UF/IFAS COMMUNICATIONS BOOT CAMP

TACTICAL SKILLS TRAINING WORKSHOP

UF|IFAS
UNIVERSITY *of* FLORIDA

Accessibility Strategies for Online Communications

UF/IFAS Communications ONLINE Bootcamp

April 2020

Outline

1. Purposes and general principles for Online Accessibility
2. Making Word Documents and PDFs accessible– Diana Hagan
3. Accessibility for TerminalFour and the Web – Tennille Herron
4. Accessibility for Videos– Al Williamson
5. Q&A

Learning Outcomes

After this training, participants will

- Be able to assess whether online content is accessible or not.
- Be aware of strategies and techniques to make content accessible in documents, on the web and social media, and in video formats.

UF Guidance

All programming/content delivered through an electronic medium must be accessible for persons with disabilities.

When providing programming using video technology or any other type of electronic information technology, please limit your audience to registered participants, when possible. Let registered participants know how to request disability related accommodations, and a time frame for doing so.

If providing programming to a larger community is necessary and registration is not feasible, please be sure your programming is compliant with the UF Policy on EIT Accessibility linked here before posting: https://it.ufl.edu/policies/eita-accessibility/eita-policy/.

--Brande Smith, UF General Counsel's Office

For more information on EIT accessibility compliance, please visit https://accessibility.ufl.edu/.

Sample Accessibility Statement for Pre-Registration

"If any accommodations are needed, please

contact (individual's name) **at** (telephone number and

email)**. Requests should be made as soon as possible but**

at least (time frame**) prior to the scheduled meeting."**

POUR Principles

- Perceivable

- Operable

- Understandable

- Robust

Accessibility Strategies for Documents

Diana Hagan, MLS, IFAS Communications Information Management Specialist
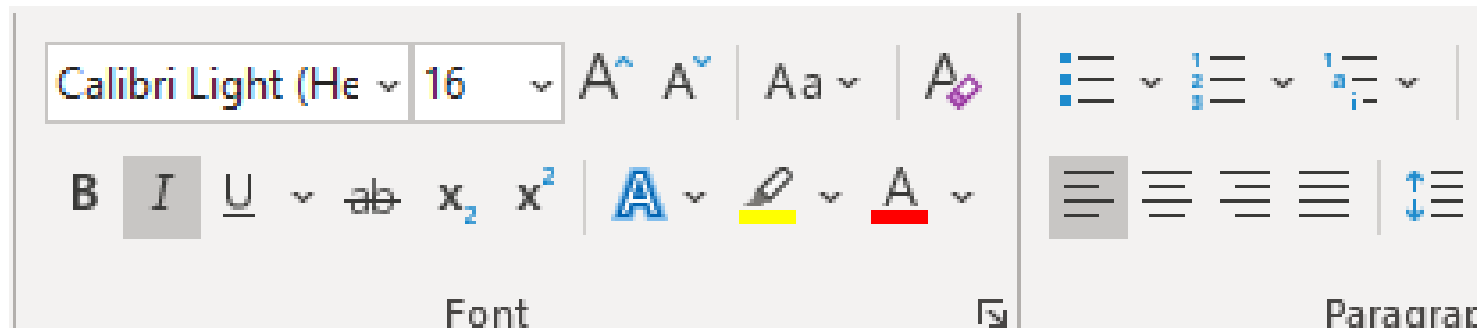
Accessible Documents

- Structure and tags are the core of document accessibility.

- Tags
  - label content
  - help users navigate
  - help define structure and reading order
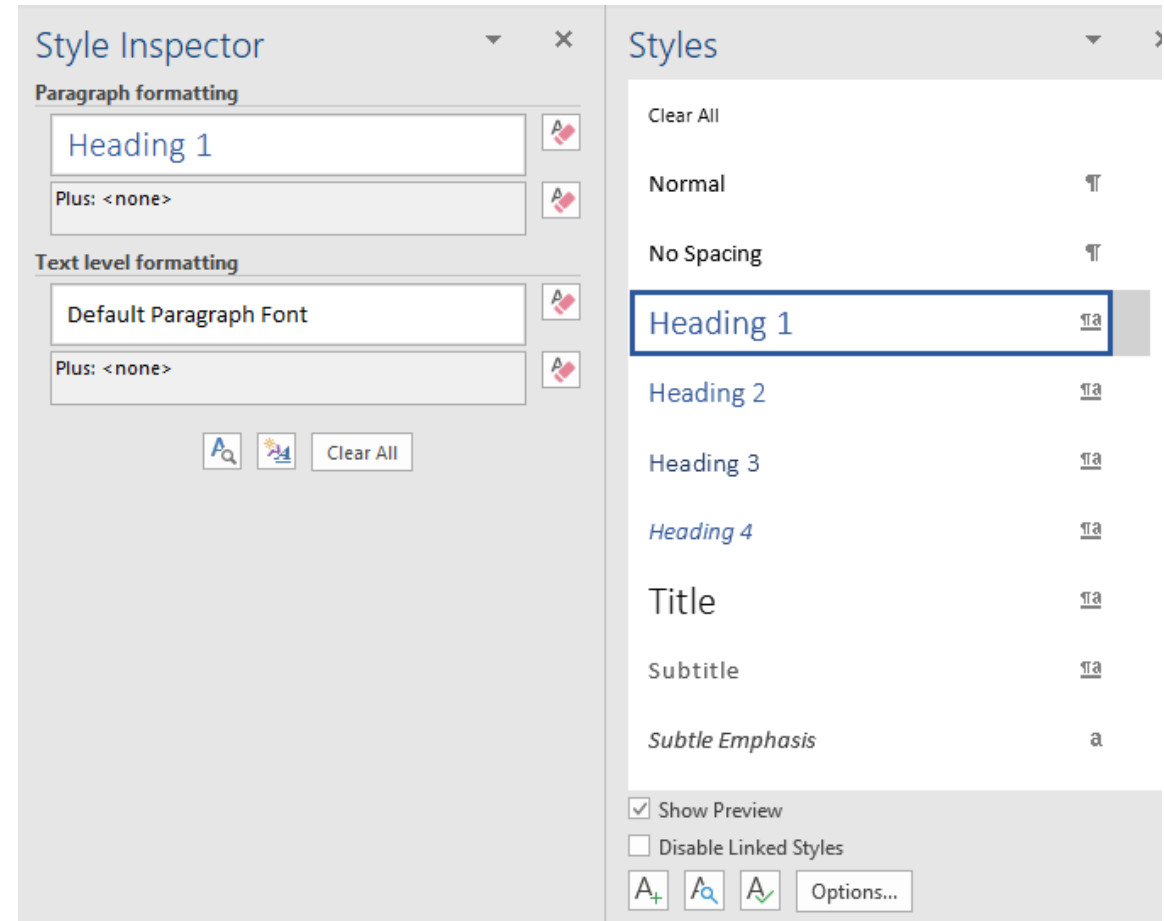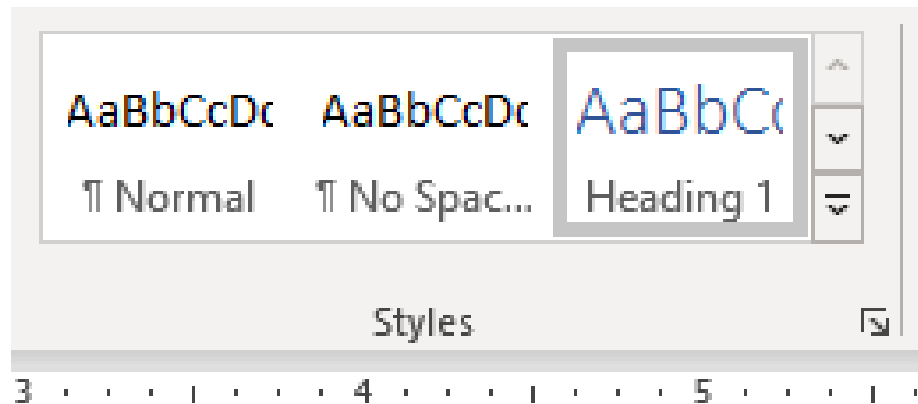 - make it easier to exchange between formats

Avoid Manually Formatting Text

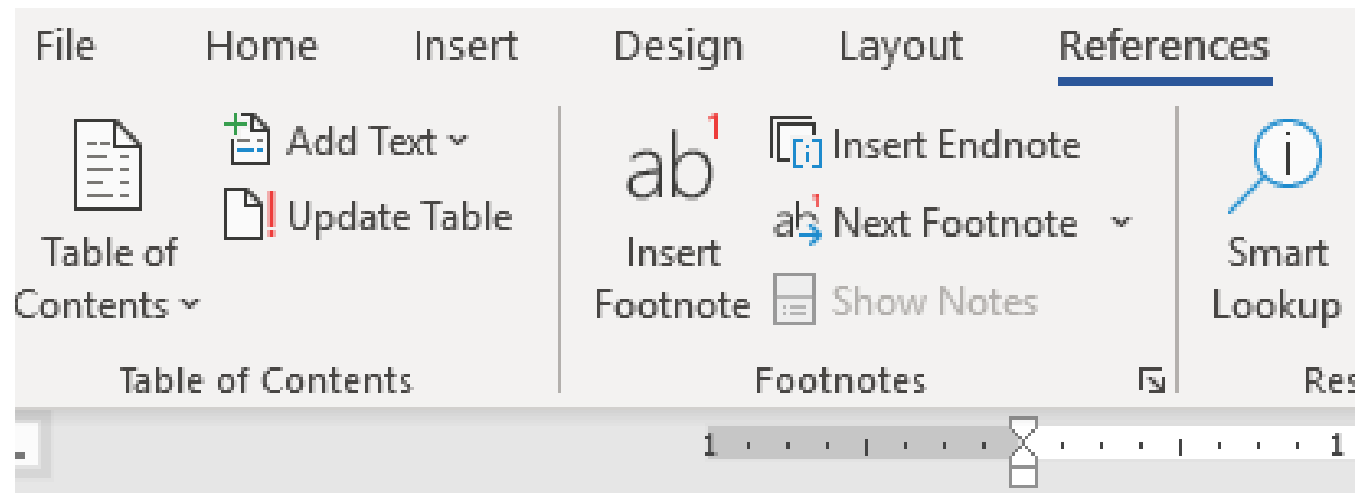Do not use this part of the ribbon

It prevents your document from adjusting to different devices.

Work with the Styles Pane

Add TOC to long documents

Add Metadata in Words File Properties
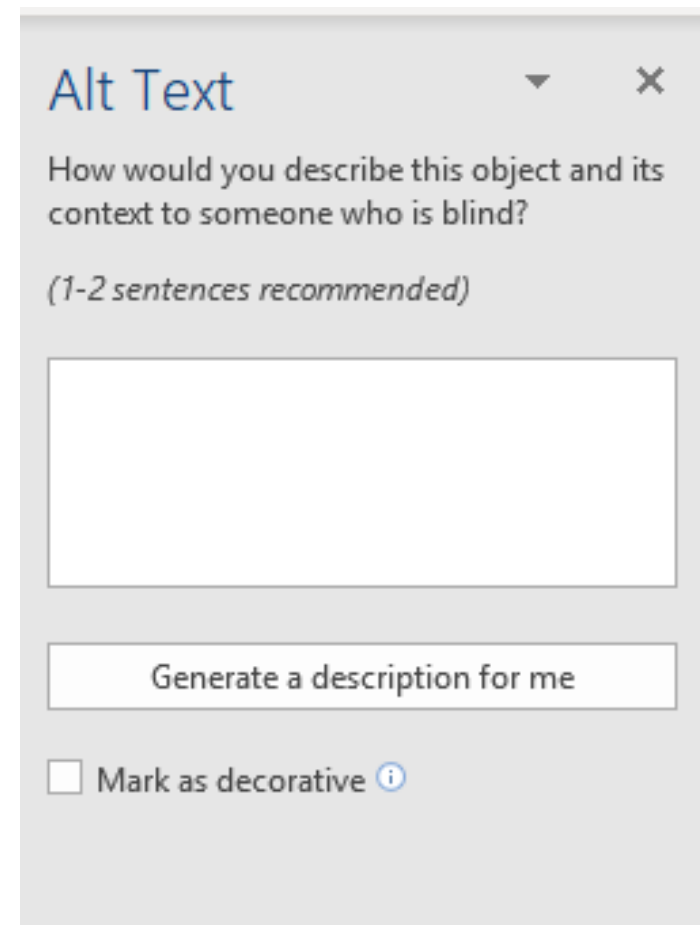
- Title exactly as it appears in document
- Subject up to 200 characters
- Author
- Keywords separated by semicolons

Add Alt Text to Images

- Anchor all images
- To open alt text panel, select an image, right click, select "edit alt text…"
- If appropriate, mark as decorative

Alt Text

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

(1-2 sentences recommended)

Generate a description for me

☐ Mark as decorative ⓘ

Accessible Tables

- Often contain critical detailed information
- Use only for tabular data
- Must have column headers
- Row headers are optional: consider using if complex
- Only use merged cells in headers

Word's Accessibility Checker
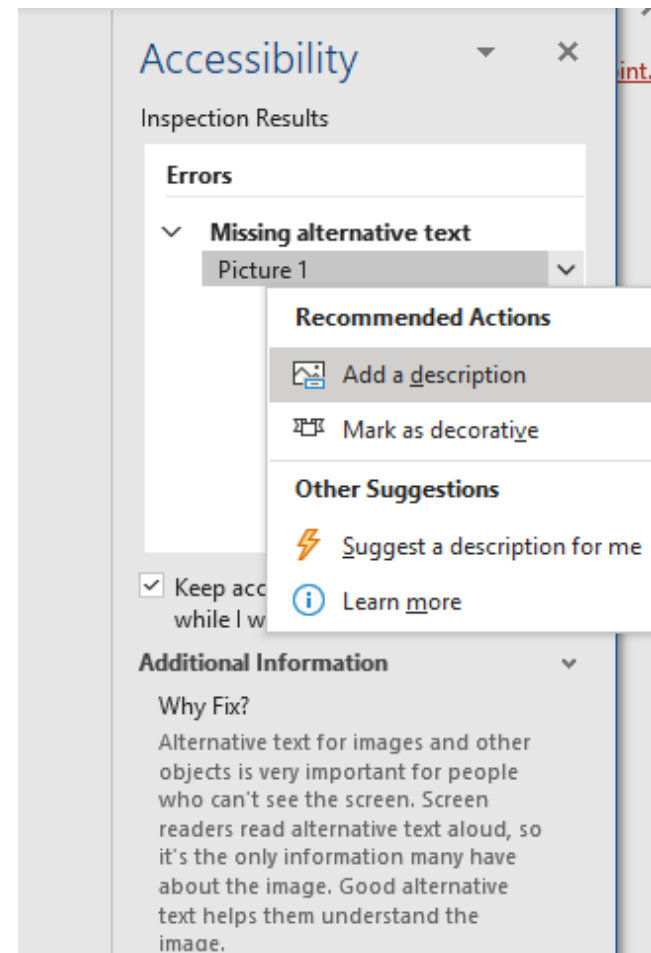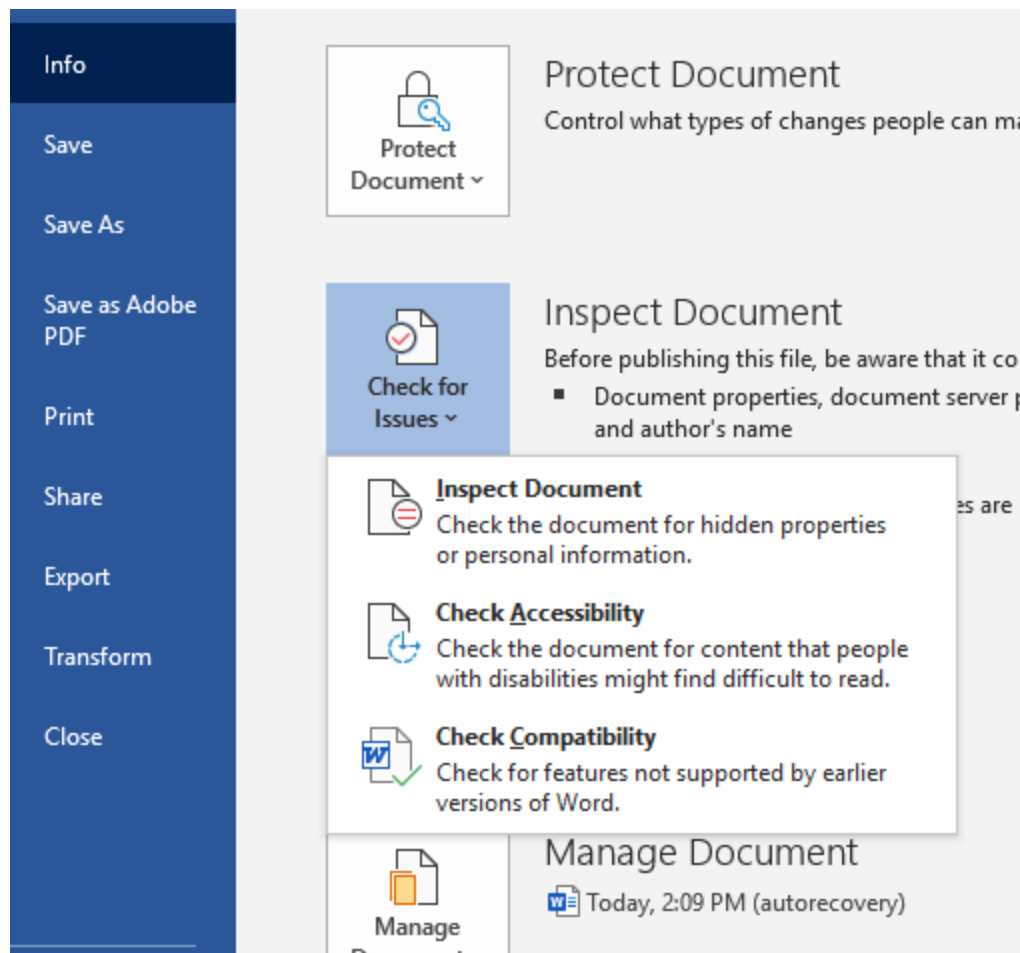
Export from Word file to PDF

Adobe Acrobat Pro PDF Maker Plug in for Word
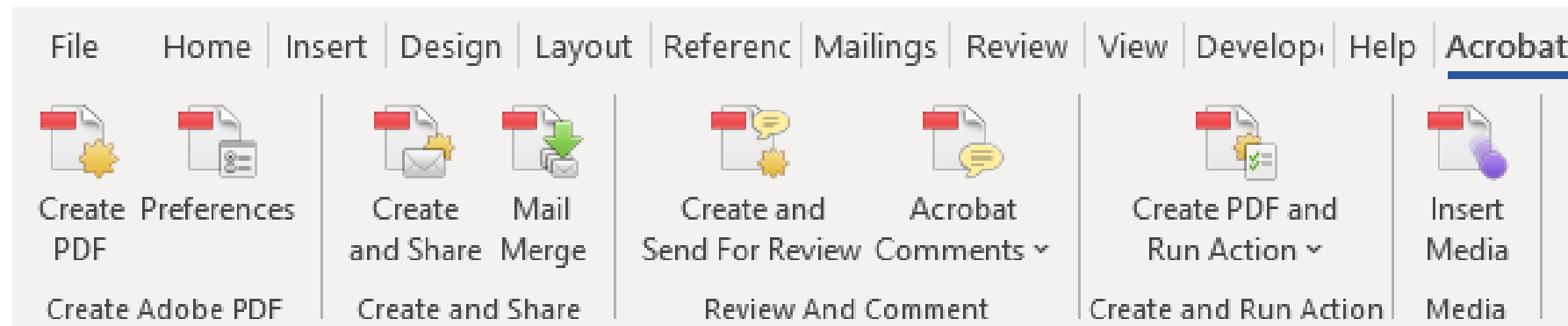
Acrobat Pro: Check Reading Order
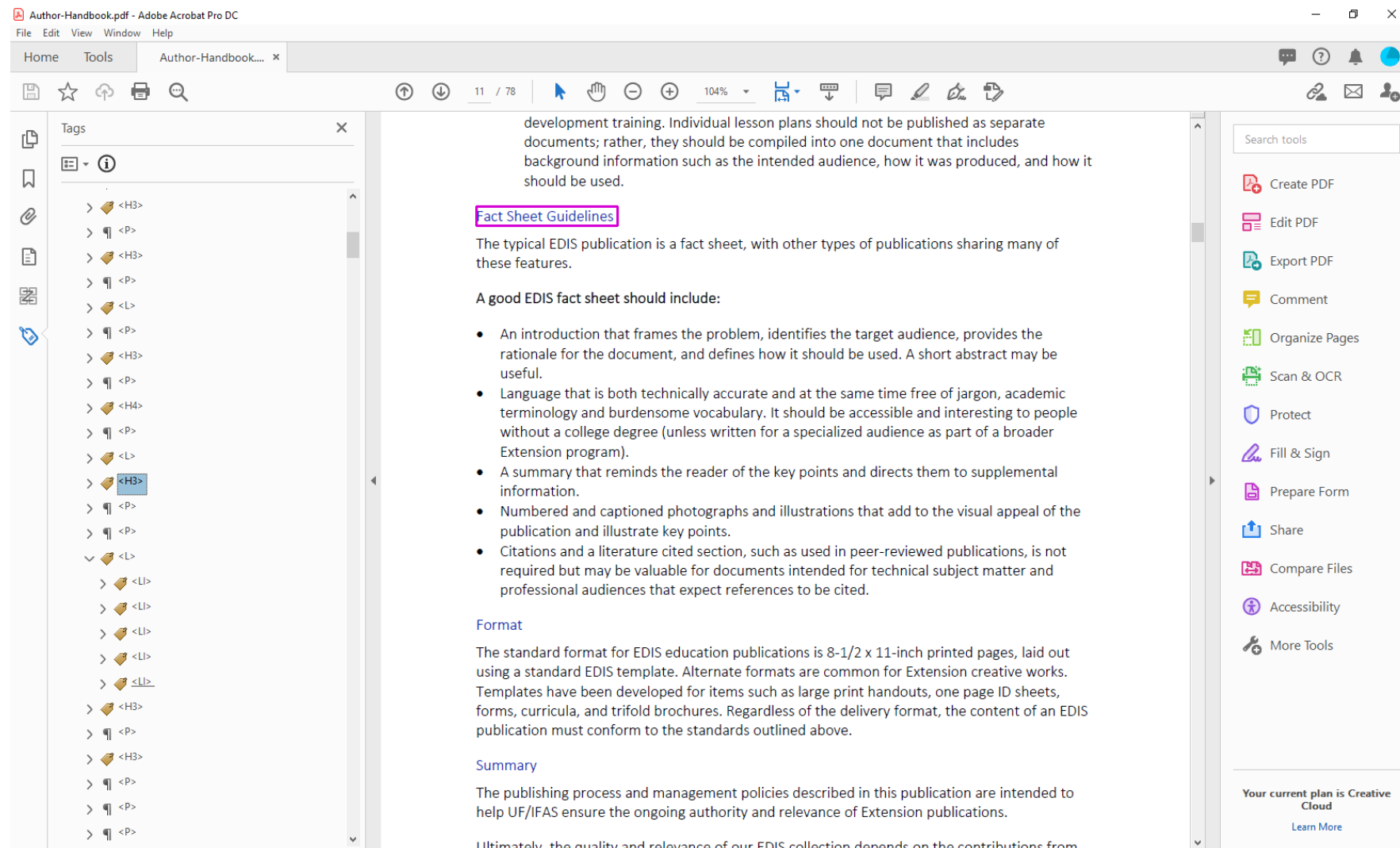
Adobe Acrobat Accessibility Tools
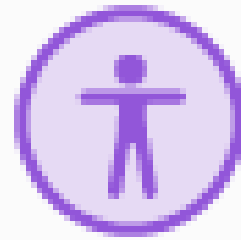
Use Accessibility Checker in Adobe Acrobat Pro
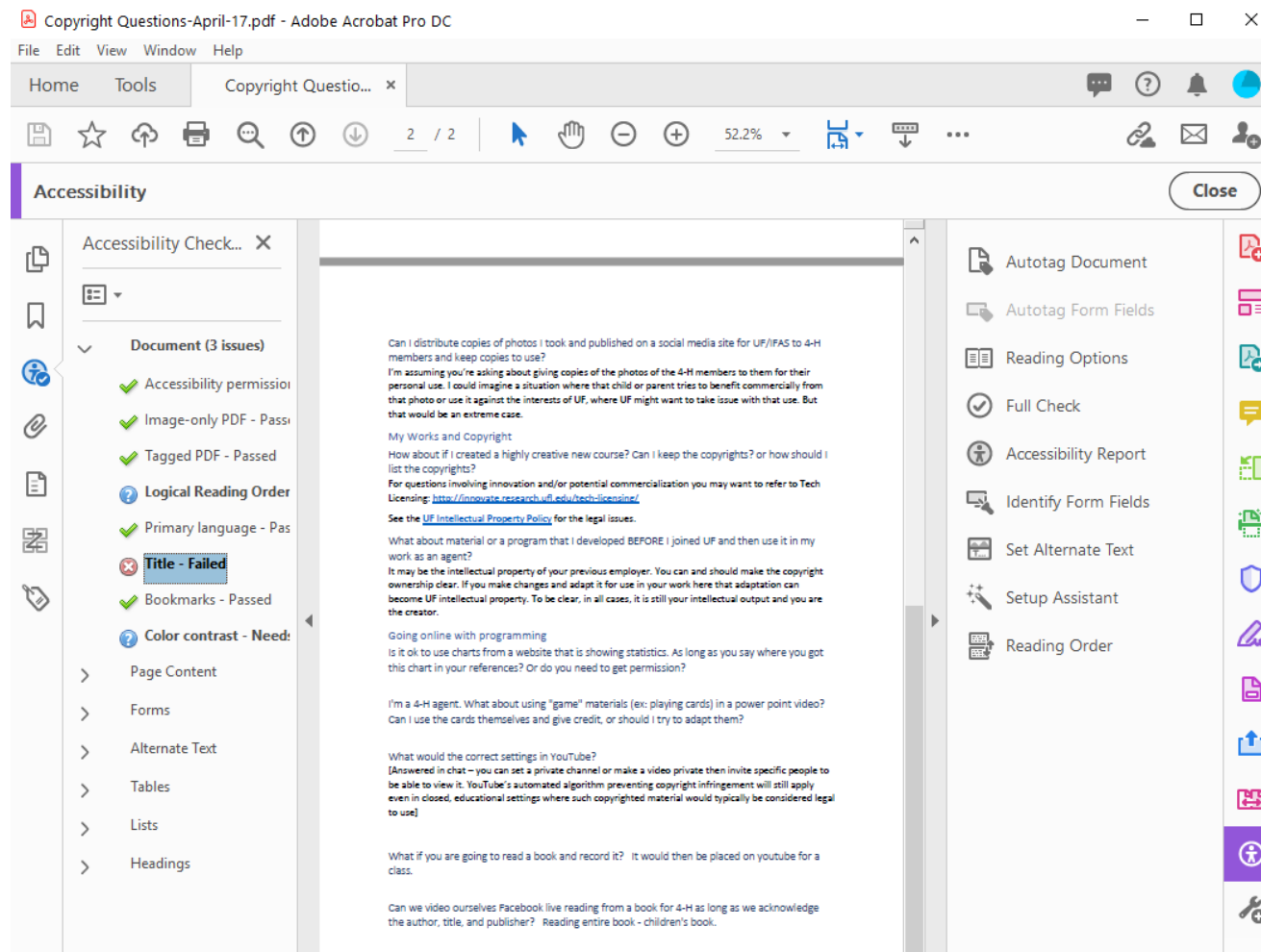
ACCESSIBILITY STRATEGIES FOR ONLINE COMMUNICATION

WEB AND BLOG

- Dr. Tennille Herron, Manager, UF/IFAS Web Services

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Why Digital Accessibility

- **More** accessible to people (with disabilities)
- Crises Communication

- Lawsuit Examples

AA accessibility standards

- WCAG AA Accessibility standards define web content as...
    - **What you see**
      (text, images, and sounds)
    - **What you do not see**
      (code or markup that defines structure, presentation, etc.)

Accessible Images

- **IMAGES** - **Avoid uploading too large images.** An entire webpage should take less than 8 seconds to load.
  - •TinyPNG

- **IMAGES– Use "Alt" tags on Images and buttons.** Alternative text should explain what is seen in the photo.
  - •Alternative Text Cheat Sheet
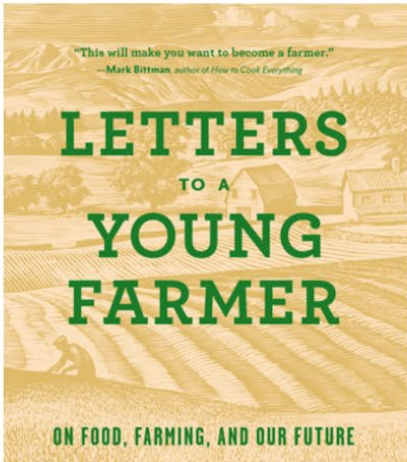
Accessible Images

- **TERMINALFOUR(T4) - Alternative Text.**

Accessible Tables

- **TABLES -** Label data tables with headers above each column. Don't forget to check tables on your mobile device for readability.
  - Example: Extension Admin Superior Accomplishment Awards Table
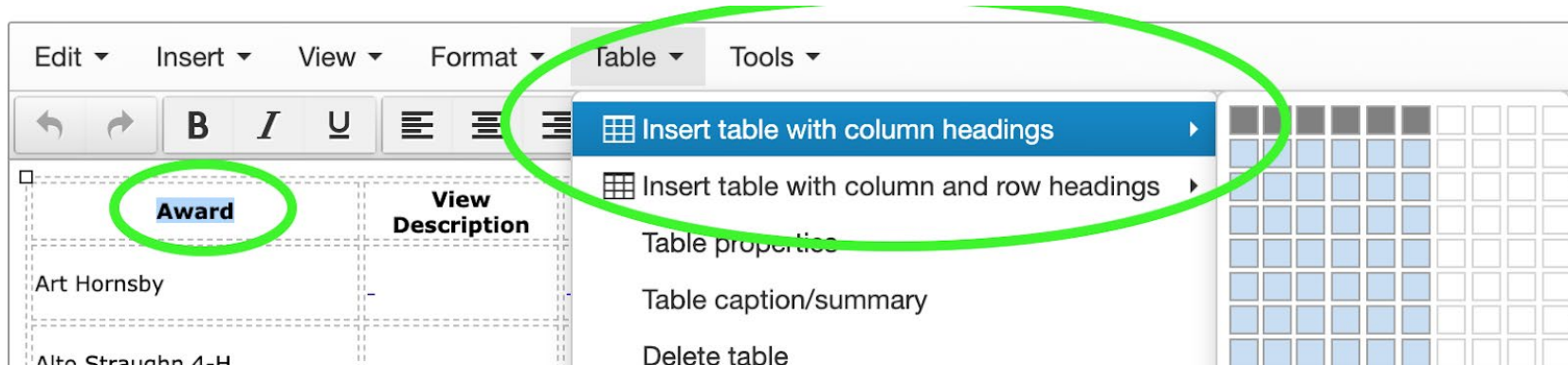
Accessible Colors

- **COLOR –** **Don't rely on colors to convey Information.** UF/IFAS Web Branding Guidelines provides a list of 14 colors and appropriate use.
  - [Web Graphic Identity Color Guide](#)
  - [Web Page Headings: T4 Tip #25](#)

Accessible Text

- **WEB TEXT** – **Use simple language.** Simplify web text so that someone on a sixth-grade level can understand the subject matter.
  - Organize text with headings and subheadings.
  - VOX Media Resource
  - Web Page Headings: T4 Tip #25

Accessible Links

- **LINKED TEXT -** Be sure linked text makes sense out of context. Add titles to linked text. **NEVER use "click here".**
  - Adding A Call-To-Action To Your Website: T4 Tip #26
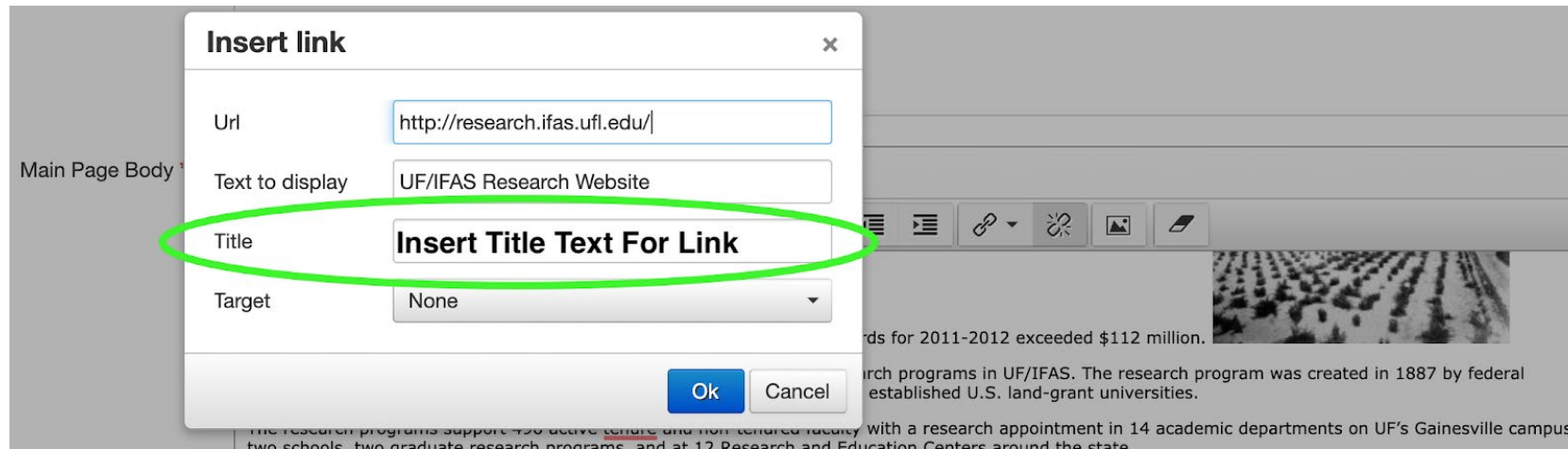
Moving Forward

- Make a good faith effort
- Keep cheat sheets nearby
- Follow an accessible routine

Accessibility Resources

- UF/IFAS Web Accessibility Cheat Sheet **– YES!**

- UF/IFAS Web Visual Branding And Accessibility

-

- webteam@ifas.ufl.edu

Accessibility Strategies for Online Video

UF/IFAS Communications Video

Al Williamson

Accessibility for Video

YouTube

Auto-captions: User has option to turn captions on or off.

Editable: Encourage checking auto-captions for accuracy.

Third party services available

UF uses 3PlayMedia. Roughly $3.50 per minute

Search across your channel

CREATE

Your channel
UF/IFAS Solutions for Your Life

Dashboard

Videos

Playlists

Analytics

Comments

Subtitles

Monetization

Audio library

Settings

Send feedback

Uploads   Live

Filter

	Video	Visibility	Restrictions	Date ↓	Views	Comments	Likes (vs. dislikes)
☐	Dean Place Welcome to Extension Administration Site 2:02	Add description		Uploaded			
☐	Sweet Potato & Black Bean Chili 3:24	Sweet Potato & Black Bean Chili Try this delicious and nutritious recipe for yourself!	👁 Public	Made for kids	Feb 21, 2019 Published	172	0	100.0% 2 likes
☐	The Florida We Know - UF IFAS Extension 3:03	The Florida We Know - UF IFAS Extension A... Agricultural agents with UF IFAS Extension share their knowledge of the value and impac...	👁 Public	Made for kids	Feb 21, 2019 Published	1,357	0	100.0% 22 likes
☐	NACAA FLORIDA 2022 July 17-22, 2022 3:23	NACAA Invitation to Beyond the Beaches i... Video produced for the Florida Association of County Agricultural Agents inviting potential...	👁 Unlisted	Made for kids	Feb 6, 2019 Uploaded	5	0	–
☐	UF/IFAS Safari Pollinator Kit 0:34	UF/IFAS Safari Pollinator Kit The UF/IFAS Pollinator Safari kit is now available at for sale at the IFAS Bookstore. Fi...	👁 Public	Made for kids	Jan 29, 2019 Published	203	0	100.0% 1 like
☐	Pomegranate - How to Juice with a Juicer 0:54	Pomegranate - How to Juice with a Juicer Pomegranate is a healthy fruit, high in anti-oxidants and vitamins. But how do you obtain...	👁 Public	Made for kids	Dec 13, 2018 Published	4,655	0	69.2% 9 likes
☐	Cut into sections by slicing along the white membrane 1:31	✏ 📊 💬 ▶ ⋮	👁 Public ▾	Made for kids	Dec 12, 2018 Published	431	0	100.0% 6 likes
☐	Pomegranate - How to Slice for Eating	Pomegranate - How to Slice for Eating Pomegranate is a healthy fruit, high in	👁 Public	Made for kids	Dec 12, 2018 Published	631	0	100.0% 5 likes

← Channel videos

View on YouTube

3:03

Your video

The Florida We Know - UF IFAS Exte...

✏ **Details**

📊 Analytics

🎬 Editor

💬 Comments

☰ Subtitles

⚙ Settings

❗ Send feedback

Video details

Basic | **More options**

UNDO CHANGES | SAVE | ⋮

Title (required) ❓

The Florida We Know - UF IFAS Extension Ag Agents

Description ❓

Agricultural agents with UF IFAS Extension share their knowledge of the value and impact of agriculture on Florida's economy and natural resources.

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention.

Learn more

Audience

Is this video made for kids?

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA)

UF IFAS Extension
UNIVERSITY of FLORIDA
https://sfyl.ifas.ufl.edu/find-your-local-office/

▶ 0:00 / 3:02 ⚙ ⛶

Video link

https://youtu.be/r707uGokl9Y

📋

Filename

Florida Ag Agents Final.mp4

Video quality

SD HD

Visibility

👁 Public

Made for kids (set by you)

▾

Playlists

Select

▾

Search across your channel

CREATE

← Channel videos

UF IFAS Extension
UNIVERSITY of FLORIDA
https://sfyl.ifas.ufl.edu/find-your-local-office/
3:03

Your video
The Florida We Know - UF IFAS Exte...

✏ **Details**

📊 Analytics

🎬 Editor

💬 Comments

▭ Subtitles

Video details

Basic   **More options**

UNDO CHANGES   **SAVE**   ⋮

Recording date
None

Video location ?
Education

License ?
Standard YouTube License

Original video language, subtitles, and CC

Category

Category ?
Education

Video language
English (United States)

To manage other languages, go to **subtitles**

Subtitles and CC for original video language

⬏ Edit on Classic Studio

⬇ Download

🗑 Delete

Original video language, subtitles, and CC

Video language
English (United States)

To manage other languages, go to **subtitles**

Subtitles and CC for original video language

English by YouTube (automatic) ⋮

UPLOAD SUBTITLES/CC ?

Comments and ratings

Comments are disabled for this video. **Learn more**

Comment visibility ?

⚙ Settings

❗ Send feedback

Comments and ratings

Comments are disabled for this video. **Learn more**

Transcribe and set timings: English

Delete draft   **Publish edits**

Actions ▾

Keyboard shortcuts | Help

| Type subtitle here then press Enter | ＋ |

0:01.2 0:06.2	did you know the economic impact of Florida agriculture is second only to
0:06.2 0:12.0	tourism and our IFAs extension AG agents are excited to tell you about the
0:12.0 0:16.9	Florida they know the Florida I know is home to one of the nation's largest
0:16.9 0:21.0	environmental horticultural industries that is pioneering best management
0:21.0 0:26.7	practices to protect our water resources you know we don't always spend our time
0:26.7 0:30.7	stopping the smell of the flowers in fact the Florida that I know is ranked

The Florida We Know - UF IFAS Extension Ag Agents

UF | IFAS Extension
UNIVERSITY of FLORIDA

https://sfyl.ifas.ufl.edu/find-your-local-office/

0:00 / 3:02

0:01   0:02   0:03   0:04   0:05   0:06   0:07   0:08   0:09   0:10   0:11

did you know the economic impact of
Florida agriculture is second only to

tourism and our IFAs extension AG agents
are excited to tell you about the

☑ Pause video while typing

Accessibility for Video

FaceBook

Caption Generator.

Editable. Encourage checking auto-captions for accuracy.

Facebook usually will auto-display captions when sound is off.

We're here for our community.

41   2 Comments 9 Shares

Like   Comment   Share

UF IFAS Solutions
Published by Demi Aycart [?] · April 17 at 12:00 PM · 🌐

Explaining Food Expiration Dates: Before you make that trip to the grocery store, make sure you can't utilize food you already have at home.

in other co-defendants is really mean some products are

-1:54

Watch together with friends or with a group   Start

📈 **Get More Likes, Comments and Shares**   ✕
When you boost this post, you'll show it to more people.

1,872   136

News Feed
Messenger
Watch
Marketplace

Shortcuts
UF IFAS Solutions   9

Explore
COVID-19 Informat...
Pages   9
Events
Groups
Fundraisers
▼ See More...

UF IFAS Solutions
💬 Messages
🌐 Notifications [20+]

✏️ Publish   📷 Photo   📹 Live   👤 Invite

Likes   Views   Posts

16,038
100 new likes this week

Recent Posts

CORONAVIRUS RESOURCES FOR THE AGRICULTURE INDUSTRY

"There are many general assistance...
April 21 at 6:38 PM
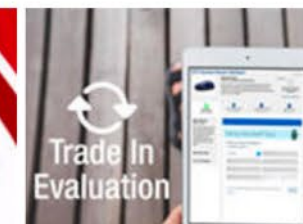
👍❤️ 2   **Boost Post**

📢 Create Promotion

Edit Video

✕

ⓘ **Captions can now be automatically created.**   ✕

If you make this your default setting, captions will be automatically generated for every

Autogenerate Captions

Captions will be automatically created. Once finished and posted, captions can be reviewed and edited.

🪄 Autogenerate

☐ Autogenerate captions for future uploads

Upload

Use SubRip (.srt) files to create captions for any language.

⬆ Upload

Write Captions

Write or paste your own captions

✏ Write

Added Captions

Here are the caption options that will be added to your video once it's published or saved.

✓ **English:Autogenerated**   Review and Edit   ✕

Video Details

Add details to your video and create your video post.

🖼 ...umbnail
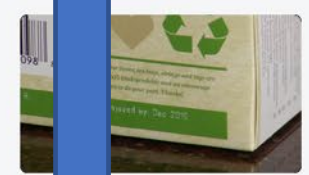
...tribution

Choose where your video will appear and who can watch or crosspost it.
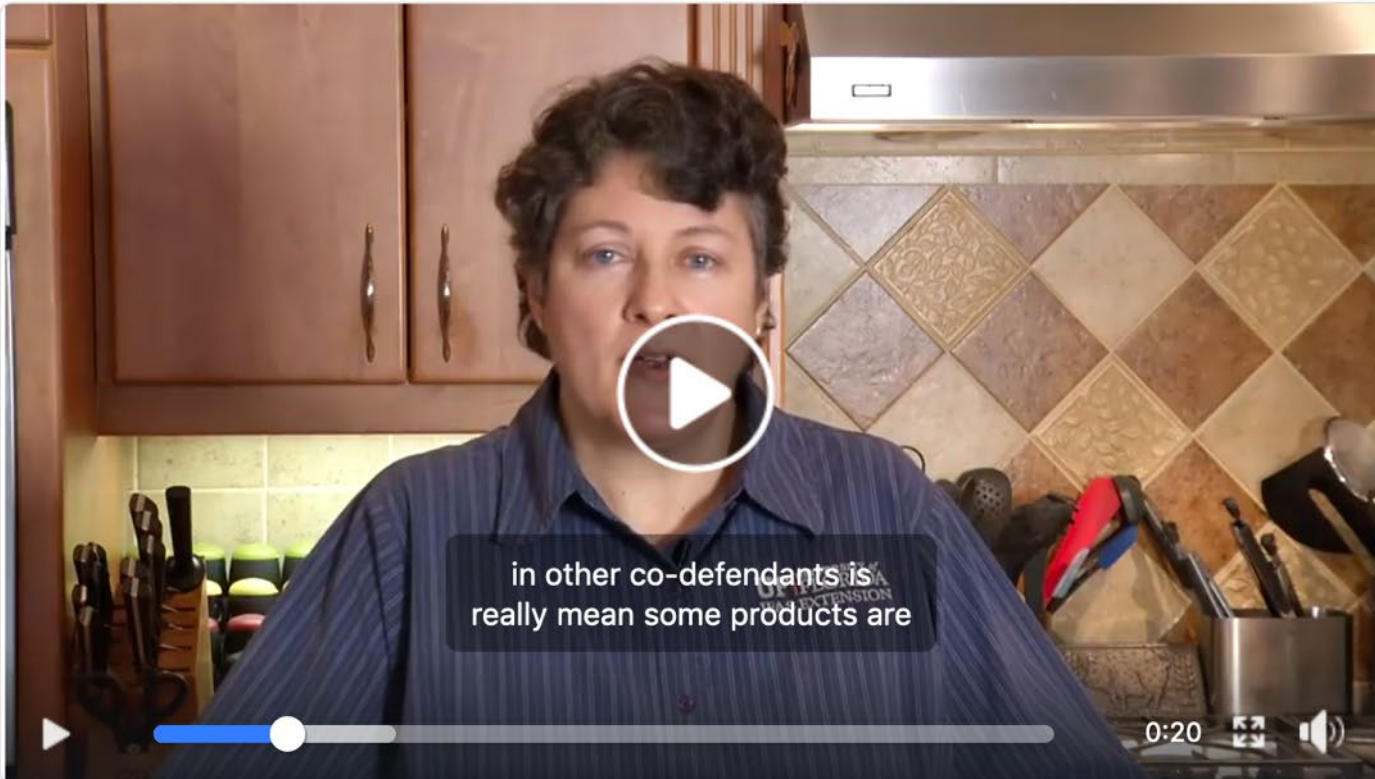
CC **Subtitles & Captions (CC)**

RECOMMENDED

Add subtitles in multiple languages to your

...ls

Ask ...stions during your video to find out wh... ...ur viewers think.

...cking

UF IFAS Solutions

···   View Post   ● Published ⇅   Save

Aa English ▾

in other co-defendants is really mean some products are

0:20

00:17:00 00:18:00 00:19:00 00:20:00 00:21:00 00:22:00 00:23:00

in other co-defendants is really mean some products ...   sold in the dairy case and often have a sell by date

00:04.140	00:05.960

a lot of people think that's when you should throw the

00:05.960	00:08.940

product away. That's not necessarily true about 90

00:08.940	00:12.800

percent of us actually waste food. That's perfectly good.

00:12.800	00:16.220

Let's talk a little bit more about what the sell by used by

00:16.220	00:20.020

in other co-defendants is really mean some products are

Accessibility for Video

FaceBook Live or Zoom Event

Registration: Ask if there there any captioning needs?

If yes, are there funds available?

If no, still consider captioning the recording

Consider charging for event and use funds?

Third-party real-time captioning available

Alternative Captioning Services ($95 hour)

Closing. Questions?

Thank You!

You can contact us at…

Diana Hagan: dihagan@ufl.edu

Tennille Herron: therron@ufl.edu

Al Williamson: alwill@ufl.edu

Accessibility in Online Communications

Diana Hagan, Dr. Tennille Herron, Al Williamson

UF/IFAS Communications