Social Media Accessibility

Web accessibility refers to inclusive practices that enhance inclusivity for people with disabilities by removing barriers that prevent their full engagement and navigation with social media.

Social media platforms such as YouTube, Twitter, Instagram LinkedIn and Facebook serve multiple purposes such as sharing information, building community, and engaging in social and political practices. It is highly recommended that we add closed captions for videos and use descriptive texts for clarification when sharing information or providing links.

Closed Captioning

Closed caption (CC) is the text version of spoken language, and sound effects from videos, television programs, video footages and movies. Closed captioning helps deaf and hard of hearing individuals to understand content and spoken language of social media.

Making YouTube and Facebook videos accessible

Below are some guidelines to increase social medial accessibility for people who are deaf and hard of hearing and people who use screen readers and voice recognition softwares.

1. Choose appropriate closed captioning software

It is important to note that Automatic Closed Captioning software often mispronounces words, produces inaccurate spellings and misrepresents the spoken content.

If you choose YouTube automatic captioning, please visit

1. [YouTube Help – Edit or Remove Caption](#)

2. Create your own transcript or edit closed captioning

If you chose not to use YouTube automatic captioning, you may create a descriptive transcript that summarizes the video's key points and sync it directly with YouTube.

To learn more about creating transcripts or closed captions, please visit:

1. [Add your own subtitles and closed captions on your Youtube videos](#)
2. [Facebook Help - How do I add or remove captions on my video?](#)

3. Adding audio description

Audio description is an additional audio track that provides a description on the visual elements of a video to enhance accessibility.

YouDescribe is an online tool and that allows Volunteer Sighted Describers to take a YouTube video and create an audio description to YouTube connect for free. To learn more about this site, please visit YD - YouDescribe

To get audio descriptions of your video, please visit, YouDescribe

References

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