



## Biola University Accessibility Guide for Social Media

**Follow the steps below when posting any type of media on any Biola-associated social media account.**

### **1. General Rule:**

- a. If the social media account associates itself with a Biola University program, activity or service receiving funding from the university, then accessibility standards need to be met in order to be in compliance with the Office for Civil Rights.

### **2. Posting Links:**

- a. For any link that sends your audience to a Biola-owned site, Biola is currently working on corrective plans to make these sites fully accessible. These sites can continue to be linked to during that time. Before May 1, 2018, please complete the EMC-provided video training on how to make sites you post content on accessible (independent blogs, student-made sites, etc.)
- b. For any non-Biola-related sites, the site must be accessible if linked to, but only if the information on that site is necessary for participation in any Biola-related program, activity or service.
  - i. For example, an article from The Gospel Coalition written by a Biola professor does not need to be accessible in order to be linked to, unless the information in that article is specifically providing information one would need in order to participate in a Biola program or offering. This is most often not the case for external online publications. However, when linking to an outside ticketing source for an event, that site would need to be accessible since it's necessary for participation in your event.
  - ii. Questions to ask: Is the content on this linked site needed for participation? If yes: the site needs to be accessible in order to link to it. If no: you can link to the site without needing it to comply with accessibility standards.

### **3. Posting Photos:**

- a. Posting accessible photos on Twitter:
  - i. In your settings, go to the "Accessibility" tab and turn on "Compose image descriptions" by checking the box. Then save your changes.
  - ii. When you compose your "tweet" and upload a photo, an "Add description" subhead should appear on the photo. Click it to type in a description of what's happening in the photo for the visually impaired. If

there is text in the image, include what the text says in the image description. The description must be under 420 characters.

- iii. Most top scheduling platforms such as Buffer and Hootsuite include this feature. Be sure the application is using it. If the feature is not included in your preferred scheduling platform, you must compose all “tweets” from within the Twitter platform or adopt a new scheduling platform.
- b. Posting accessible photos on Facebook:
- i. When uploading a photo on a Facebook page or group, once the photo is uploaded in the post editor, hover over the photo and click the “Edit photo” symbol. A new window will open. Choose the “Alt text” tab on the left.
  - ii. Check to see if the automated text accurately describes the photo. If it does, then hit save. The post is good to go. If the automated text does not accurately describe the photo or you need to add into the description the additional text used in the photo, choose “Override general alt text” and type in your own description. If there is text in the image, include what the text says in the image description. Then hit “save” to finish drafting your post.
  - iii. Like Twitter, this alternative text feature should also be included in top scheduling platforms, such as Buffer and Hootsuite. If the feature is not included in your preferred scheduling platform, you must compose all posts from within the Facebook platform (which includes scheduling capabilities for pages) or adopt a new scheduling program.
- c. Posting accessible photos on Instagram:
- i. After uploading a photo or a gallery of photos in the Instagram app, once you reach the “new post” option, where a caption can be written, choose the “Advances Settings >” option at the bottom.
  - ii. Under “Accessibility,” write the alternative description for the photo(s) in the “write alt text” area. This option will be available for each photo uploaded in a gallery, as well. If there is text in the image, include what the text says in the image description. After writing the description, click the back arrow to finish posting your “new post.” The alternative text will be saved automatically and included in your post.
  - iii. Scheduling platforms may be delayed in adding this feature, therefore all posts need to be posted from within the Instagram app for the time being, in order to manually include the alternative text.
- d. Posting accessible photos on all other social media platforms:
- i. The caption for any photos posted on all other social media platforms needs to describe the photo. This can be done in parentheses at the end of the caption or the caption can itself creatively describe the photo.
    1. Examples:
      - a. First option: It is such a beautiful day on campus! (Image description: Three people sitting together on a bench on Biola’s campus.)
      - b. Second option: Nothing better than sharing a beautiful day on campus with three friends!

- ii. Whenever there is text on a photo, that text must also be included in the caption, either at the bottom of the caption or worked into the caption copy.
  - 1. Examples:
    - a. First option: It is such a beautiful day on campus! (Text: “Library hours are from 7:30 a.m. to 1 a.m., Mondays–Thursdays.”)
    - b. Second option: It is such a beautiful day on campus! For those needing a quiet place to study this week, the library hours are from 7:30 a.m to 1 a.m., Mondays through Thursdays.
- iii. Photos can be posted to Instagram Stories or Snapchat, as long as the post is not the only place where a user can find the information needed to participate. Make sure to creatively describe the photo in large, visible text overlaid on top of the photo. The text and text’s background color can only be black and white, for those with color blindness.

#### **4. Posting Videos:**

- a. Linking to YouTube or outside videos:
  - i. New EMC-produced video content on the official Biola University YouTube account will be made fully accessible and you can link to those videos.
  - ii. When linking to a non-EMC YouTube video, make sure the captions have been added correctly to the video. Steps for checking this:
    - 1. On the YouTube video, hit the lower right “settings” gear button.
    - 2. Choose and click on “subtitles.”
    - 3. If it gives you the option of “English,” then the video is accessible and you can link to it. If it does not give that option, then that video is not accessible and you cannot link to it.
  - iii. All other videos linked to outside of YouTube need to be accurately captioned in order to link to them.
- b. Posting embedded videos:
  - i. When uploading video to a Facebook page, it is possible to generate automated captioning. Steps for doing this:
    - 1. After uploading the video, hit the “captions” tab.
    - 2. Next, hit “generate.” This will move you to a screen with its generated captions. Make sure to go through the captions on the right and hover over any words that are not correct in order to make edits manually.
    - 3. Lastly, choose “save to video.” The video post is then good to publish or schedule.
    - 4. Note: Not every page will have this feature, as it is still being rolled out to users. If your uploaded video does not have the “generate” option, then your video will already need to have been captioned or you will need to upload a Caption File (SRT file) of the captions. Caption files will be provided by EMC if they produce the video.

- ii. For all other platforms, the video uploaded already needs to be captioned or it cannot be posted. EMC will provide captioning for any videos they create on your behalf or you can send them your video for them to add captions for a cost. (Note: EMC is looking into the possibility of video captioning services that can be used/purchased by all.)
  - iii. When a video does not have audio, the captions need to describe any sounds (example: “Light music playing.”)
  - iv. No captions are needed for inaudible videos that only display text. Include any text needed to participate in the caption of the post.
  - v. When there is a usable gap with no dialogue in a video, the video needs a voice-over audio description. The videos on the official Biola University YouTube account will include these. For any other videos, hire the EMC video team to produce these for you.
  - vi. For any short-form video platforms, such as Snapchat and Instagram Stories, any audio needs to include text overlay of what’s said or the information provided needs to be available in text. Using the “link” feature on Instagram Stories is a great way to link to more information and text.
    - 1. Use the larger text options for any text overlay and make sure there is enough contrast between the background and the text for the visually impaired. The text and text’s background color can only be black and white, for those with color blindness.
- c. Live video:
- i. For any live videos (Facebook Live, Instagram Live, Periscope, etc.), those do need to be live captioned. These services can be reserved through EMC for a cost. Please refer to the Biola University Facebook Live Guidelines for more information on setting up a Facebook Live for your page.
    - 1. Instagram Live Stories may not be used, as there is no way to add accessible captioning to them for the time being.

**5. Training:**

- a. Training for all social media accessibility will be provided. Please attend in order to make sure you understand all components of social media accessibility and are able to represent Biola through social media to all audiences with excellence. Any accounts that do not comply with accessibility will need to be discontinued.
- b. New videos posted since May 1, 2018 to any Biola-related social media accounts need to be accessible starting immediately.
- c. Please regularly check this online guide, as the platforms’ steps for making posted content accessible are bound to change and will be updated in this document.
- d. Leading up to the deadline, the university’s web and video production teams are already working to meet accessibility standards whenever possible, so as not to accrue “technical debt.” Any new content posted on social media after May 1, 2018, will need to be fully accessible.