



**Trinity College Dublin**

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin



## Trinity Inclusive Curriculum Project (Trinity-INC)

Trinity-INC Bite-Sized Session - Social Media Accessibility

Seán Adderley

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- **Emojis**
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## Emphasis – Be Bold

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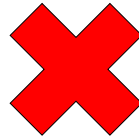
To emphasise words, there are lots of approaches frequently used: **bold**, underlined, *italics* (italics) or colour (highlighted in yellow)

- ✓ The only accessible way to emphasise text online is **bold**.
- ✗ Italics are difficult or impossible to read for the visually impaired.
- ✗ Underlined can be confusing as it often represents a link.
- ✗ Colour cannot be seen by everyone and will not be emphasised by a screen-reader.

**Be bold if you want to get your point across!**

## Colour Contrast and Fonts

Trinity Inclusive  
Curriculum Project



Serif Fonts (serif = decorative strokes on letter ends)

Trinity Inclusive  
Curriculum Project

Trinity Inclusive  
Curriculum Project

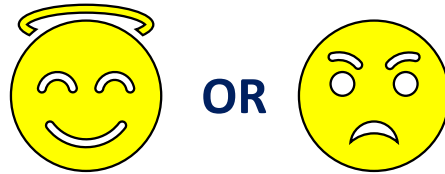


Sans Serif Fonts (sans serif = NO decorative strokes on letter ends)

Trinity Inclusive  
Curriculum Project

Examples of popular Sans Serif fonts are Calibri and Arial

## Emojis



Emojis, for the most part are fine to use on social media posts. However there are some things to keep in mind:

- Screen readers can identify emojis but be mindful not use too many as it can become very confusing for those using screen readers as each emojis will be described in detail.
- Try and put your emojis at the end of the text in your social media post as it avoids abrupt interruptions and confusion.

# #PascalCase

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**#PascalCase** is very important for hashtags.

If you do not capitalise the first letter of each word then screen-readers will read the hashtag as one long word.

#trinityinclusivecurriculumproject

#TrinityInclusiveCurriculumProject

**#PascalCase can also be very helpful for those with dyslexia and other learning difficulties.**

**#aswellassimplyforclarity #AsWellAsSimplyForClarity!**

# Voiceover

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Including a voiceover on your video is important so that people who are blind or visually impaired can understand what's happening in your video.

It not only describes any words on the screen, but also physical action, facial expressions, and sound effects.

For text heavy or animated videos, voiceovers can also benefit those with dyslexia and other learning difficulties.

# Alt-text

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Alt-text is descriptive text about an image/GIFs which is posted on social media, on a website or placed in a document.

Alt-text is particularly helpful for people who use screen-readers, but it is also useful for other purpose such as placing an image into context.

It is also important for images that do not appear / load on some people's devices – the alt-text will instead be displayed.

There is no right or wrong way to do alt-text but there is good and bad alt-text. Remember to include all the important details but too avoid too much detail which can become confusing.

Just say what you see!



## What the Alt-text space is not for...

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Alt-text spaces can be hijacked for the wrong purposes such as adding a copyright to the image, a photographer's name, or hyperlinks.

**Remember:** Alt-text spaces are for describing images only!

**Tip:** Copy and paste is your friend with alt-text. If you post similar images on an ongoing basis, remember that you can simply copy and paste alt-text from other images as long as you make the necessary edits.

## Alt-text – Say what you see!

- WeRateDogs (Twitter)
- On the left there are two dimply chew toys, one green, one red. In the background, slightly blurry, is a small white railing and behind it are some chairs, a small white dog who seems busy, and a human attending to the dog.



WeRateDogs@dog\_rates · Aug 30

This is Leo. And that's a regular-sized tennis ball. He'd like to know when he'll be big enough to catch it. 12/10 soon, buddy



### Image description

a dachshund puppy sits on a concrete floor nervously chewing his cheek. his eyes are wide, his feet tiny. an enormous tennis ball, taller than he is, takes up the right half of the photo.

Dismiss

ALT

# Alt-text – Say what you see!

## Example 1

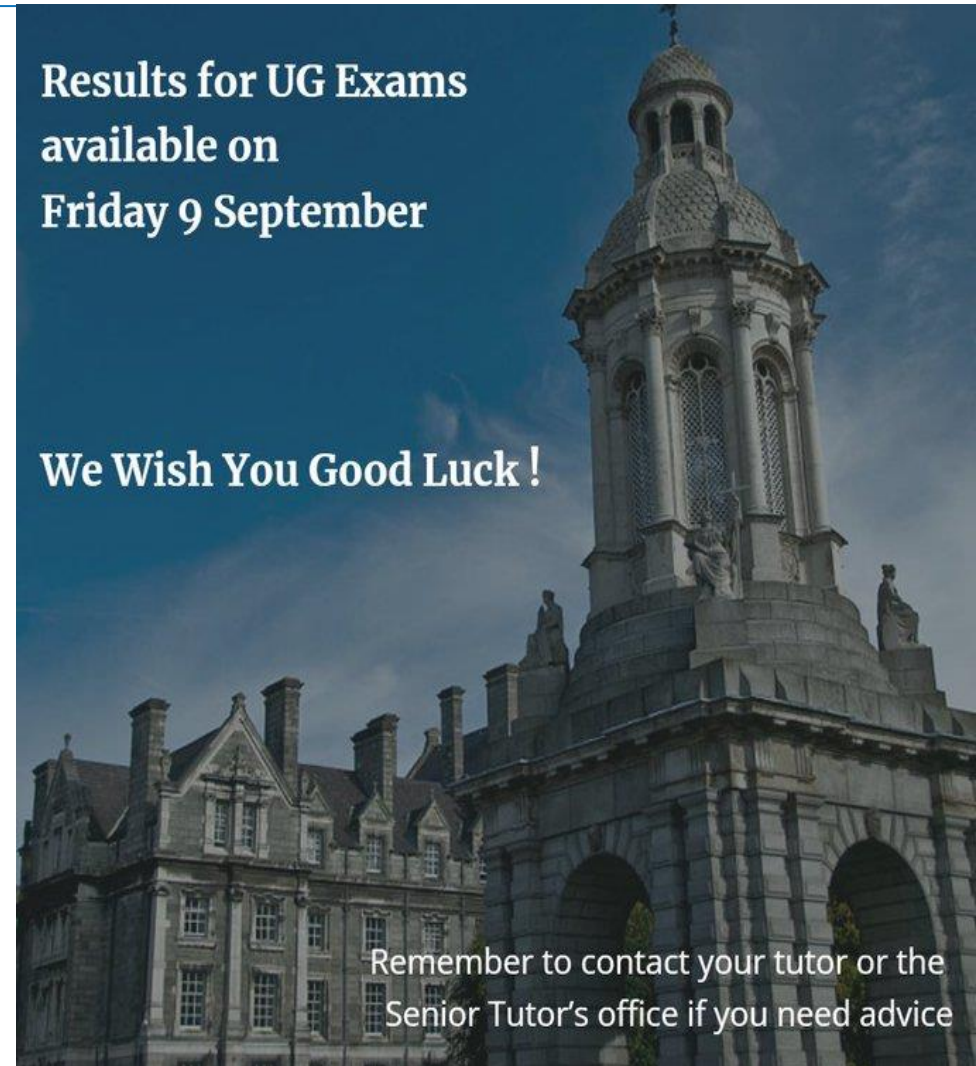
- We Rate Dogs Alt-text:
- a tiny blond pup peers over the top of a laptop, which is open with its screen facing the camera. a time card is open on the screen. the pup has a cute pleading expression, and his two front paws are flopped over the monitor just so.



## Alt-text – Say what you see!

### Example 2

- On the right hand side is the TCD Campanile pointing towards a blue sky which has a strip of soft white clouds that come up from behind the Graduate Memorials Building which takes up the bottom left of the image. In the top right corner is some white text which reads: results for U.G. exams available on Friday 9 September. Below across the centre of the image from the left it reads: we wish you good luck!. In the bottom left corner then it reads: remember to contact your tutor or the Senior Tutor’s office if you need advice.



# Alt-text on Text Heavy Images

- The text information on this image is the important part and should be prioritised over the decorative elements.
- **Tip:** Copy and Paste. If you have created the image on PP or on Canva go back and copy the text from the original and paste it into the alt-text space.
- **Tip:** Too much information for the alt-text space? Use the comments section.
- **Remember:** If the text on text heavy images is not included in the alt-text then the person using a screen-reader is immediately excluded from the conversation.

## How to be a Trans\* ally in the classroom

**WHAT DOES TRANS\* MEAN?**

- A person whose gender differs from the sex they were assigned at birth
- This includes trans men, trans women and people who do not fit into this gender binary
- It is a natural part of the human experience and should never be treated as an illness

**JUST ASK (ABOUT PRONOUNS)**

- Make it a habit to ask your students what pronouns they wish to use
- Practice using pronouns, especially ones you may be unused to
- If you make a mistake, say sorry, correct yourself and move on - it's not about you

**APPROPRIATE LANGUAGE**

- Use trans\* or transgender to refer to transgender people
- 'Transgender' is an adjective - do not use it as a verb or noun
- Avoid gendered language as much as possible - use "everyone", not "ladies and gentlemen"

**COMING OUT**

- If students come out to teaching staff to let them know their name is different from their legal name, make sure to use the right name
- Do not out students in front of other students or other teaching staff
- If you make a mistake, same as with pronouns, just say sorry and move on

**INAPPROPRIATE QUESTIONS**

- Do not ask for their "real name" - the name they give you is their real name
- Trans people do not owe more details about their life than non-trans people
- Ask yourself if you would ask a non-trans person the same question

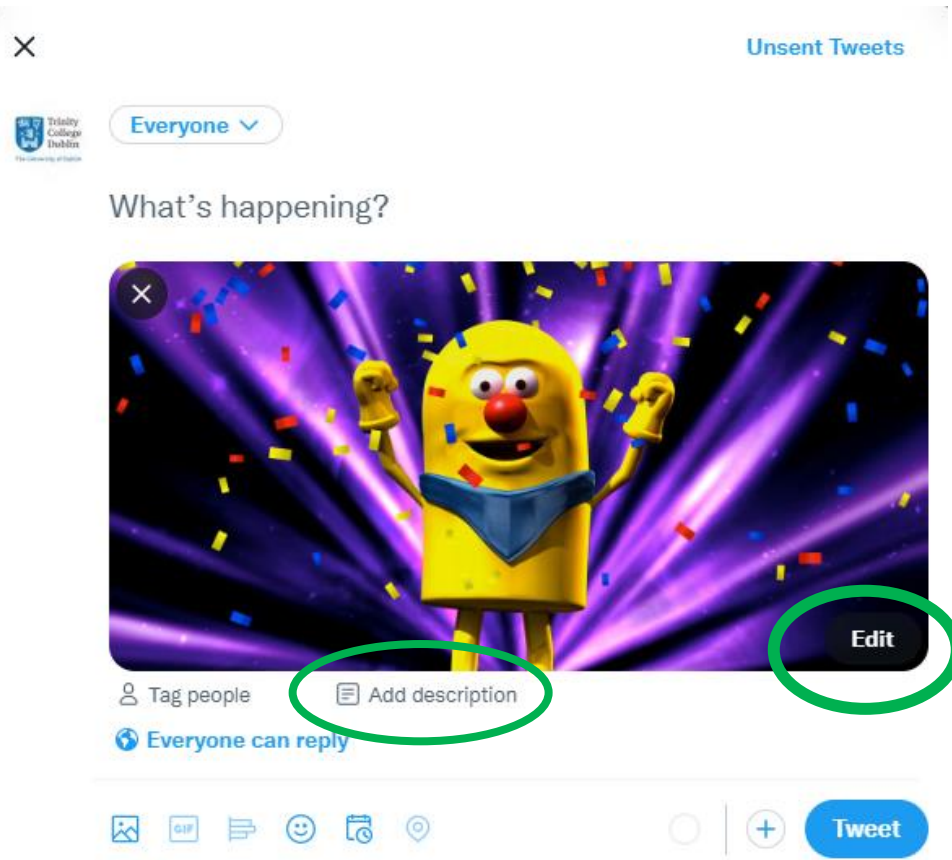
**For alternative formats and more resources, scan here! or go to [https://linktr.ee/further\\_resources](https://linktr.ee/further_resources)**

Trinity College Dublin  
College on Terenure, Balls Bridge  
The University of Dublin

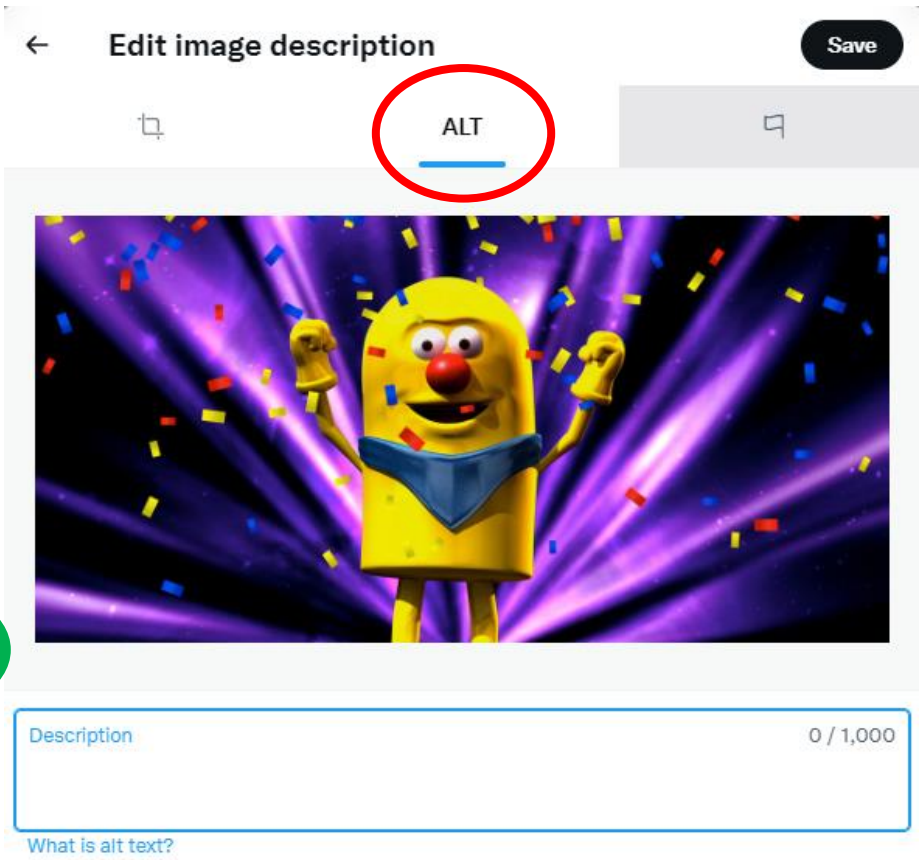
made as part of the Trinity Inclusive Curriculum Project Summer Student Partner Programme

# Alt-Text on Twitter

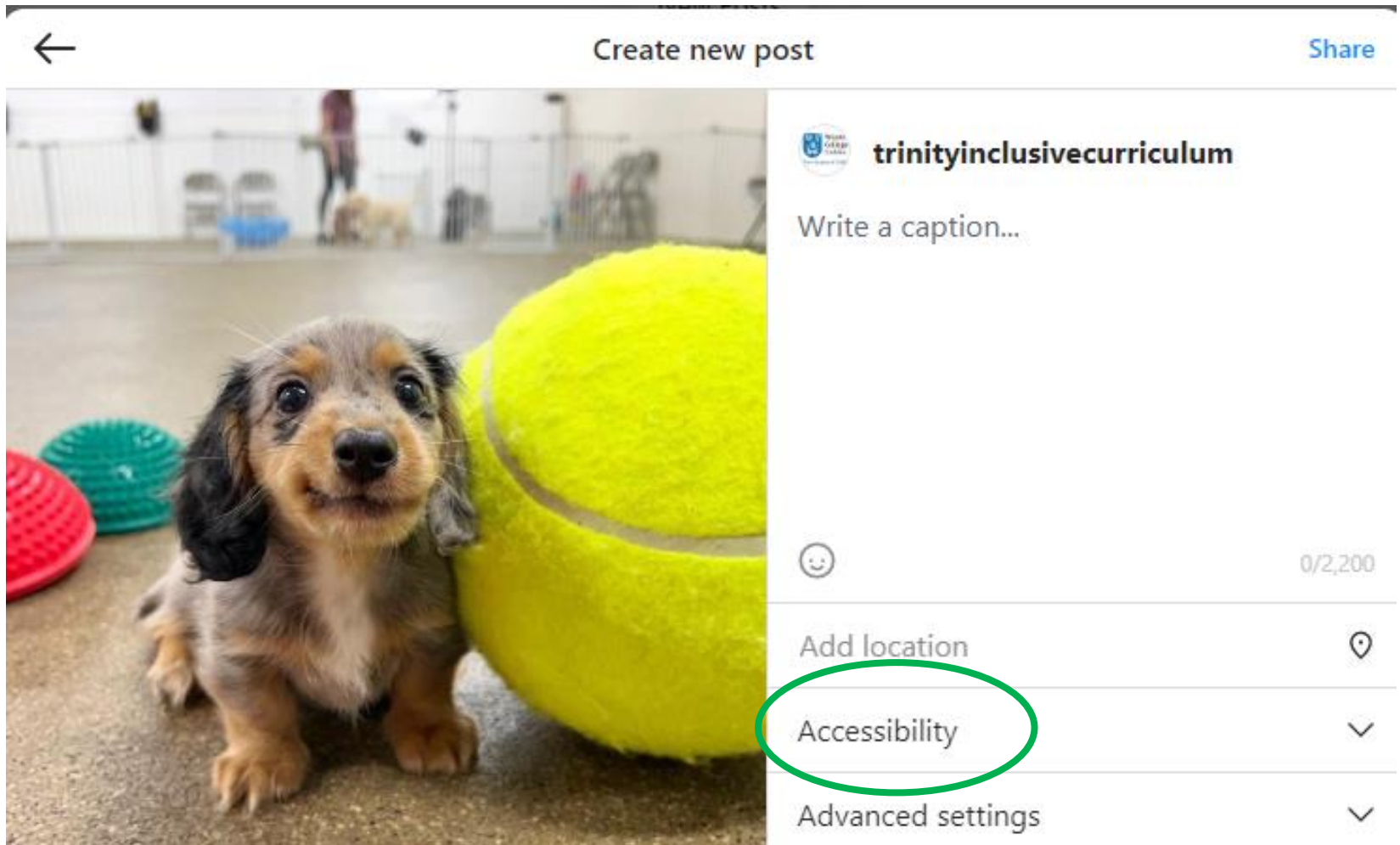
## Step 1



## Step 2

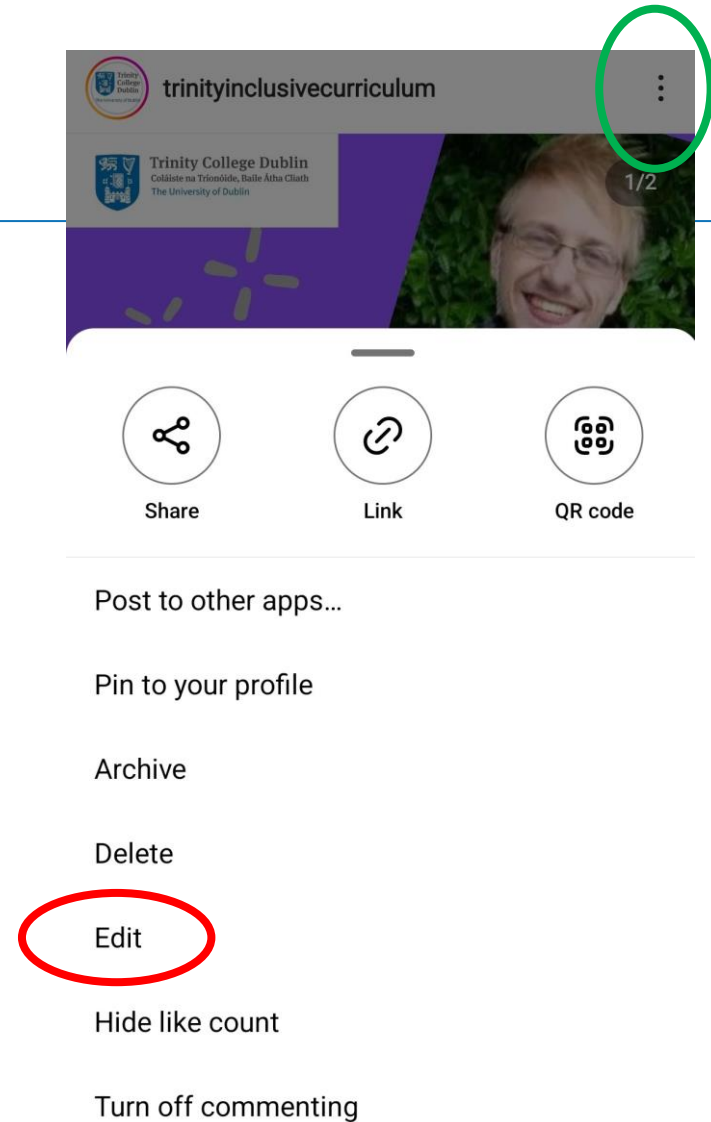


# Alt-text on Instagram


























# Alt-Text on Instagram - Tips

- If you have used the same image on Twitter – copy and paste the alt-text from Twitter into Instagram.
- You can add alt-text on Instagram **after** you have posted your image by editing the post.
- **Instructional images**
  - The image to the right is an instructional image.
  - When writing Alt-text for instructional images you should describe the process which the image is communicating.





# Alt-text on the new CMS T4

Page Summary	The Accessible Information Policy commits to making Trinity's information and events accessible to all
Feature Image	 <p>Ed Pomodoro and Berkley Library. Pomodoro-and-Berkley-Library.jpg (93.2 KB)</p> <p> &gt; Media Library &gt; Categorized</p> <p>image/normal</p> <p><a href="#">Select media</a> <a href="#">Clear selection</a> <a href="#">Download</a></p> <p>Feature Image alternative text</p> <p>Students walking outside the Berkeley Library with the bronze sculpture 'Sfera con Sfera' on the right hand side.</p>
Main body	<p>Edit ▾ Insert ▾ View ▾ Format ▾ Table ▾ Tools ▾</p> <p>  <b>B</b> <i>I</i> <u>U</u>                  </p> <p></p>

# Captions

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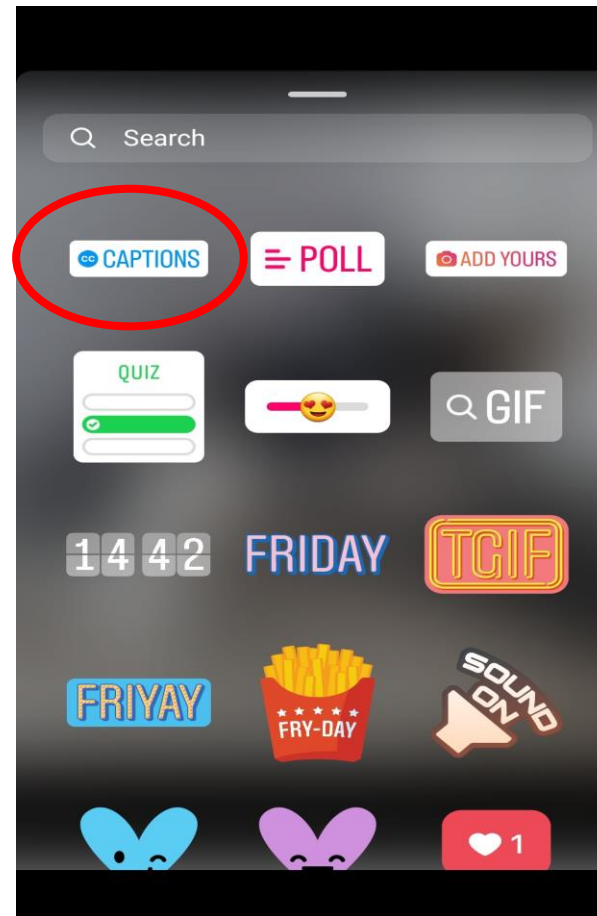
Captions are necessary on all videos for people who are hard of hearing or Deaf.

Captions are also useful for watching videos with the sound turned off in quiet environments.

For people with English as their second language, captions can aid understanding.

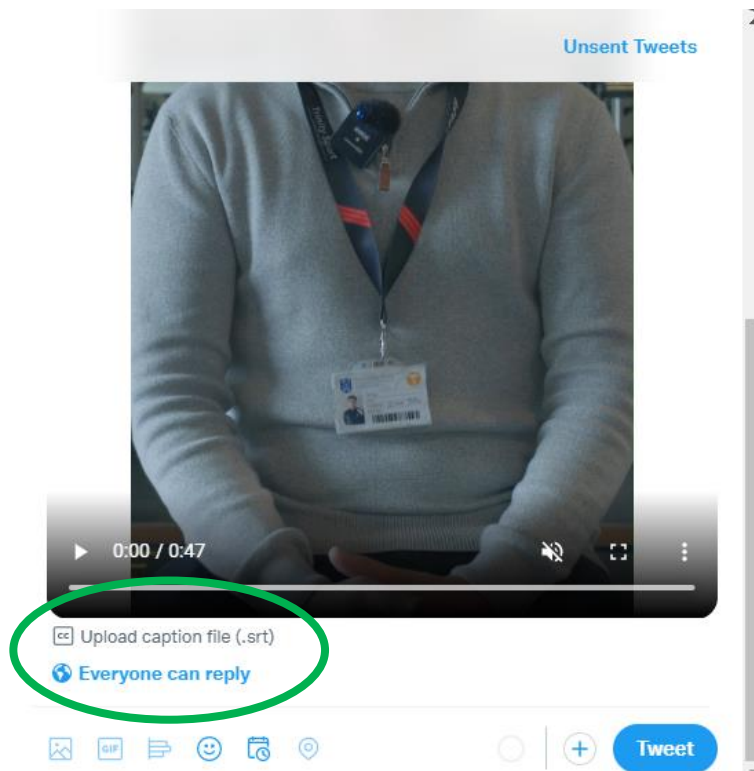
# Captions on Instagram

**Great news!** Instagram has a captions function for videos which is pretty accurate and reliable.

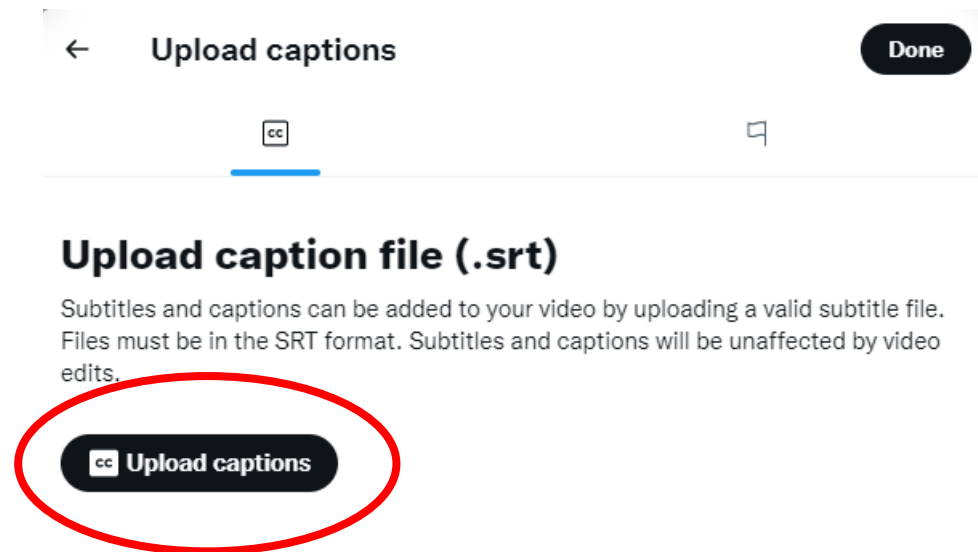


# Captions on Twitter

## Step 1



## Step 2



## Captions on YouTube

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YouTube will generate captions automatically (great for Twitter as YouTube videos can be linked and watched through the Twitter platform). However, they are generally quite inaccurate and require editing.

You can also upload a caption transcript to YouTube either with timestamps or without timestamps. But, uploaded transcripts can also be inaccurate so please be mindful and make sure they are edited as necessary.

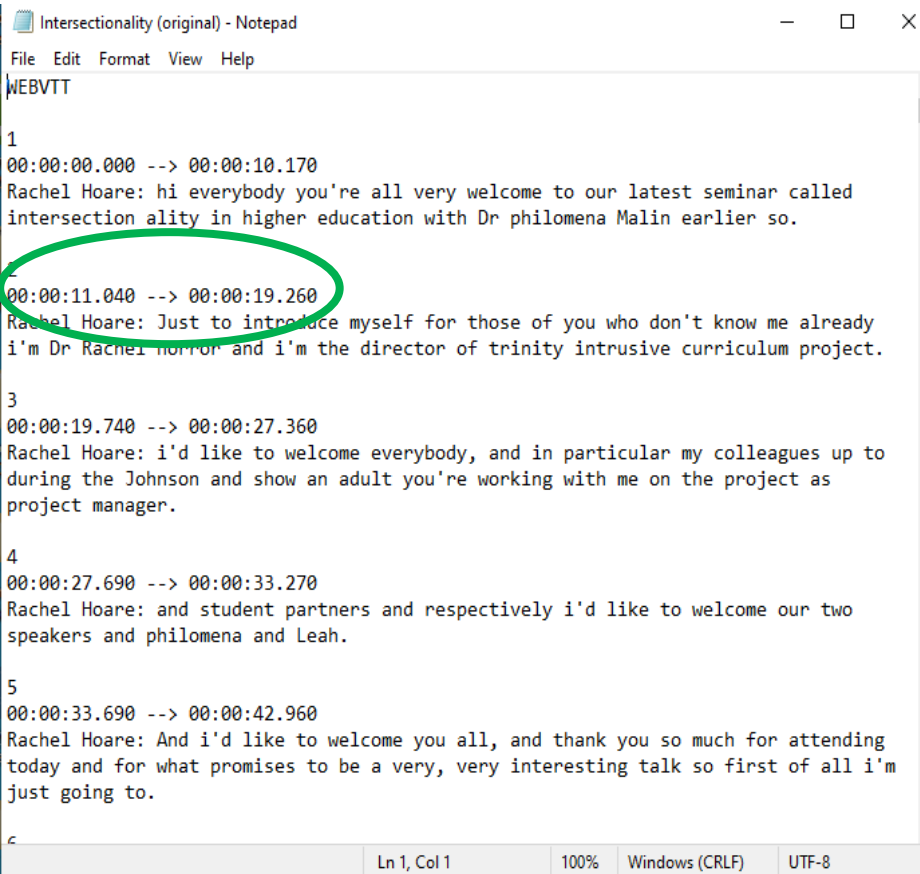
**Tip:** when editing try watch the video on 1.5x or 2x times speed.

Trinity intro and outro indents for videos:

- If the video is less than 2 minutes long only the outro indent is necessary.
- **Remember** that adding the intro indent will put a caption transcript (with timestamps) out of sync by 5 seconds.
  - Recommended that you remove the timestamps from the transcript and let YouTube generate the timings for you.

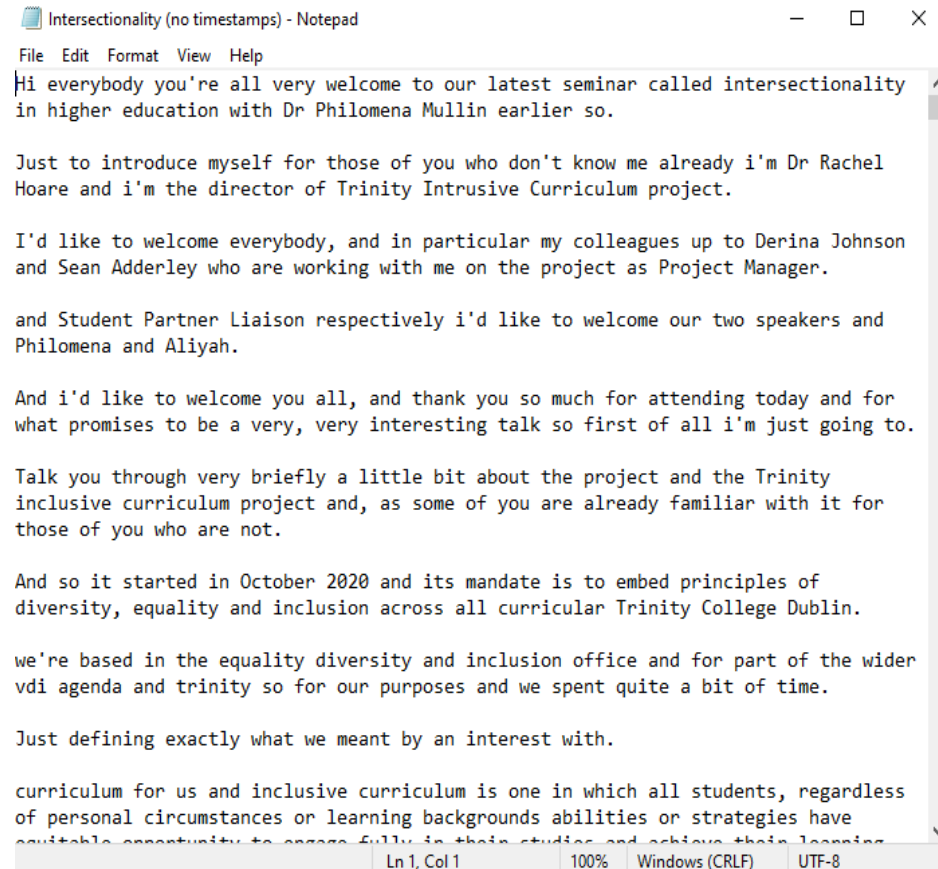
# Timestamps

## With timestamps



```
Intersectionality (original) - Notepad
File Edit Format View Help
WEBVTT
1
00:00:00.000 --> 00:00:10.170
Rachel Hoare: hi everybody you're all very welcome to our latest seminar called
intersectionality in higher education with Dr philomena Malin earlier so.
2
00:00:11.040 --> 00:00:19.260
Rachel Hoare: Just to introduce myself for those of you who don't know me already
i'm Dr Rachel Hoare and i'm the director of trinity intrusive curriculum project.
3
00:00:19.740 --> 00:00:27.360
Rachel Hoare: i'd like to welcome everybody, and in particular my colleagues up to
during the Johnson and show an adult you're working with me on the project as
project manager.
4
00:00:27.690 --> 00:00:33.270
Rachel Hoare: and student partners and respectively i'd like to welcome our two
speakers and philomena and Leah.
5
00:00:33.690 --> 00:00:42.960
Rachel Hoare: And i'd like to welcome you all, and thank you so much for attending
today and for what promises to be a very, very interesting talk so first of all i'm
just going to.
6
Ln 1, Col 1 100% Windows (CRLF) UTF-8
```

## Without timestamps



```
Intersectionality (no timestamps) - Notepad
File Edit Format View Help
Hi everybody you're all very welcome to our latest seminar called intersectionality
in higher education with Dr Philomena Mullin earlier so.

Just to introduce myself for those of you who don't know me already i'm Dr Rachel
Hoare and i'm the director of Trinity Intrusive Curriculum project.

I'd like to welcome everybody, and in particular my colleagues up to Derina Johnson
and Sean Adderley who are working with me on the project as Project Manager.

and Student Partner Liaison respectively i'd like to welcome our two speakers and
Philomena and Aliyah.

And i'd like to welcome you all, and thank you so much for attending today and for
what promises to be a very, very interesting talk so first of all i'm just going to.

Talk you through very briefly a little bit about the project and the Trinity
inclusive curriculum project and, as some of you are already familiar with it for
those of you who are not.

And so it started in October 2020 and its mandate is to embed principles of
diversity, equality and inclusion across all curricular Trinity College Dublin.

we're based in the equality diversity and inclusion office and for part of the wider
vdi agenda and trinity so for our purposes and we spent quite a bit of time.

Just defining exactly what we meant by an interest with.

curriculum for us and inclusive curriculum is one in which all students, regardless
of personal circumstances or learning backgrounds abilities or strategies have
equitable opportunity to engage fully in their studies and achieve their learning
Ln 1, Col 1 100% Windows (CRLF) UTF-8
```

# Captions

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There are many ways to do captions, but it all depends on the software you have access to.

(Subscriptions: Kapwing.com or Clipomatic; also some Trinity departments have free access to Adobe Premier Pro)

YouTube is free and it does a lot of the work for you. You can upload a captions transcript and within a day or two the timings will have been generated for you.

**Please note:** although YouTube is very useful for captions, it can sometimes take longer than expected to generate transcripts and / or timings.



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**Thank You!**

**Any questions or thoughts?**

