

# Ten Tips for Everyday Digital Access

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**Melanie Thornton**  
**Coordinator of Access and Equity Outreach**



# Housekeeping

- Participants muted by default
- Questions
  - Chat
  - Questions app
  - Email: [mthornt@uark.edu](mailto:mthornt@uark.edu).
- Handout: <https://exploreaccess.org/handouts/>
- Recording
- Certificate of Attendance



# What is Digital Accessibility?

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Digital accessibility involves the creation of websites, mobile applications and electronic documents that can be easily navigated and understood by a wide range of users.



# P.O.U.R.

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- Perceivable
- Operable
- Understandable
- Robust

**Web Access  
Professionals  
P.O.U.R.  
their hearts out.**



**A11Y Matters**

# Perceivable and Understandable

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- Visual components are accessible.
- Audio components are accessible.
- Information is as intuitive and clearly written as possible.
- Those who use assistive technology can assess content.

# Common Barriers to Digital Access

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- Videos without captions
- Videos that are only visual
- Images with no alt text
- Poor contrast
- Links that are not descriptive
- Headings are not structured properly
- Navigation requires a mouse



# Who is Excluded by Poor Design?

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- People who are deaf or hard of hearing
- People who are blind or with low vision
- People who are deafblind
- People with motor-related conditions
- People with dyslexia
- People who are color-blind
- People with conditions that affect auditory or visual processing



# Email and Discussion Boards

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# 1. Use meaningful subject lines— especially in discussion list posts.

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**Instead of:** Need Your Assistance

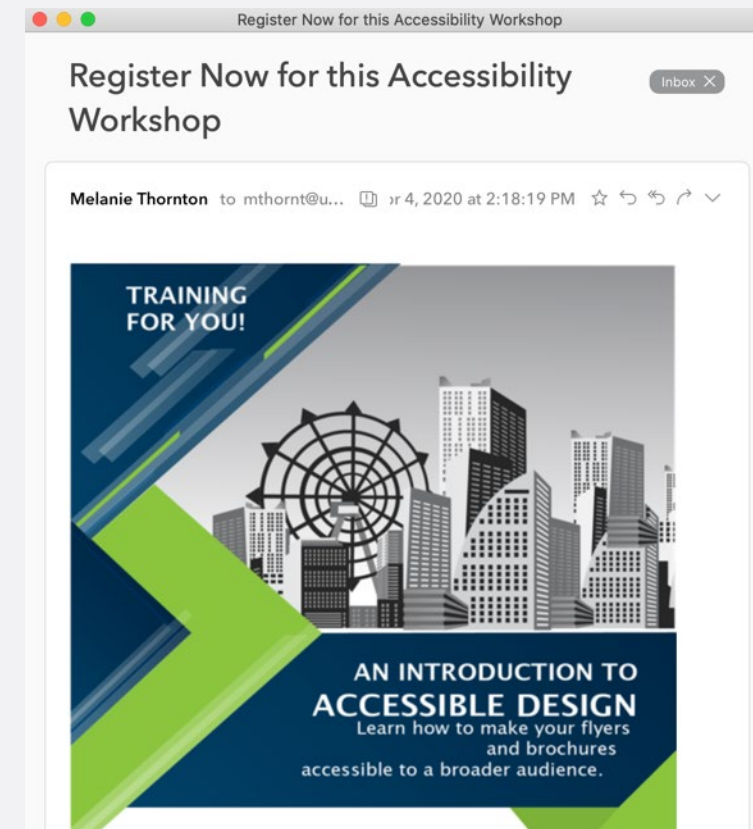
**Use:** Your Assistance with Budget

**Instead of:** Question

**Use:** Question about Service Animals

## 2. Don't send an image as your email message (unless you add an image description).

- Alt text can be added to images in MS Outlook.
- Some other email apps may allow this.
- Some email apps allow you to edit the HTML.
- If neither are available, include the description of the image in the email.



# MS Word Documents

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## 3. Add alt text to images.

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- Without alt text, a screen reader user will not know what an image is.
- The screen reader will just say “graphic”
- Describe what is in the image. No need to say “image of” or “picture of”

# How to Add Alt Text

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- Just like in MS Outlook
- Right click on the image
- Choose Edit Alt Text
- (In older versions, you may choose Format Picture.)

## 4. Use headings properly.

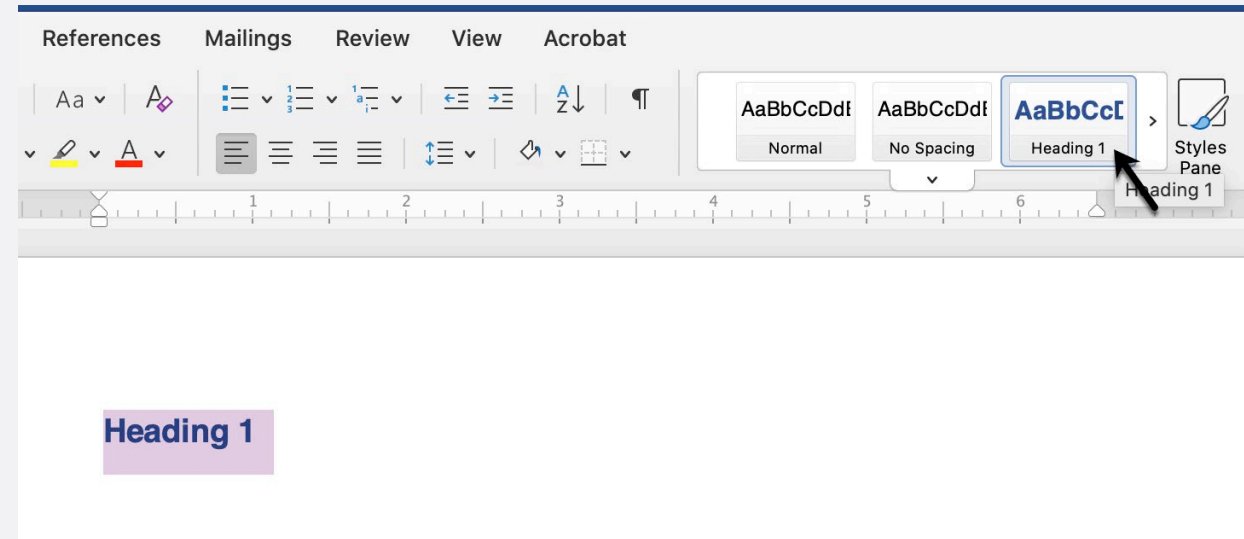
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- Headings provide structure to your document.
- Most people create headings by using normal text and applying styles such as larger size, different color, or bolder text.
- While this *looks* like a heading, it does not really create a true heading.
- There are many advantages to using true headings.

# How to Add Headings

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- Highlight the Text
- Click on the appropriate heading
- Or use keyboard shortcuts
  - PC: Control+Alt+1
  - Mac: Command+Option+1



## 5. Create meaningful links.

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- Instead of: <https://exploreaccess.org/post-1231413413134134134/>
- Use this: [Latest Post: Creating Meaningful Links](#)
- Instead of this: [Click here](#) to learn about accessible documents
- Use this: Learn more about [accessible documents](#).
- Instead of this: Annual Report ([PDF](#), [DOC](#))
- Use this:
  - [Annual Report \(PDF\)](#)
  - [Annual Report \(DOC\)](#)





# PowerPoint

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## 6. Choose correct slide layouts.

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- Do not choose the blank slide and then add text boxes.
- Choose the layout that fits your content best.
- This allows all of the text content to be available in the Outline View for easier exporting.

## 7. Provide good contrast.

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- Select a slide design that has good contrast between text and background. (4.5 to 1 or better)
- Black or dark blue text on a light grey or white background or...
- Light text—white or light grey—on black or dark blue background
- If you are unsure about the contrast, use a contrast analyzer to check it.

# Color Contrast Analyzers

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- [Contrast Checker by ACart Communications](#)
- [Color Contrast Tester by Joe Dolson](#)
- [Color Contrast Analyzer Apps by Paciello Group](#)
- [Contrast App by Nothing Magical](#)
- [WebAIM Contrast Checker](#)



## 8. Use a unique heading for each slide.

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- Make sure each slide has a unique heading.
- If you have information that continues across more than one slide add “continued” if there are 2 or number then if there are more than 2.
  - Data from Our Study - 1
  - Data from Our Study - 2
  - Data from Our Study - 3

# Social Media

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# 9. Add alt text to images on Facebook.

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- Alt text can be added to new or existing photos.
- Facebook uses AI to add descriptions, but they are not adequate.
- When sharing photos you do not own, add descriptions to post text.

## 10. Use Camel Case for hashtags.

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- Camel case refers to capitalizing the first letter of each word.
- Instead of: #disabilityinclusion
- Use: #DisabilityInclusion
- This makes it a bit easier to discern the words.



# Suggested Resources

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- [Creating Accessible Documents](#)
- [Social Media Accessibility Toolkit](#)



# Thank you!

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- Evaluation and Certificates
- Future webinars:
  - Social Media Accessibility
  - MS Word Accessibility
  - MS PowerPoint Accessibility



# Contact Me

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Melanie Thornton  
Coordinator of Access and Equity  
Outreach  
University of Arkansas  
Partners for Inclusive Communities

[mthornt@uark.edu](mailto:mthornt@uark.edu)

Follow UA Partners on social media:

- Facebook: @uofapartners
- Twitter: @uofapartners
- LinkedIn:  
[linkedin.com/company/uofapartners/](https://www.linkedin.com/company/uofapartners/)