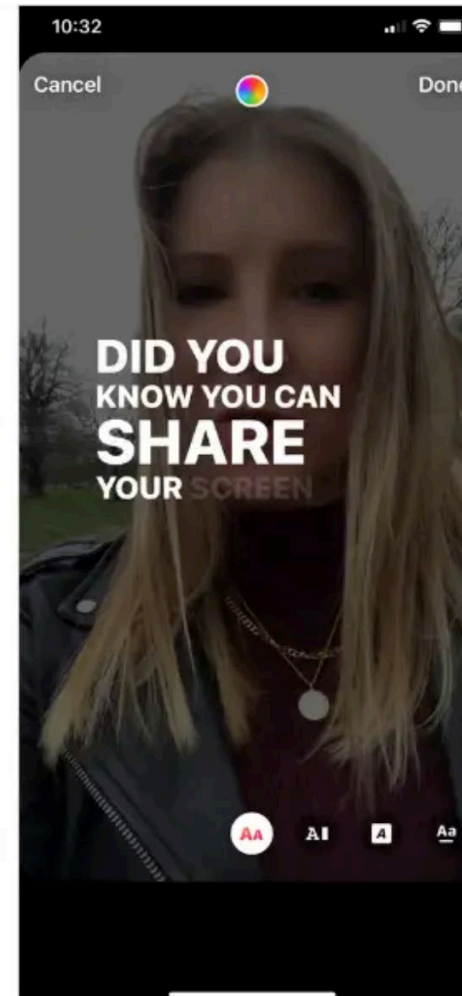
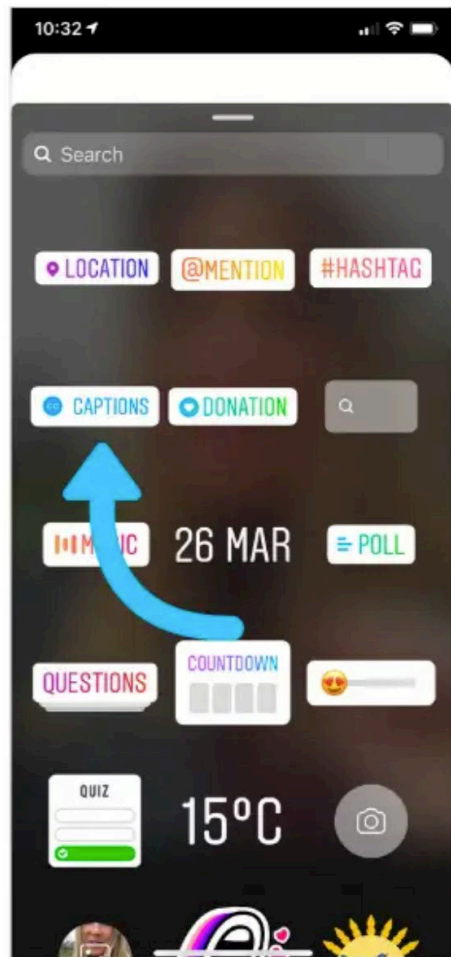
Twitter – Image Description Reminder

- Enable the feature on your settings
- Follow [@TwitterA11y](https://twitter.com/TwitterA11y)

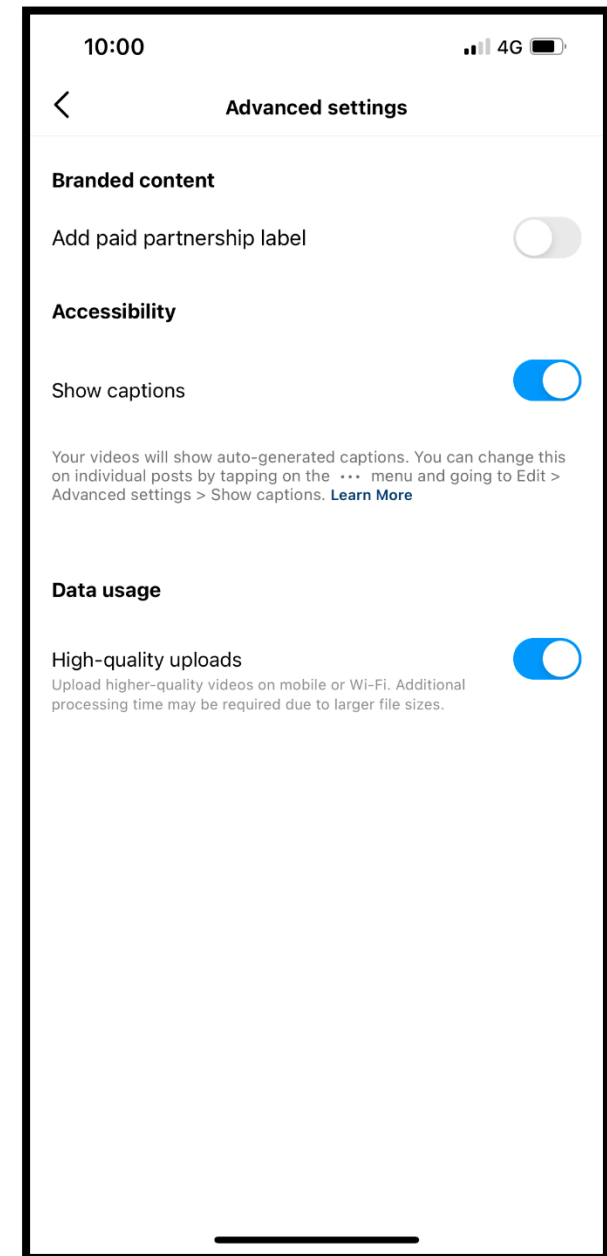
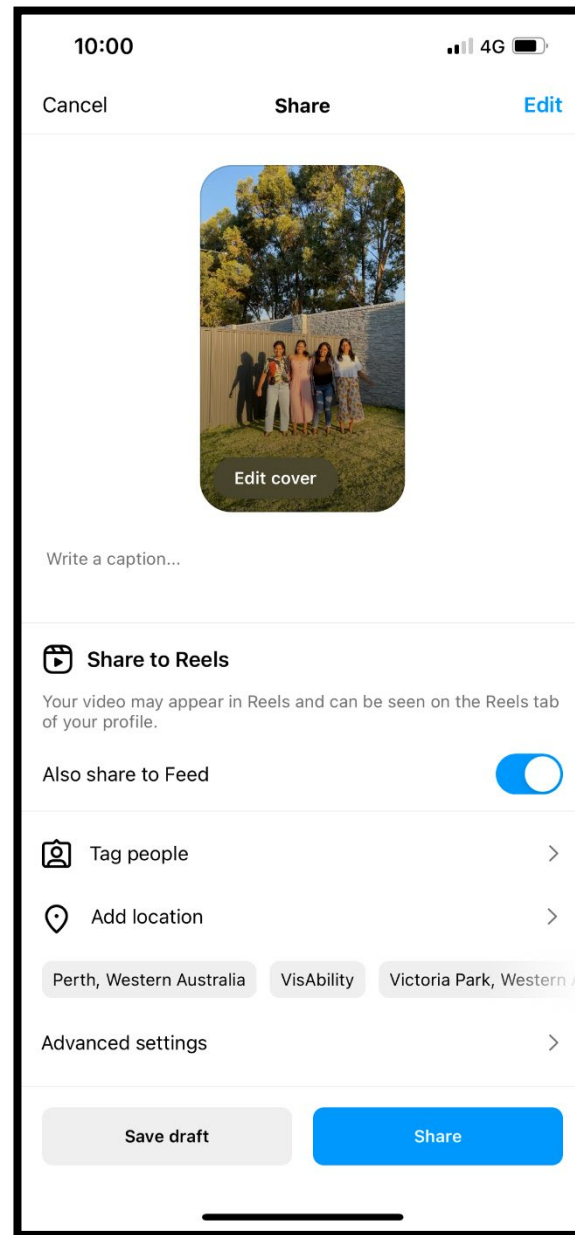




Instagram stories/Reel (Caption sticker)

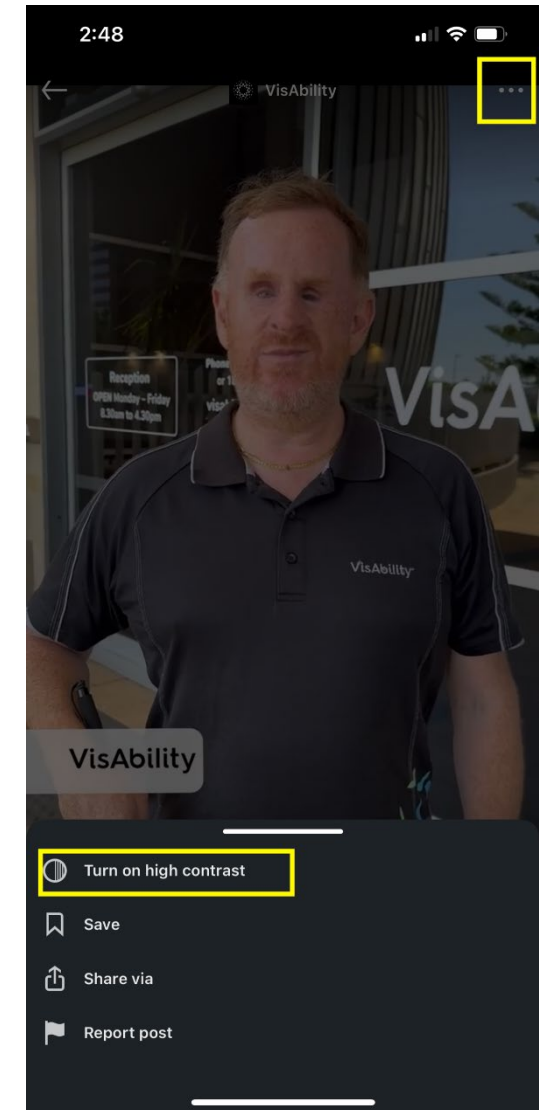
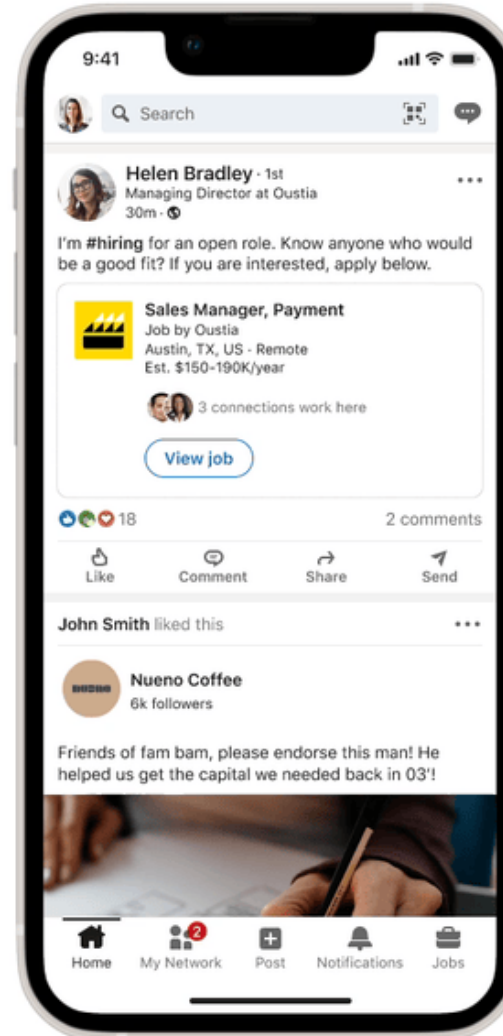


Auto-generated captions for Instagram Reels



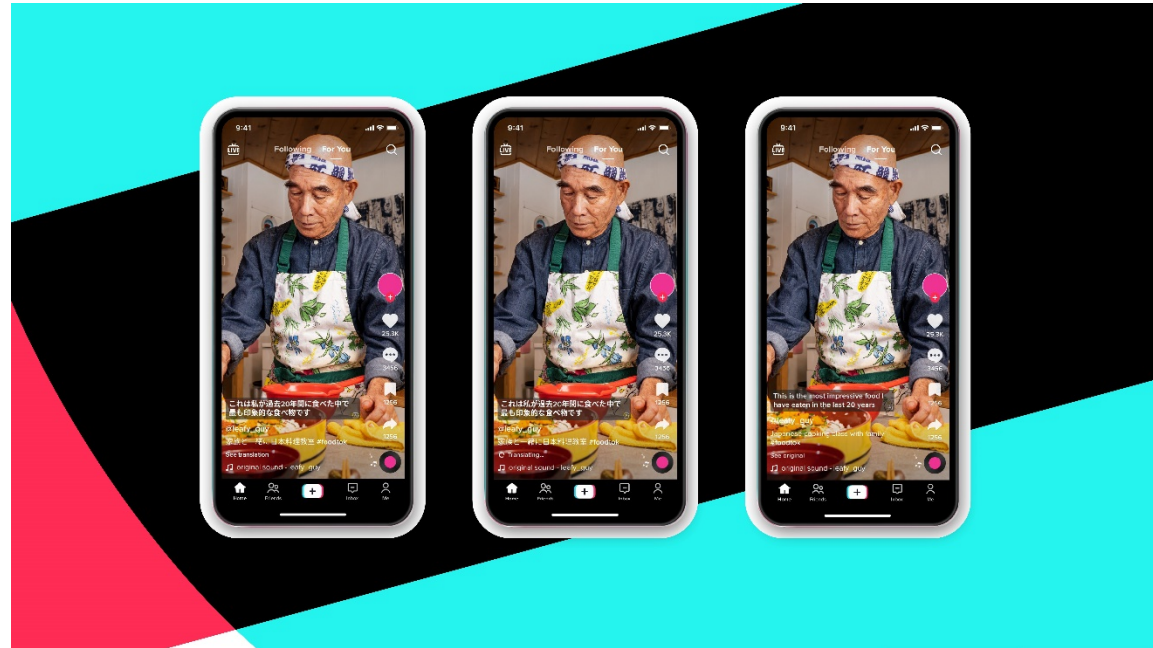
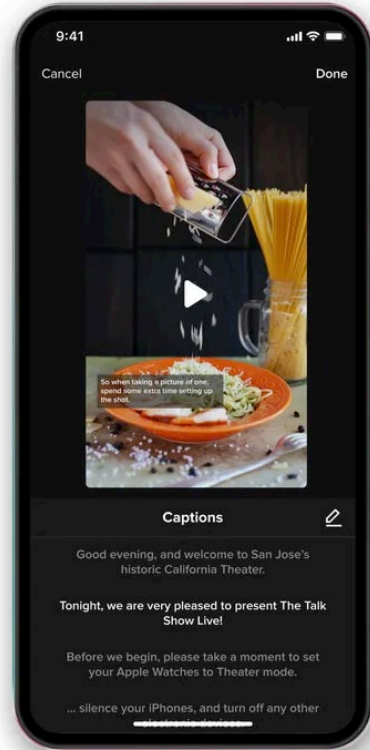
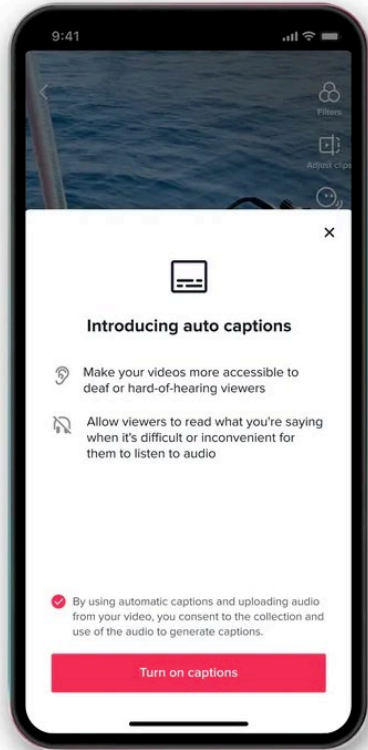
LinkedIn – Auto Captioning & High contrast mode

- LinkedIn generates auto caption for videos
- High contrast mode available when watching videos on LinkedIn App





TikTok – auto caption and translation tool



Thank you!

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Every support at **any** stage.



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