

Creating Accessible Website, Social Media, and Email Content

Author Nation 2024



**Content for
Everyone** 

About Jeff Adams

- Author of queer romances and queer young adult romances and thrillers
- Co-host and producer of *Big Gay Fiction Podcast*.
- Vice President of Accessibility Operations for UsableNet, a company focused on making the digital world more accessible and usable.
- Co-author of *Content for Everyone: A Practical Guide for Creative Entrepreneurs to Produce Accessible and Usable Web Content*.

Topics

- Why Accessible Content is Important
- Creating Accessible Content: Six Things to Start Doing Today
 - Images / Alternative Text / Image Descriptions
 - Images of Text
 - Color Contrast
 - Link Text
 - Audio & Video
 - Clear, Concise, Easy to Read Content
- Q & A

Accessible Content: Why It's Important

Your Readers Might Be Missing out

“As a legally blind person I miss so much info and promo that my text-to-speech program can’t read. I used to worry about missing something important, like a new-to-me book or author, but now I just scroll past it and think to myself that they obviously don’t want to reach all potential readers, or in my case listeners, and that there are so many other books/authors out there for me to enjoy.”

- Ulrika Lund

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Four Types of Disability

- Auditory
- Cognitive
- Motor
- Visual

Around the World...

- More than 1 billion people around the world live with some form of permanent disability.
 - United States: 61 million adults
 - Canada: 8 million people, aged 15 and older
 - United Kingdom: 16 million adults
 - European Union: 101 million+ people, aged 16 and older

In each country, 25% of adults have a permanent disability.

Permanent Disabilities Are Only Part of the Story

- Consider...
 - Temporary disabilities
 - Situational disabilities
 - Episodic disabilities.

Many consider the population affected by some sort of disability at any given time to be in the 40 to 50% range.

Accessibility Issues are Everywhere

In the 2024 WebAIM Million Survey on the accessibility of the top 1,000,000 home pages

- 95.9% of home pages have accessibility issues
- Average errors per page: 56.8
 - Arts and Entertainment sites average errors per page: 60.4

Creating Accessible Content: Six Things to Start Doing Today

Alternative Text for Images

When I decided to write a Valentine's story about Miles and Cole, I thought it would be fun to bring those two elements back. Miles plans an elaborate Valentine's gift for Cole. It starts by getting a Lego box placed in his locker so that he'll find it after a game.

The box is based on a couple of Lego builds I've done.

First is the heart itself.



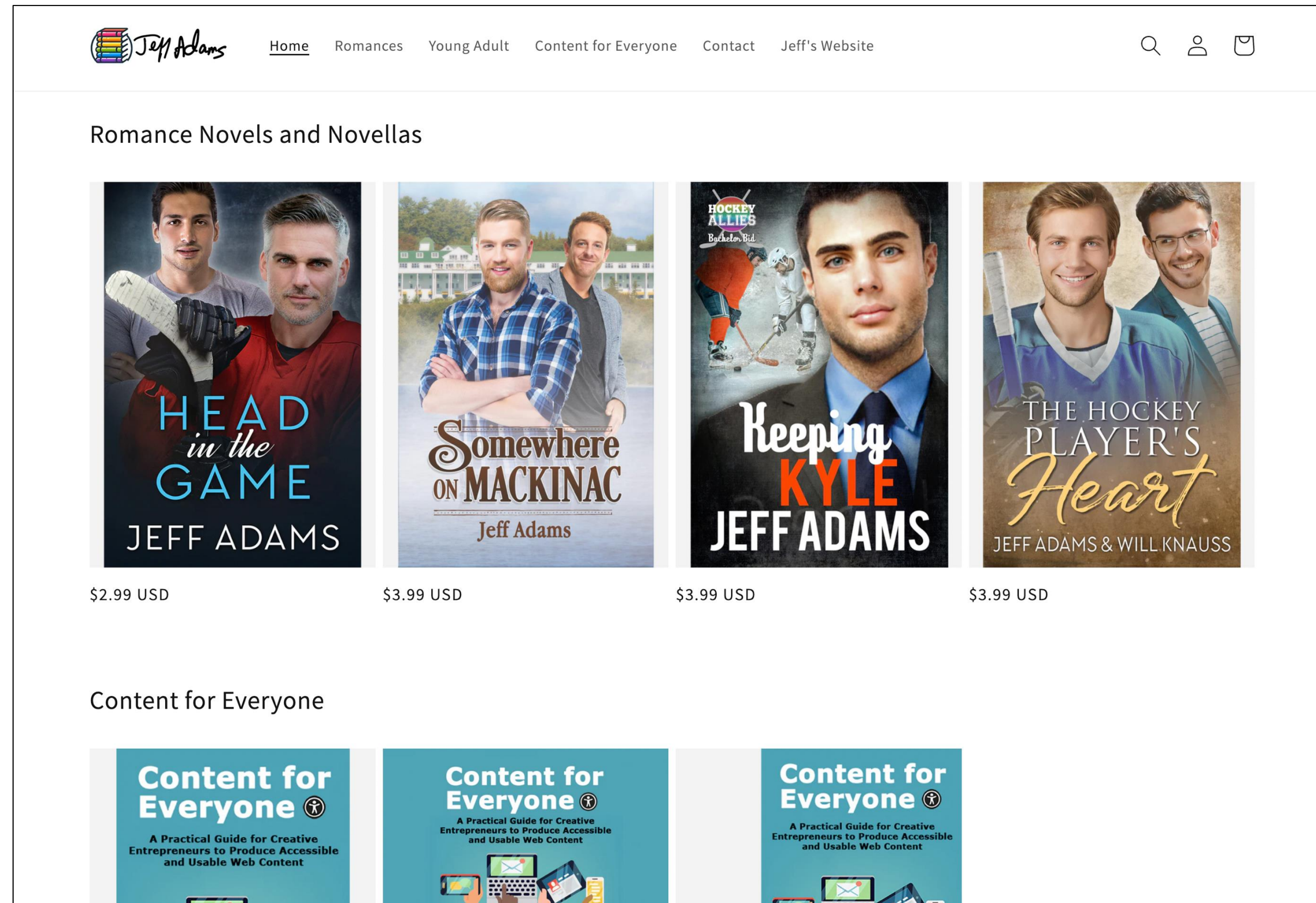
I made that Lego heart last year for my husband. I couldn't resist getting [the kit](#) when I found it. Miles makes the heart into a box that opens with hinges.

Context matters for alternative text.

If someone can't see the image, you need to make sure to provide the information they need to fully understand your content.

In this example, alternative text is important because the information on the page isn't enough.

Images As Links



Images in this case must have alternative text and must provide the link destination.

In this example, simply the name of the book would suffice because within context, that's where the link would be expected to go.

Decorative Images

The screenshot shows a website header with the 'Jeff Adams' logo and navigation links: Home, Romances, Young Adult, Content for Everyone, Contact, and Jeff's Website. Below the header is a section titled 'Romance Novels and Novellas' featuring four book covers: 'Head in the Game' by Jeff Adams, 'Somewhere on Mackinac' by Jeff Adams, 'Keeping Kyle' by Jeff Adams, and 'The Hockey Player's Heart' by Jeff Adams & Will Knauss. Each book cover includes a price tag below it: \$2.99 USD, \$3.99 USD, \$3.99 USD, and \$3.99 USD respectively. Below the book covers is a section titled 'Content for Everyone' featuring three promotional banners for a guide titled 'Content for Everyone: A Practical Guide for Creative Entrepreneurs to Produce Accessible and Usable Web Content'.

Images in this case can all be considered decorative, because the title of the book is present and the title is the link.

Alternative text can be left blank for decorative images.*

* Except Facebook and Instagram

Using Image Descriptions

The top of the heart box takes its inspiration from this:



[Image description: Lego iced-over pond, surrounded by snow with two hockey players standing on the ice holding sticks. There's a pier extending into the lake, as well as a bench that holds skates and hats. There's also a tree on one side of the lake and a small snowman on another.]

If you can't add alternative text, or you want to be more descriptive in the page / post so everyone can access the information, add an image description.

Images of Text



Images of Text are never accessible.

There are things you can do to make them as accessible as possible:

- Easy to read font and font size
- Good color contrast
- Clear meanings
- Make sure to re-state the text from the image on the page.

Beware Automatic Alt Text





Facebook and Instagram automatically generate alternative text if you don't enter it.



The auto generated text for this image on Facebook was:

“Teen Secret Agent Security Hack Codename Tracker Hacker Jeff Adams Must Save Dad Intriguing A Fun and Adventure” TheStteordinanes Time Field First Too Many Secrets.”


Use of Color / Color Contrast


Contrast Checker
[Home](#) > [Resources](#) > Contrast Checker

Foreground
Hex Value: #0000FF
Color Picker:  Alpha: 1
Lightness: 

Background
Hex Value: #FFFFFF
Color Picker:  Lightness: 

Contrast Ratio: **8.59:1**
[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Pass**


Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**


- Enter the foreground and background color hex values.
- Contrast ratio is displayed
- Adjust the Lightness to find a passing contrast.

Check color contrast at

<https://webaim.org/resources/contrastchecker/>

Use of Color / Color Contrast: Which Pass, Which Fail?

Let's look at some color samples...

Grey text on a black background.

What do you think? Is this a good contrast ratio?

Grey text on black works.

The ratio is 5.3:1

How about this? A very popular combination of gray text on a white background.

No, not for regular text. It's 3.94:1
However, it would pass for large text.

Let's try this one. Another popular one
with red text on a white background.

Nope. It's 3.55:1

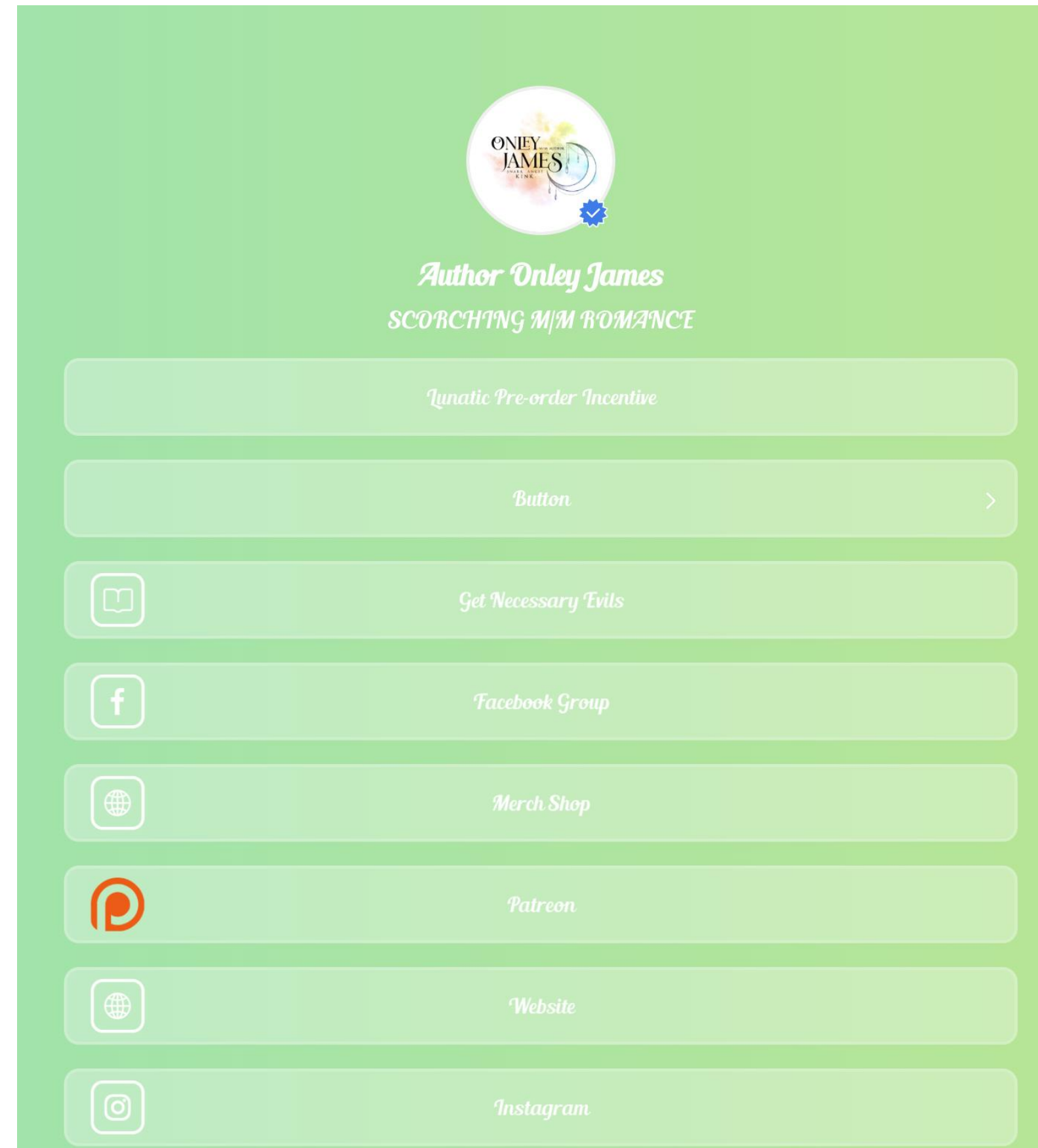
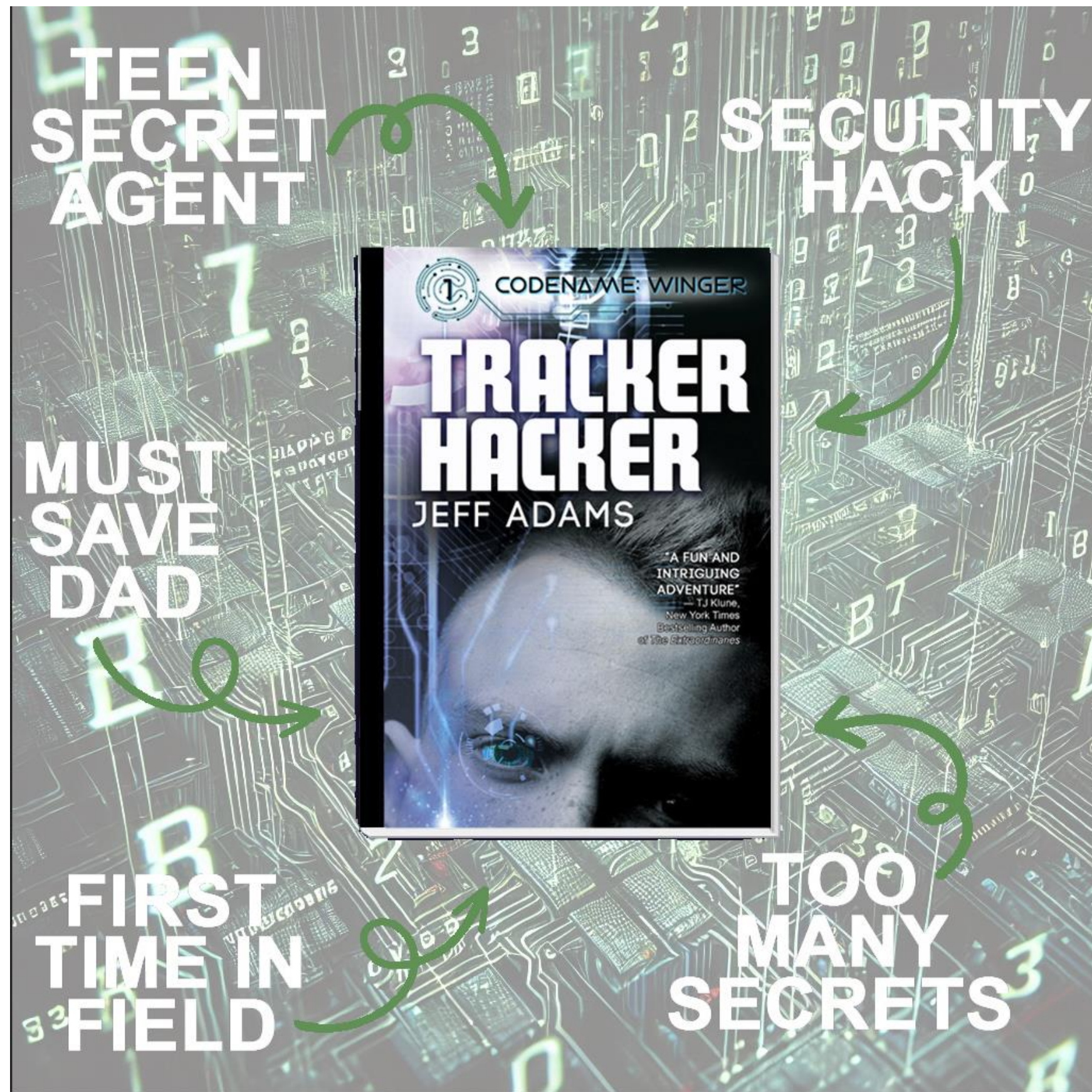
It's another one that's okay for large text

Here's an interesting one...

white text on green. Does it pass for contrast?

It's a terrible contrast at only 2.3:1
It fails for both regular text and large text.

Poor Color Contrast is a Common Problem



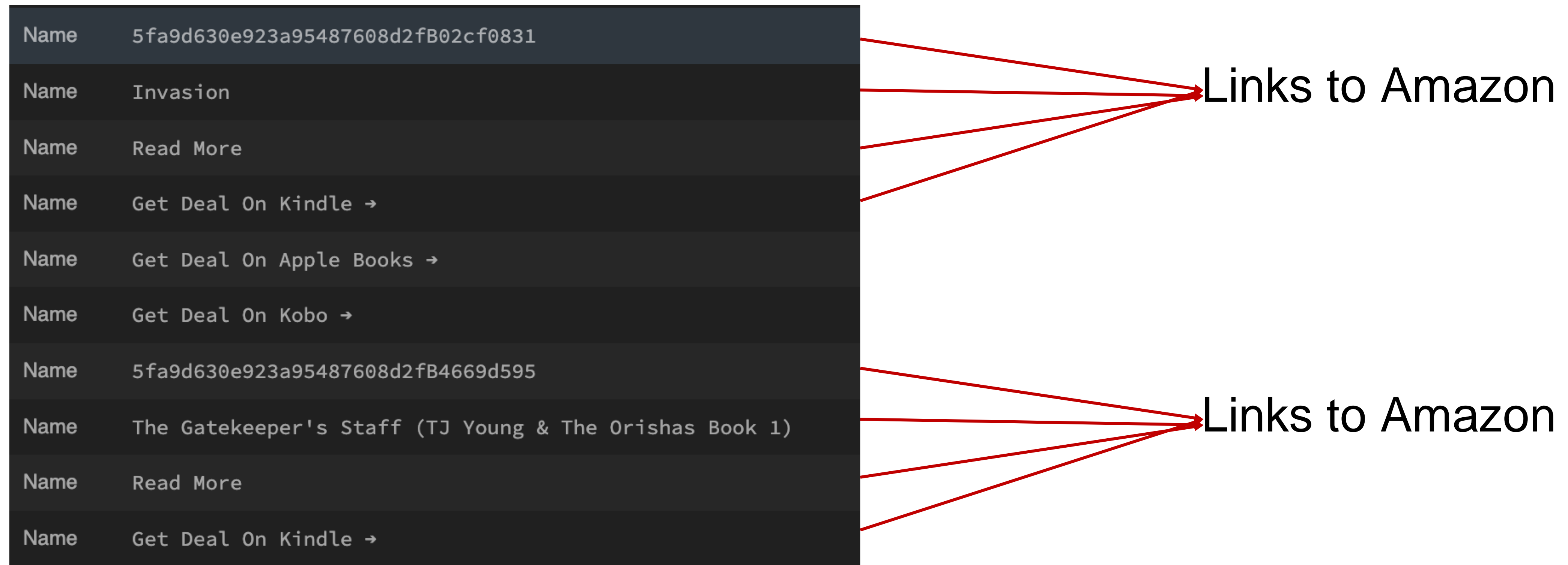
Link Text

A link should be a promise, not a mystery.

- Make link text clear about the destination.
- Avoid “Click Here,” “Read More,” “Buy Now”
- Avoid redundant links

Link Text

Screen reader link list:



Link Text

Screen reader link list:

Name	5fa9d630e923a95487608d2fB02cf0831
Name	Invasion
Name	Read More
Name	Get Deal On Kindle →
Name	Get Deal On Apple Books →
Name	Get Deal On Kobo →
Name	5fa9d630e923a95487608d2fB4669d595
Name	The Gatekeeper's Staff (TJ Young & The Orishas Book 1)
Name	Read More
Name	Get Deal On Kindle →

Get *Invasion* Deal on Kindle | Apple Books | Kobo

Get *The Gatekeeper's Staff (TJ Young & The Orishas Book 1)* Deal on Kindle

Audio & Video

Any time you're using audio and video, it's important to make sure it has multiple ways to perceive it:

- Audio programs must have transcripts
- Videos with sound must have captions
- Videos with important images and/or text, must have some form of descriptions. It's easiest to put the descriptions right into your main script.

Captions and Transcripts

As with alternative text, don't rely on auto-generated captions and transcripts.

Auto generated: "Austin and Caleb are so cute as they, I each other. Take interest and ultimately spend some time talking about all the things they love about writing on actual paper. Sadly, it's only a meat cute."

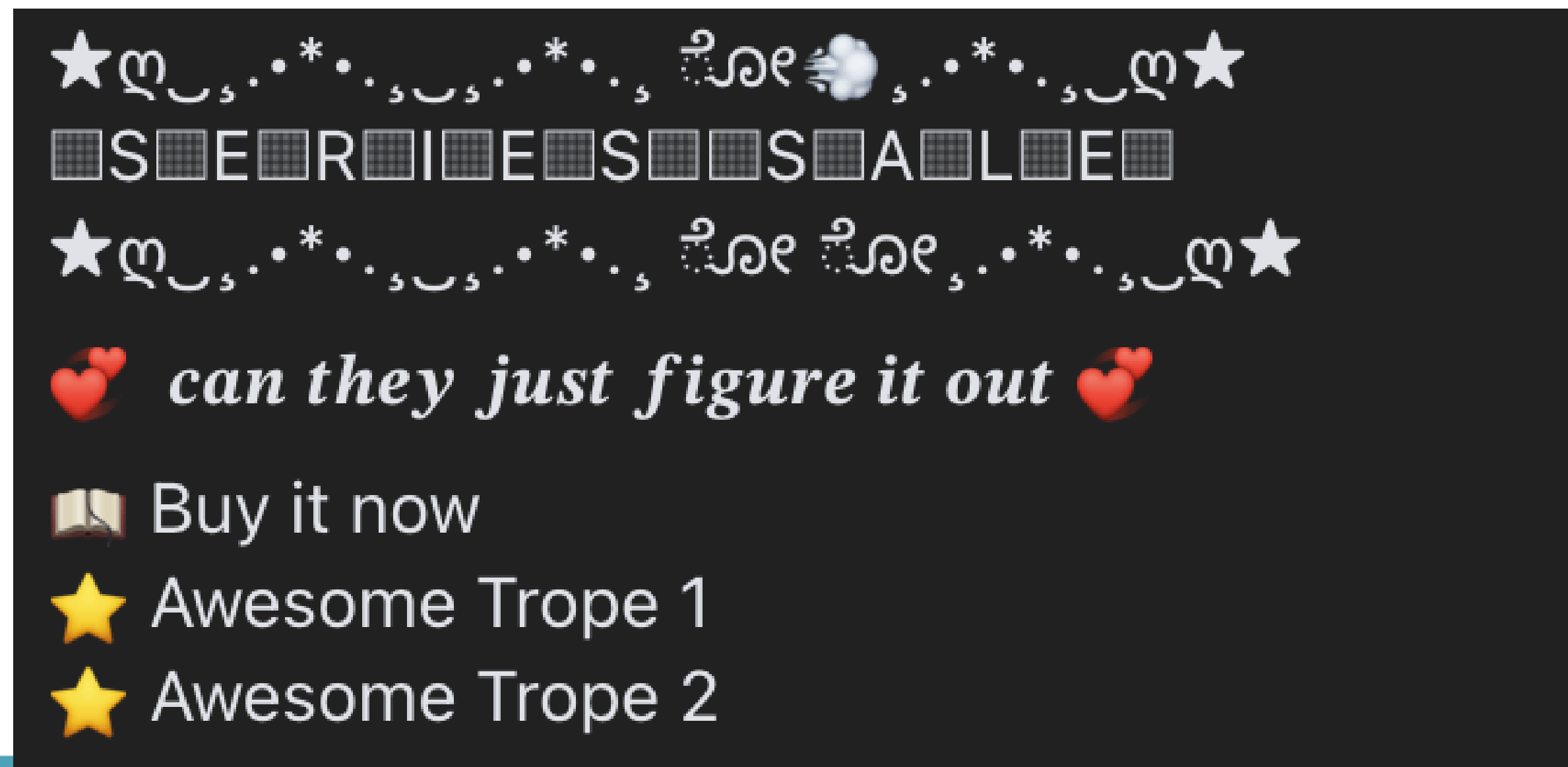
Properly edited: "And Austin and Caleb are so cute as they eye each other, take interest, and ultimately spend some time talking about all the things they love about writing on actual paper. Sadly, it's only a meet cute."

Clear, Concise, Easy to Read Content

- Short, clear sentences
- Simplicity
- Define acronyms on first use
- Easy to read font
 - Most accessible are Tahoma, Times New Roman, and Verdana.
 - Arial, Calibri, and Helvetica also have many accessible characteristics.
- Readable font size
- Align text left
- Don't overuse italics and bold
- Use Camel Case or Pascal Case for Hashtags: #thisIsAHashTag or #ThisIsAHashtag rather than #thisisahashtag
- Don't overuse emojis
🌟 Take 🌟 40% 🌟 Off 🌟 Today 🌟

Font Generators = Not Easy to Read Content

- Font Generators let you enter text, and they'll transform it into "fancy" fonts and styles for use on Facebook and other social media platforms.



Resources

- **Presentation & Tip Sheet:**
ContentForEveryone.info/nation
- **Questions:**
Jeff@JeffAndWill.com



Thank you!



**Content for
Everyone** 