

Ten Tips for Everyday Digital Access

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Housekeeping

- Recording
- Participants muted by default
- Questions
 - Chat
 - Questions Queue
 - Email: mthornt@uark.edu.
- Handout: <https://exploreaccess.org/handouts/>



What is Digital Accessibility?

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.



Perceivable and Understandable

- 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.

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



A11Y Matters

Common Barriers to Digital Access

- 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 Inaccessible Design?

- 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

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

Instead of: Need Your Assistance

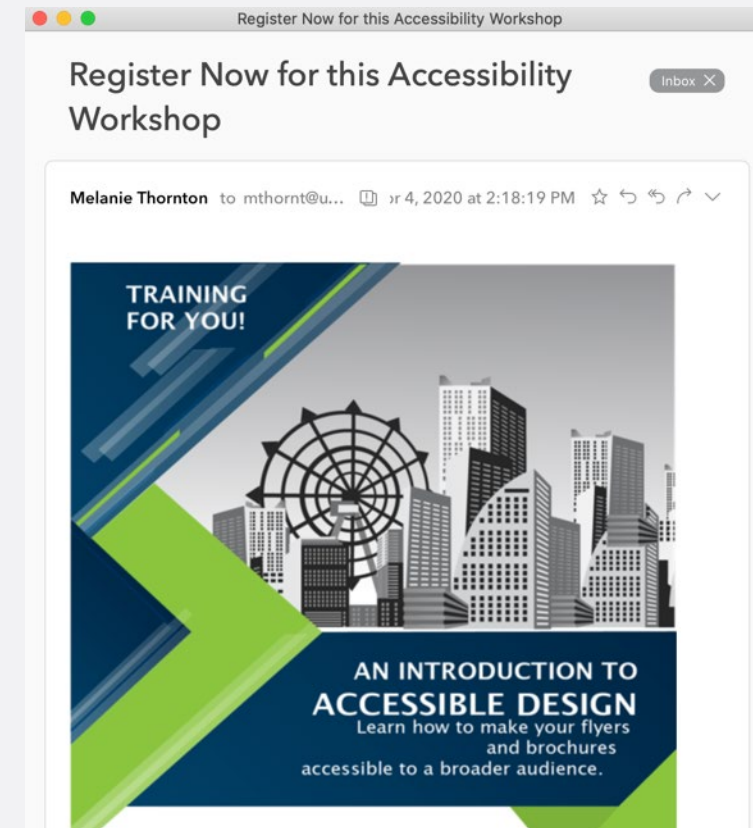
Use: Your Assistance with Budget

Instead of: Question

Use: Question about Service Animals

2. Don't send an image as your email message

- 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

3. Add alt text to images.

- 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”

Alt Text ✕

How would you describe this object and its context to someone who is blind?

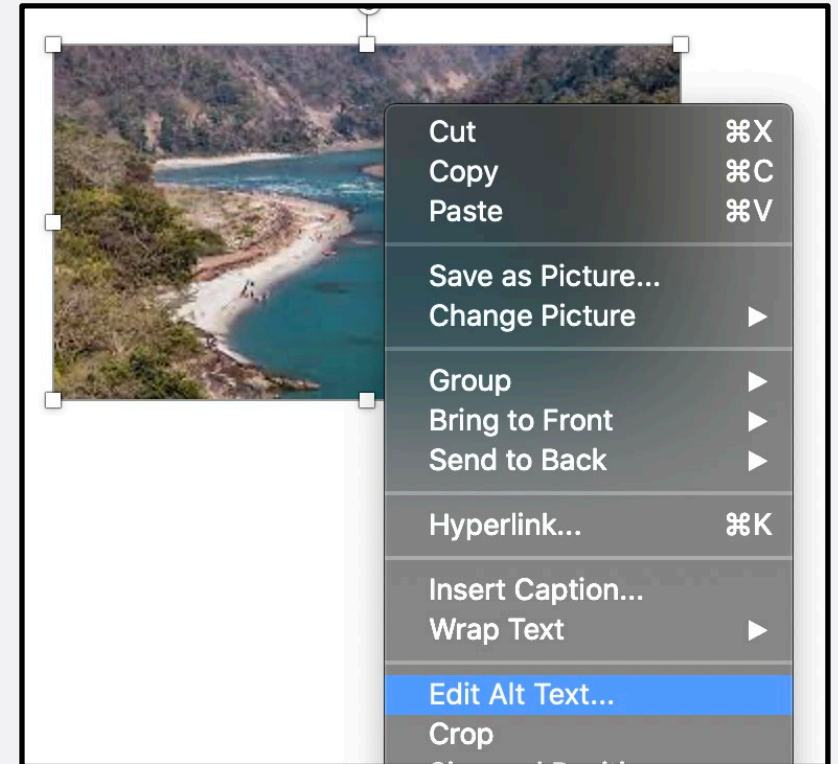
(1-2 sentences recommended)

Mark as decorative

Generate a description for me

How to Add Alt Text

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

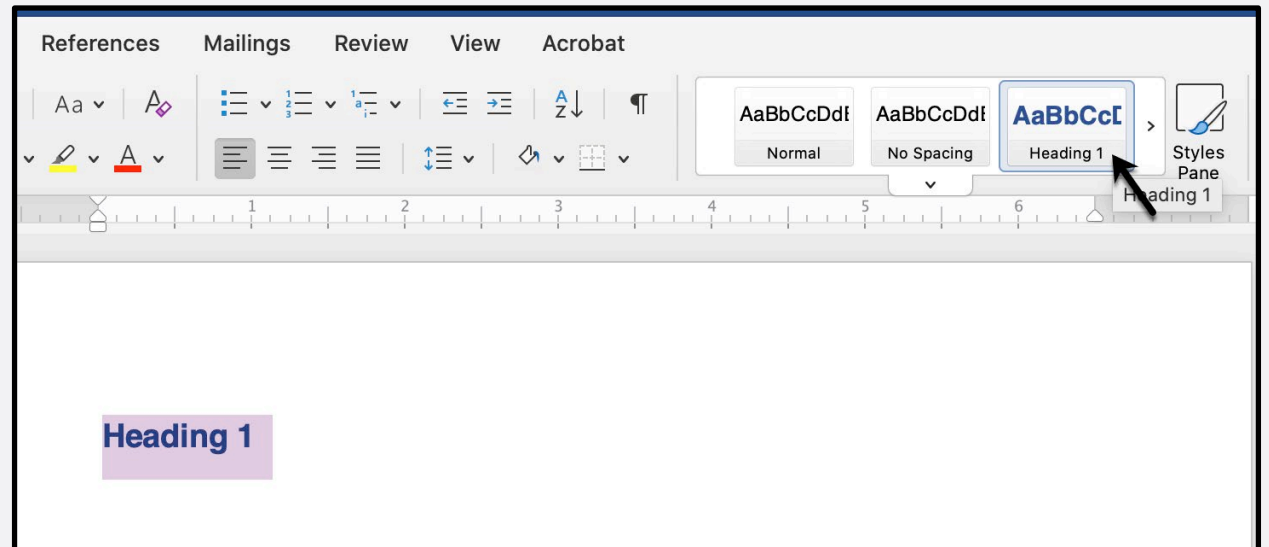


4. Use headings properly.

- 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

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



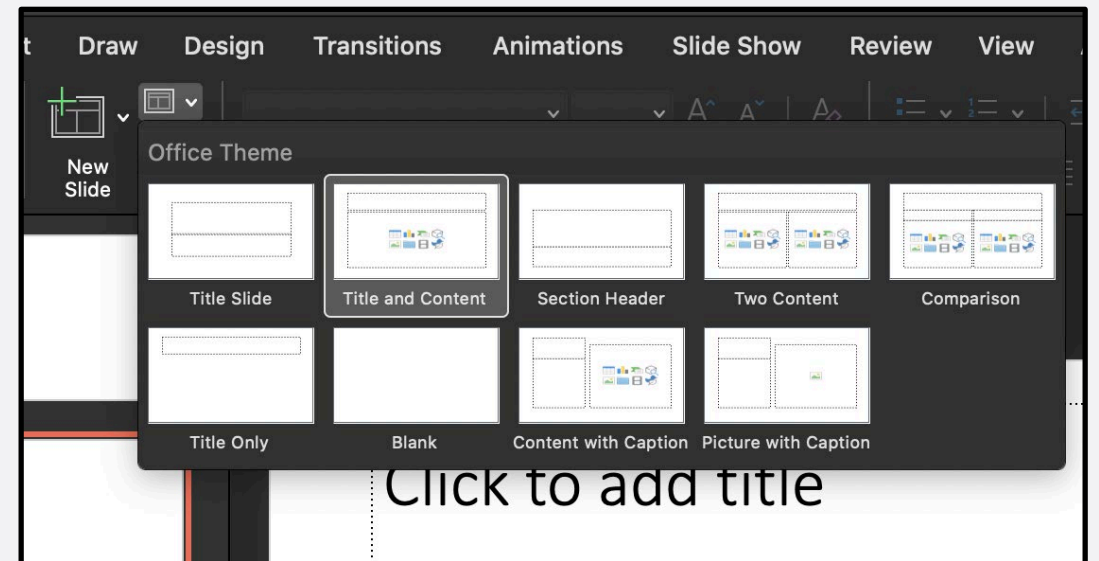
5. Create meaningful links.

- 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

6. Choose correct slide layouts.

- 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.

- 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

- [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](#)



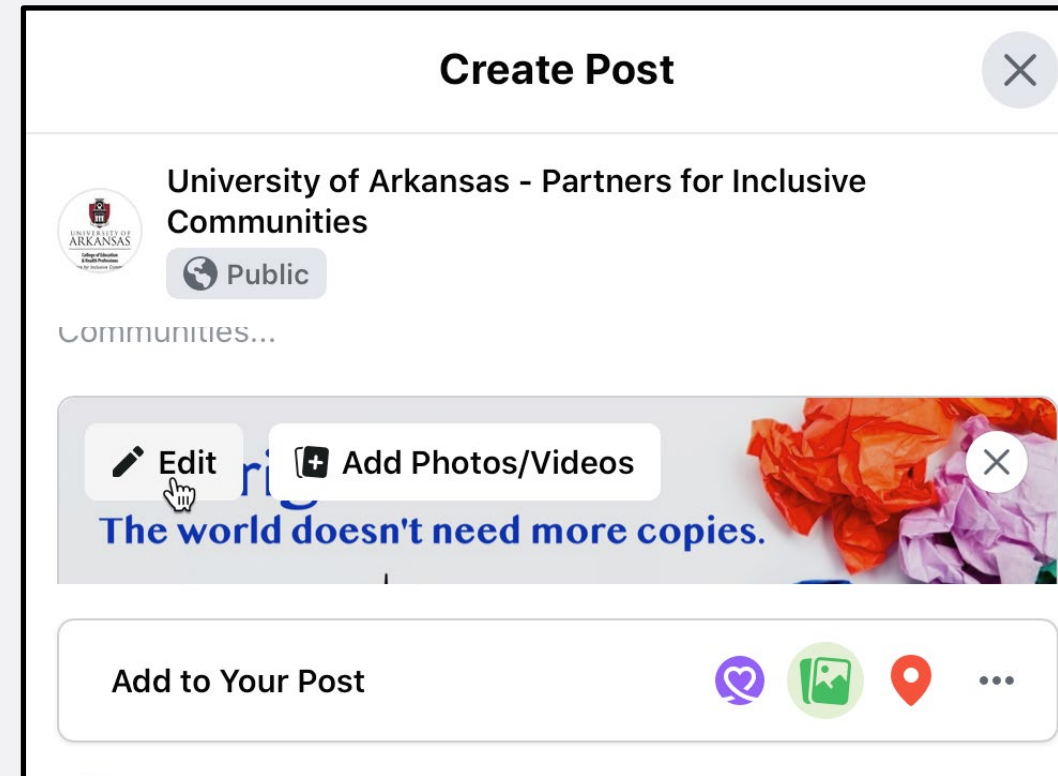
8. Use a unique heading for each slide.

- 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

9. Add alt text to images on Facebook.

- 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.

- 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

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



Thank you!

- Evaluation
- Future webinars:
 - Disability Harassment in the Workplace
 - Designing an Accessible Online Course
 - Creating a Campus Culture of Access and Inclusion

Contact Me

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