Accessibility as a Foundational Tool for Social Storytelling

presented by ROOTED in RIGHTS
Rooted in Rights

- Seattle-based team of disabled video producers, editors, and digital organizers

- Part of **Disability Rights Washington**, Washington State’s Protection and Advocacy (P&A) system
Rooted in Rights Trailer Video

Transcript in first comment on video
We tell **authentic, accessible stories** to challenge stigma and redefine narratives around disability, chronic illness, and mental health.
Goals

- Understand accessibility from the perspective of a content creator
- Learn how to integrate accessibility into your workflow, even with inaccessible platforms
- Captions, Audio Description, Transcripts, Alt-Text
Why Make Content Accessible?

- Goal of social media is **connection**
- Disabled folks use social media regularly
- Accessibility features help non-disabled folks too
Accessibility: creating an equal experience for everyone, even though those individual experiences may be different
Captioning
Captioning in a Couple Minutes Video

Transcript in first comment on video
Why?

- d/Deaf or Hard of Hearing folks
- Cognitive disabilities; easier to understand content when reading along while listening
- Noisy or "quiet" area; forgot earbuds at home
Open Captions

Did we really achieve marriage equality in 2015?

Carrie Wade explains how Social Security marriage penalties keep equal dignity out of reach for queer people with disabilities at www.rootedinrights.org/didlovewin

Closed Captions

Be excited and don't get discouraged if things don't work out.

As #NDEAM winds down, our Storyteller Wilbert's video has received much praise and attention from organizations like LSU and National Disability Rights Network. Telling our employment stories matter, and Wilbert shared his journey to employment at the Audubon Zoo in a way that resonated deeply.
Open vs. Closed Captions

- **Youtube** - Closed
- **Facebook** - Closed
- **Instagram** - Open
- **Instagram/Facebook Stories** - Open
- **Twitter** - Open (for now)
Tips

- Subtitles are different than captions
- Don’t block important visual information
- Write out your numbers
- Formatting: capitalize speaker names, use brackets or parentheses for audio information
Resources

- Described and Captioned Media Program (DCMP)
- Various 3rd party services
Cindy shares why accessibility matters

Transcript in first comment on video
Why Describe Video

Transcript in first comment
Audio Description
AD
Audio Description in a Couple Minutes Video

Transcript in first comment
Audio Descriptions (AD)

- A description of **essential visual information** necessary to understanding the story and purpose of the video
- An audio describer describes important visual elements as they occur
Considerations

- Speakers (who is speaking)
- Settings
- Speaker/setting changes
- Clothing
- Body language
- Actions
- On-screen text
- “Visual gags”
Why?

- Blind or low vision folks
- Cognitive disabilities; prefer to just listen instead
- Distance or obstruction of view of screen
Tips

- Talk Your Text
- Always Introduce
- (Avoid) Scenes That Are Not Heard
Transcripts
The Transcript is Really Necessary

Transcript in first comment
Transcripts in a Snap

Transcript in first comment
Transcripts

- Text version of video; includes audio and visual information
- You’re halfway there if you’ve created captions!
- Leave in audio description
- Downloadable plain text file on website/google docs
- Copy/pasted as first comment on social post
- Add title following “Transcript of” and “End of Transcript” at the end of the transcript
Transcript of, "Consent and Kids with Disabilities", produced by Rooted in Rights

DAISY: Hey, my name's Daisy,

and let's chat about a topic
that's near and dear to my heart.

Just a heads up,

this content is really important,

but it does include a discussion of

sexual violence, unwanted physical contact,
and abuse.

We're gonna be talking about
consent and kids with disabilities,

and I'm super excited

that my mom Meg
is joining me for this conversation today.
Why?

- People that use screen readers
- Create Braille transcript
- Reach users that can’t stream or download video
- Quickly search to jump to specific topic or quote
- Useful for podcasts too!
Consent and Kids with Disabilities

Talking about consent may feel like a daunting task, but Daisy discusses why understanding consent is important for all kids, and especially kids with disabilities.

Video Transcript
Alt-Text
Alt-Text in 60 Seconds Video

Transcript in first comment
Alt-Text

- Text that describes details of an image
- HTML attribute (metadata)
- Helpful for people that use screen readers
- Text still shows when images don’t properly load
Image Descriptions

- Written text included in share text
- Typically more descriptive than alt-text
[Image: Courtney and Clark from RiR look up to the sky smiling as they wear solar filtered glasses]
Why?

- Most platforms still lack intuitive alt-text features
- Helps people with visual or cognitive disabilities that don’t use screen readers
- Text still shows when images don’t properly load
Accessibility Perks

- Low cost, low time commitment once integrated into workflow
- Closed captions, transcripts, alt-text, and image descriptions can improve your Search Engine Optimization (SEO)
Accessibility Hacks: Instagram Stories

- Provide AD and upload on the spot
- Use Adobe Rush to add AD for photos
- Add captions through “text” function or other apps
Advocates for the deaf community hit me up to connect me with tools (i.e. Clipomatic) to better serve all of us.

Thanks to them, I now caption all my IG stories so our deaf brothers and sisters can follow along too.
Allexa from RiR: Getting ready for Storytellers Film Festival
Starts at 7:30 pm

Hello everyone we made it here to Washington DC

Credit: @ocasio2018
A slow-motion clip of snow falling on a residential street in Seattle. In the lower left corner, there’s a sticker of the House Stark sigil from Game of Thrones that says “Winter is Coming.”
Make an accessible Instagram story!

- Create a video including captions and AD
- Tag @RootedInRights on social or email link of post to info@rootedinrights.org and we’d love to share it!
- Make sure it’s public!
For more on digital accessibility:
RootedinRights.org/Access