



## *Accessibility & Digital Media*

Presented by Your RSCC CTAT Team  
May 2025 Professional Development



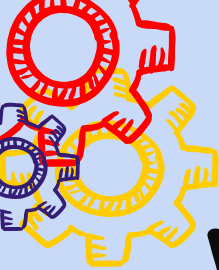
# Hello!

## Your CTAT Team

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suttonsr@roanestate.edu

**Misty Anderson, Instructional Designer/Momentum Admin**  
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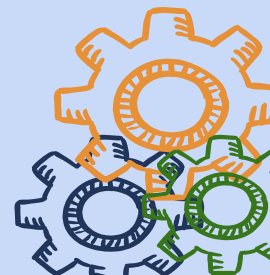
**Zach Corder, Instructional Designer/Momentum Admin**  
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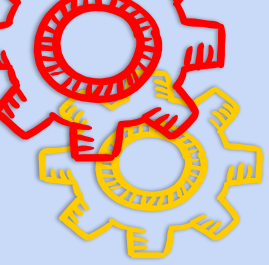


# Why digital accessibility matters

Because every student should have a fair opportunity to succeed in their education at Roane State, and that includes ensuring our digital content is accessible to all.

Simply put, *“It’s the right thing to do.”*

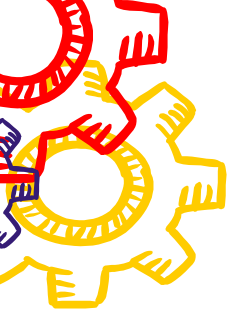




# OUR AGENDA

- Social Media Outlets
- Mechanics of Accessibility
- WAVE Tool
- Tools and Resources

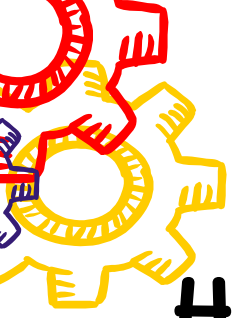




**What concerns do you have  
about making your social media  
content ADA accessible?**

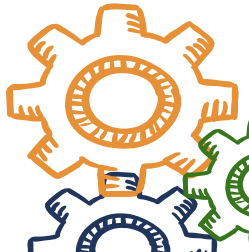
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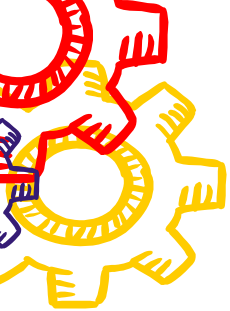




# Headers & Structure: Websites

- Use proper heading levels
- Organize content logically
- Do not skip levels





# MOMENTUM PAGE

**H1** → Your Thesis Statement ▾ ⓘ



**H2** → Short Essay #1

**H3** → Part 1: Introduction and Thesis Statement

Before writing your first mini essay, I want you to start by focusing on just the **introduction paragraph**, which sets the stage for your argument and includes your **statement**—the main point you'll defend in the rest of your paper.

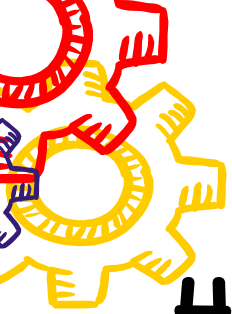
I will lead you through the process to write a great essay along with our embedded [tutor name here]. You can do it, I know you can.

After completing Essay 1, you will have the skills to tackle the rest of the essays in the course. So, let's get started with the beginning of any great essay, the Introduction.

! A draft of your thesis statement is due on [date] in the [Mini Essay #1 Thesis Statement Draft](#) dropbox folder.

## The Introduction and Thesis Statement





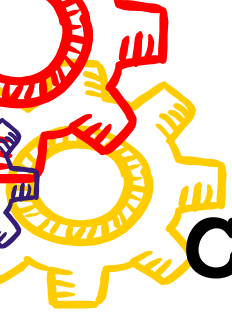
# Headers & Structure: Social Media

- Heading tags not available
- Descriptive captions
- Alt Text
- Closed Caption



# Alt Text

- Be brief, but descriptive (125 or fewer characters).
- Do not start with "Image of" or "Picture of" - screen readers announce that automatically.
- Focus on the message you wish the image to convey to your audience rather than describing every detail of the image.
- Don't be redundant. If the image is explained in surrounding text, alt text is not needed and the image can be marked as "decorative".



# Color Contrast & Patterns

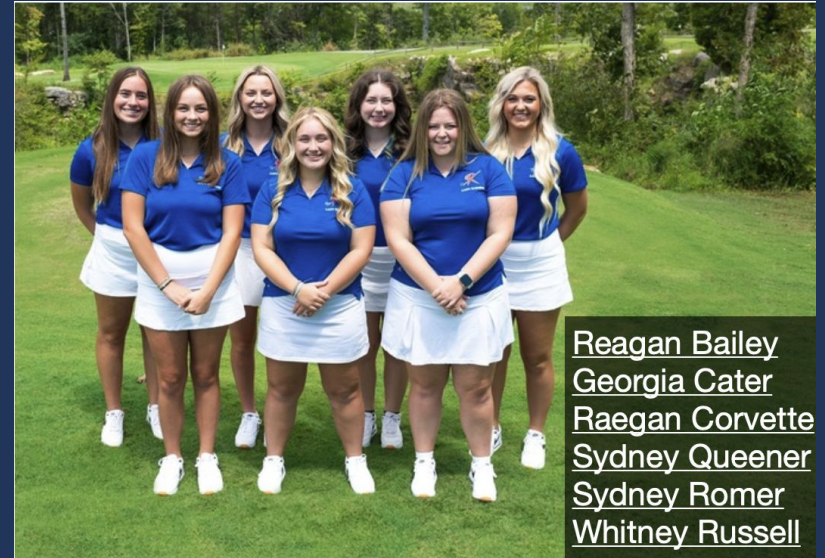
- Avoid text over busy images/patterns.



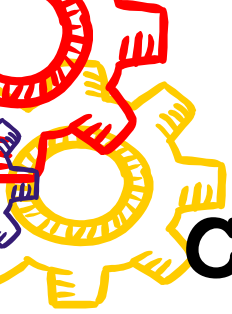
# AVOID TEXT OVER BUSY IMAGES



NO



YES



# **Color Contrast & Patterns**

- Avoid text over busy images/patterns.
- Do not use color alone to convey meaning



# DO NOT USE COLOR ONLY TO CONVEY MESSAGE

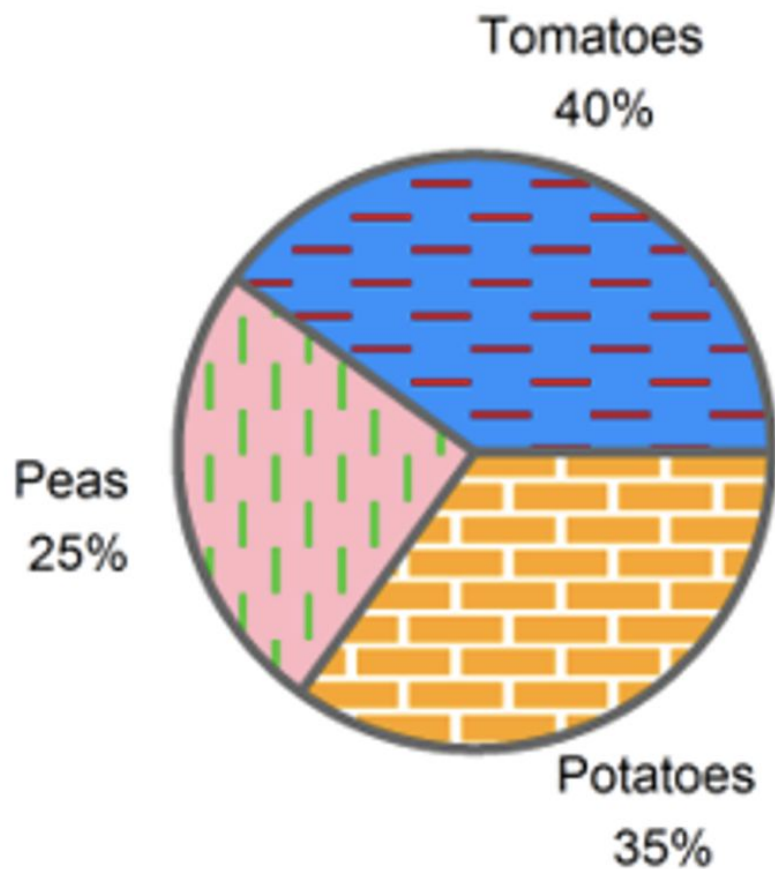
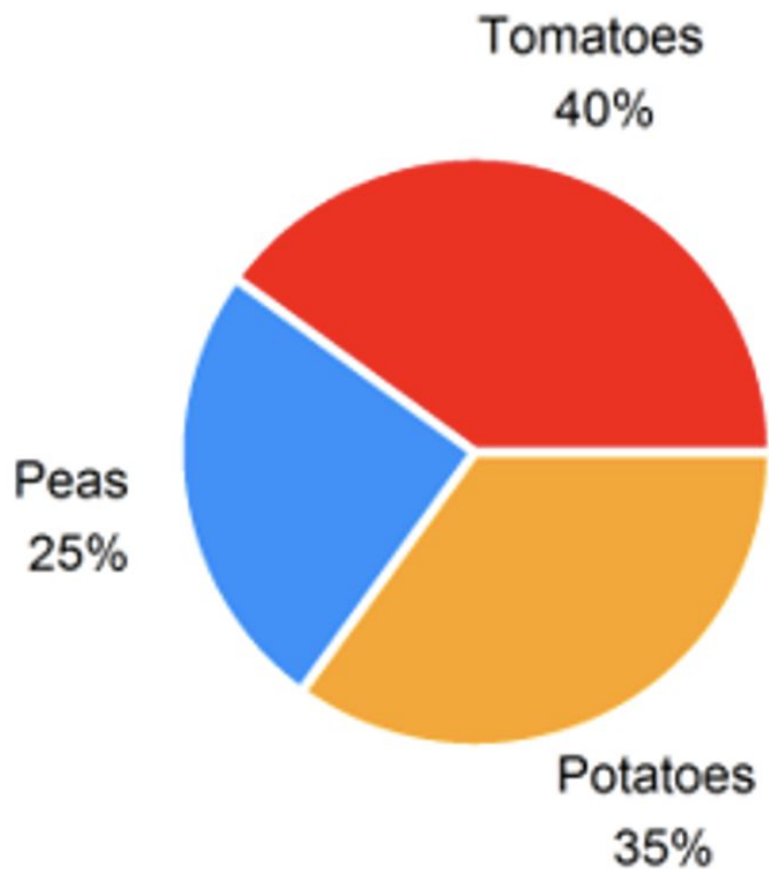
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## PLANNING YOUR CLASS SCHEDULE

 CLASSES ARE NOT REQUIRED

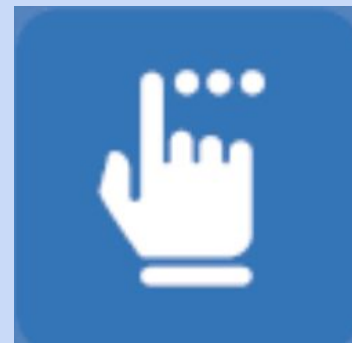
 CLASSES ARE REQUIRED

Course Number	Course	Required
MUS 101	Intro to Music	Yes
MUS 110	Music Listening	No



## Hyperlinks

- Use descriptive text: *"Learn more about our summer programs"* instead of *"Click here."*
- Avoid using full URLs in posts.
- Do not use images as links or use alt text to describe function



✗ *To submit your essay to the instructor, click here*

✓ *Submit your assignment in Dropbox*

## Keyboard Navigation & Focus Order

- Logical tab order
- Ensure navigation works without a mouse.
- Logical tab order

# Videos

- **Use captions**

Create high contrast captions. Make sure your captions are visible against your background, like white text against a black highlight, or vice versa.

- **Provide transcripts**

- **Linking from outside source**

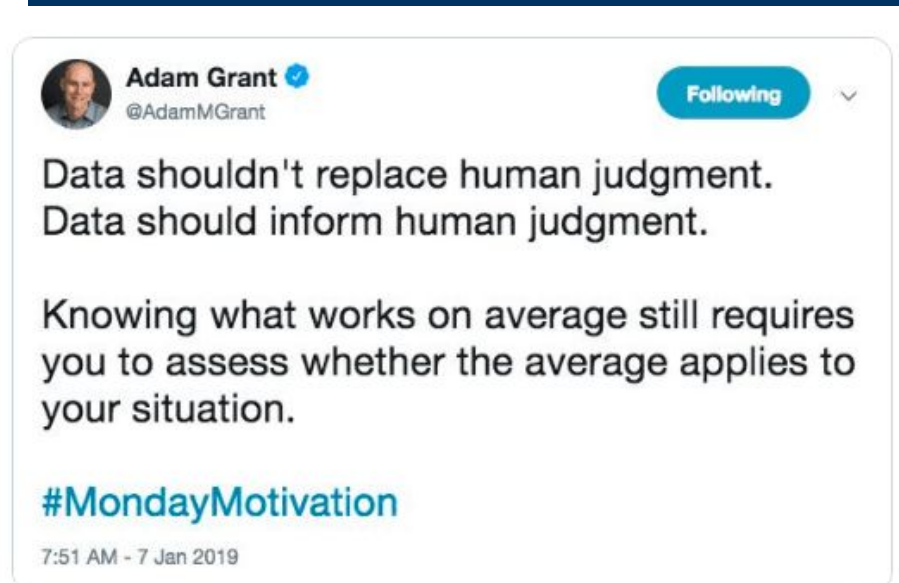
## Emojis, Hashtags & Mentions

- Emojis: Use sparingly
- Hashtags: Use CamelCase (*#AttendRoaneState* *not* *#attendroanestate*),
  - Limit Quantity
  - Do not infuse in text - place at end of post.

# Emojis, Hashtags & Mentions



NO



YES

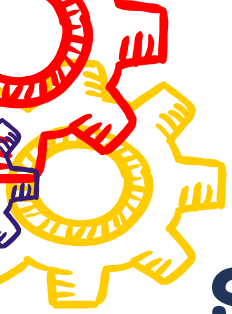
# Be Mindful of Language

- Avoid jargon, ableist language, gendered terms when unnecessary.  
Examples: *“Everyone,” not “you guys”*; *“person with...” instead of “suffers from...”*
- In general, write for a 7th grade reading level, but also consider your intended audience.
- Avoid (or at least define) acronyms that folks might not be familiar with.
- Avoid using only ALL CAPS for emphasis
- Use bullet points for easy scanning

## Best Practices

- WAVE Tool
- Accessibility Checklist
- Microsoft Accessibility Checker
- Facebook Accessibility Tips
- Instagram & Twitter alt text guides



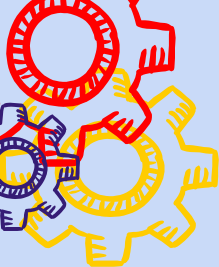


# Sources

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- ✗ U.S. General Services Administration (GSA)  
<https://www.section508.gov/create/social-media/>
- ✗ UC Berkley  
<https://dap.berkeley.edu/learn/what-digital-accessibility>
- ✗ Sprout Social  
<https://sproutsocial.com/insights/social-media-accessibility/>





# Blog Post/Web Page Accessibility Checklist

23

## Images

Do all of your images have alternative text?

☐

Alternative text will show up if the image can not be loaded and will be read by screen readers to their users. It also has SEO benefits.

## Headings

Are your headings nested correctly?

☐

Is there one H1 tag followed by H2 tags?  
Are H3 tags nested underneath H2 tags and so on?

## Colors

If you've added colors, do they have the right contrast?

☐

WCAG 2.0 level AA: 4.5:1 for normal text, 3:1 for large text (bold and 18px or higher or normal and 24px or higher)

WCAG 2.0 level AAA: 7:1 for normal text, 4.5:1 for large text

Use the WebAIM Contrast Checker tool

## Forms

Do all of the fields have a label?

☐

Every field needs to have a label so screen readers can describe the field to their users.

Can you tab through and fill out the form using just the keyboard?

☐

Most assistive technologies use something like the tab functionality to move through pages and forms. If you can tab through your form and fill it out, there will be problems.

## Links

Are your links descriptive and not just "click here"?

☐

This can help give context about where the link goes to. You could instead say, "click here to learn more about (some subject).

## Tables

If you have tables, are they only used for tabular data?

☐

Tables should only be used to show data, like numbers and similar items. They should not be used for laying out parts of the page.

## Testing

Can you keyboard your way through the web page?

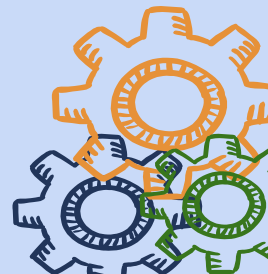
☐

A lot of assistive technology uses a form of tabbing to go through a page. If you can't tab through your page, you've got some issues.

Have you tested it with an accessibility checker tool?

☐

You can use a tool like the WAVE tool, axe by Deque or the HTML\_CodeSniffer to check your page for accessibility issues?





# Thank you!

**Any questions?**

You can find us at:

Email: [ctatmailbox@roanestate.edu](mailto:ctatmailbox@roanestate.edu)

Online: [roanestate.edu/ctat](http://roanestate.edu/ctat)