KANOPI STUDIOS

Inclusive Content Strategy

DrupalCamp New Jersey - 2020

PLEASE ABIDE BY OUR CODE OF CONDUCT

To get support or report an incident during or around the event, contact community volunteer Sean Walsh (text or call: 609-831-3265; email sean@drupalcampnj.org)

KANOPI STUDIOS PRESENTS
First-Time Contrib Workshop
Saturday Feb 1st

I'm AmyJune Hineline

(she/her)

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Canopy

can·o·py | \ˈka-nə-pē

The *canopy* layer supports the majority of primary productivity in forests. It provides protection from strong winds and storms, while also intercepting sunlight and precipitation for continued growth.

Kanopi

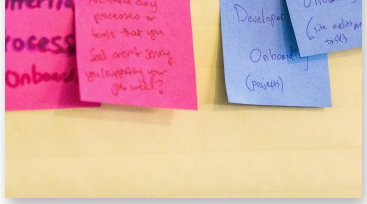
kan·o·pi | \ˈka-nə-pē

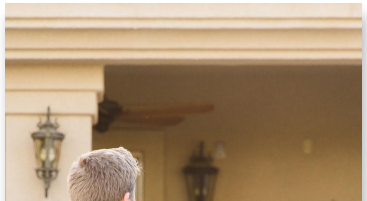
Kanopi **designs, builds** and **supports** websites for clients that want to make a positive impact.

Our holistic approach infuses strategy and creative thinking through all stages of your site's lifecycle, providing the tools you need to nourish, support, and grow your business.

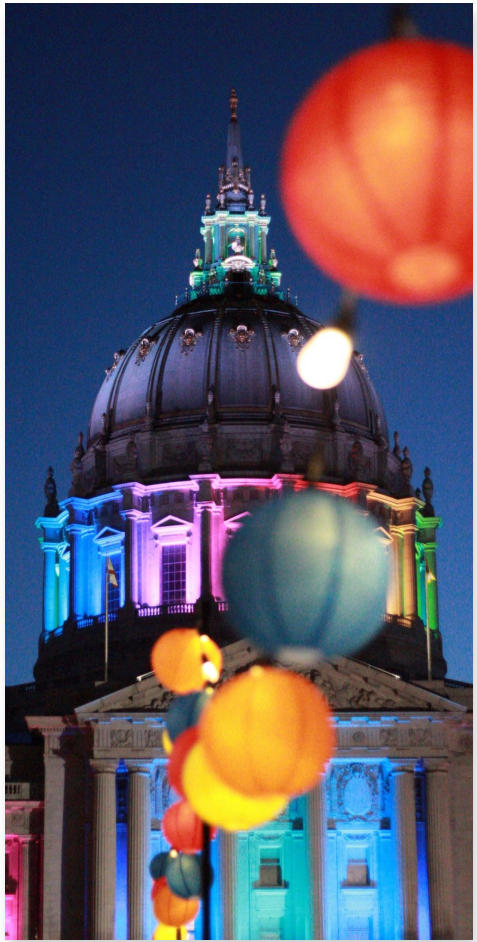
Who Are YOU??

Everyone!!





What is Inclusion?



Differences are not quantifiable...

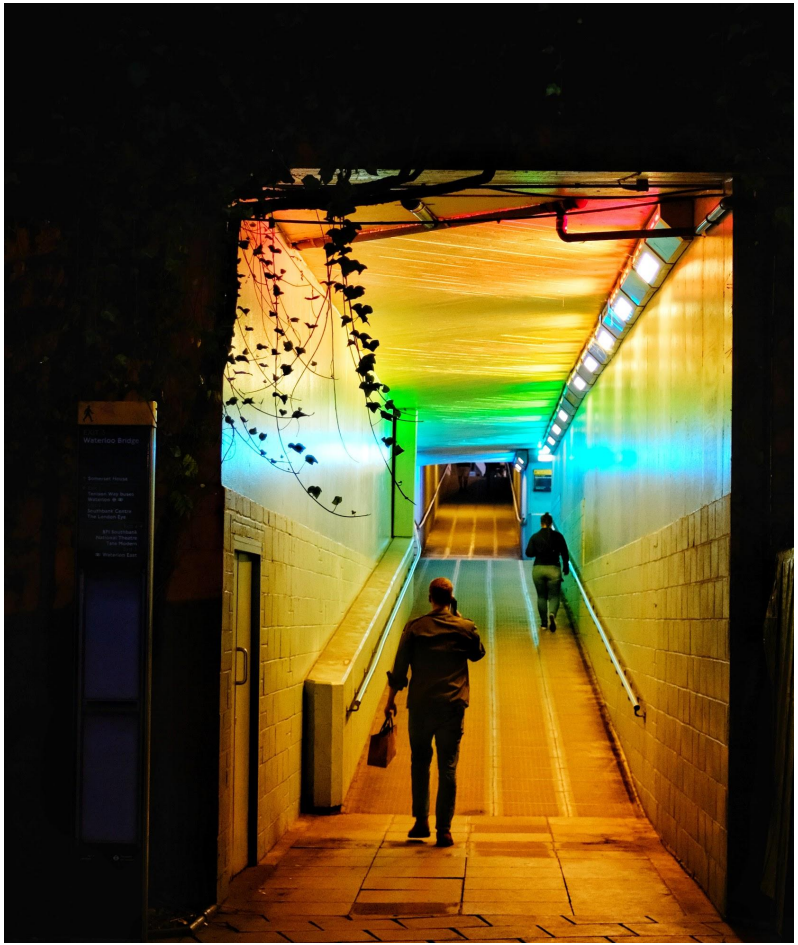
“I’m different, not less.”

Temple Grandin, PHD

Diversity vs Inclusion.

Diversity: Refers to the vast array of human differences.

Inclusion: Refers to the intent of individuals or systems to actively include and support this vast array of differences



“Diversity is being invited to the party. Inclusion is being asked to dance.”

Verna Meyers

Public Speaker

Some Numbers

Why design for accessibility?

Include a wider consumer base for your content. You don't want to exclude people from using your products and services. It's the law!

26%

Of people living in the United States live with a disability

Why design for accessibility?

Include a wider consumer base for your content. You don't want to exclude people from using your products and services. It's the law!

78%

WebAIM ran automatic testing on 14 web pages from 62 large universities to search for common accessibility errors, about 78 percent of the pages had obvious problems.

$6.9B
Lost to accessible e-commerce competitors annually.
2/3 TRANSACTIONS ABANDONED
By people who are blind, attempting to buy online.
70% OF SITES INACCESSIBLE
Including critical accessibility blockers, rendering the prime directive of the site, inaccesible.
1 SERVICE CALL PER WEEK ON AVERAGE
By people who are blind to get help or report accessibility issues.
deque

Why write accessible content for social media?

88%

Of 1792 screenreader users, 88% use a screen reader on a mobile device

54.3% found social media SOMEWHAT accessible

https://webaim.org/projects/screenreadersurvey7/

Colleges Face Investigations of their use of Social Media

200

Nearly 200 colleges face federal civil rights investigations opened in 2019 about whether they are accessible and communicate effectively to people with disabilities.

Embracing Accessibility

Accessibility means EVERYONE

1

VISUAL NEEDS

Make it easy to see, accommodate visual needs.

1

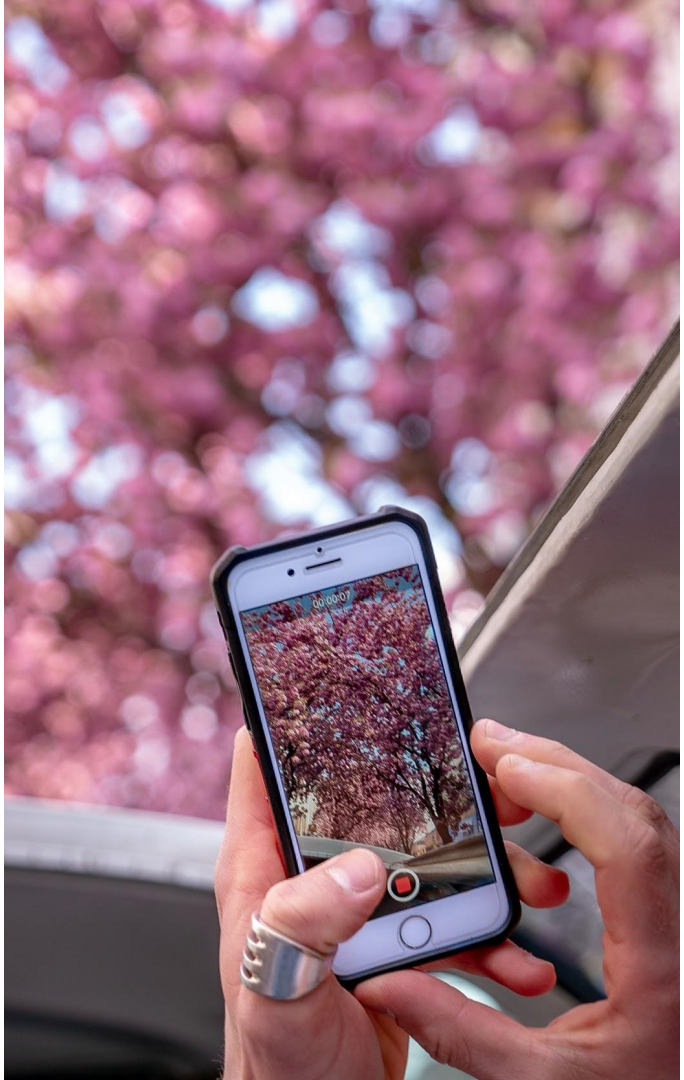
VISUAL NEEDS

Make it easy to see, accommodate visual needs.

2

MOTOR NEEDS

Make it easy to interact, accommodate motor needs.



1

VISUAL NEEDS

Make it easy to see, accommodate visual needs.

2

MOTOR NEEDS

Make it easy to interact, accommodate motor needs.

3

AUDITORY NEEDS

Make it easy to hear, accommodate auditory needs.

1

VISUAL NEEDS

Make it easy to see, accommodate visual needs.

2

MOTOR NEEDS

Make it easy to interact, accommodate motor needs.

3

AUDITORY NEEDS

Make it easy to hear, accommodate auditory needs.

4

COGNITIVE NEEDS

Make it easy to understand, accommodate cognitive needs.

Accessible Content

- Use plain language
- Have a clear hierarchy and structure
- Provide text alternatives
- Transcripts
- Captions and subtitles

Meaningful Content

Meaningful Content

- Physical abilities
- Neurodiversity
- Families
- Socio-economics

Meaningful Content

- Gender identity
- Sexuality
- Pronouns

Inclusive Language

Inclusive Language

Use people-first language

- Use “people with disabilities” instead of “the disabled”

Avoid negative or demeaning language

- Never use “lame”, “crazy”, or “retarded”

Inclusive Language

Gender Neutral

Use gender neutral terms

- HumanKind vs. Mankind
- Folks vs. “guys” or “dudes”
- “Mansplaining” is NOT gender neutral

Inclusive Language

In the shadows

Unintentional slurs

- Colored
- Gypped
- Ghetto

Inclusive Language

Privilege

- Level of Education
- Socio-Economics
- English as a second language
  - Situational privilege

Shifting The Paradigm

Article Copy

Making our content accessible and inclusive:

- Structure
- Design
- Reading levels
- Inclusive Language

Article Copy

Make sure we're writing at a good level

- 9th grade is the general rule
- Avoid long sentences
- Make it easy to understand
- Use plain language

SHIFTING THE PARADIGM

Content Structure

Content Structure

Headings

- The <h1> to <h6> tags are used to define HTML headings.
- <h1> defines the most important heading. <h6> defines the least important heading.

I

Content Structure

Heading tags are for semantic markup

- H1
  - H2
    - H3
  - H2

WYSIWYG

What You See is What You Get

Entering Content

What You See is What You Get (WYSIWYG)

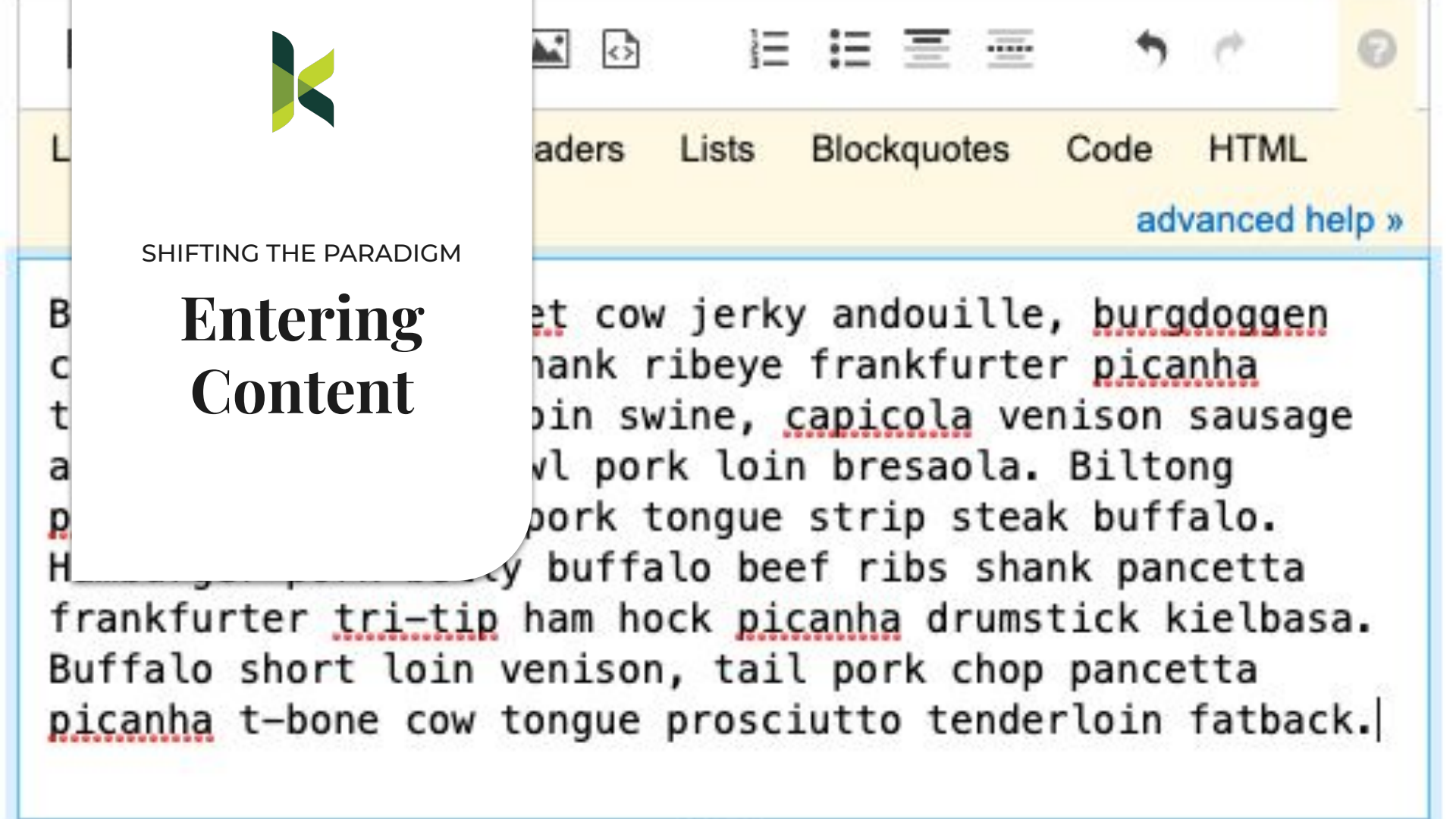
Two schools of thought:

- Bare minimum
- WYSIWYG - Give them all the things!!

WYSIWYG: Bare Minimum

Styling is for coders and designers, not content authors

- WYSIWYG should be for entering content
- Never for styling
- Use style guides or stylesheets
- An accessible theme can be broken from misuse of a WYSIWYG

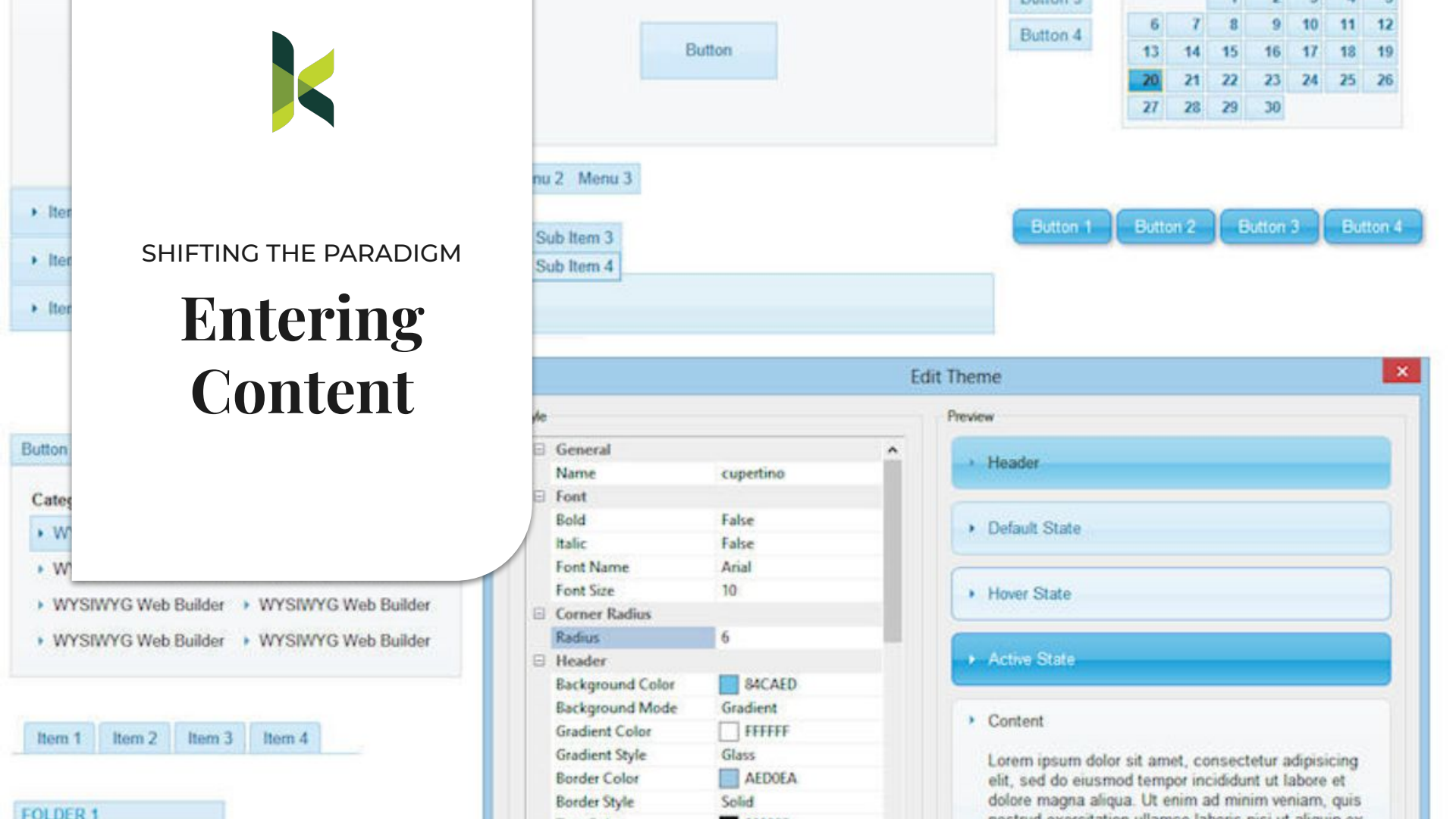


SHIFTING THE PARADIGM

Entering Content

SHIFTING THE PARADIGM

Entering Content



WYSIWYG: Education & Awareness

Text Editors - All the things:

- Set up WYSIWYG with styles that they are encouraged to use - those can be made accessible from the start
- Put in tool tips around the editor with quick tips or reminders
- Companies NEED to invest in training for content editors

Copy

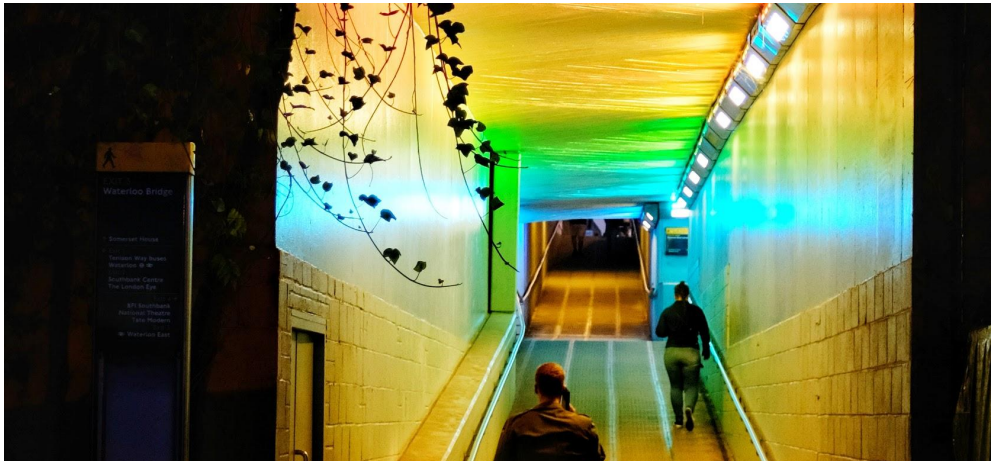
Hiring Practices

EEO (Equal Employment Opportunity) statements

Use neutral language

- Gender
- Age
- Ability
- Socioeconomic
- Political

Events



Accessibility means EVERYONE

- Families
- Neurodiversity
- People who live with disabilities

Presentations

Making our content accessible:

Address visual needs

- Use large fonts and color contrast
- Describe images and videos

Address auditory needs

- Make transcripts and captions
- Live captioning and ASL interpreter
- Microphones

Presentations

Making our content accessible:

Address visually induced motion sickness

- Avoid rapid slide transitions, flashing lights and animations

Address cognitive needs

- Avoid text heavy slides
- Use bullet points

Subtitles & Captions

Making our content accessible:

- Subtitles
- Closed captions
- Open captions

Images

Making our images accessible:

- Captions
- Alt text
- Verbal descriptions

Acronyms, Abbreviations & Numeronyms

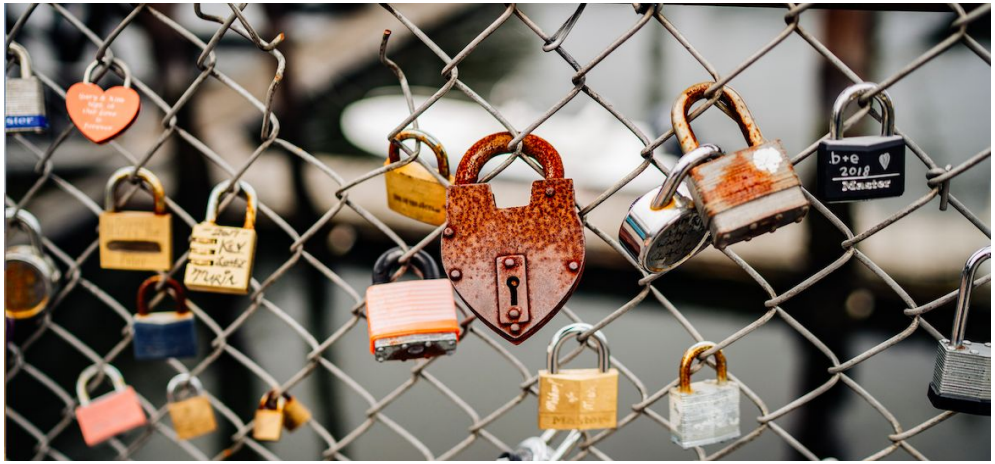
Acronyms and Abbreviations

- Problematic for screen readers and without context
- GTM => G.T.M.

Numeronyms

- Accessibility => a11y
- Internationalization => i18n

Links



Making our links accessible:

- Give context
- Tabbable
- Distinguishable and Consistent

SHIFTING THE PARADIGM

Social Media

Hashtags

- Hashtags
  - #ILoveTwitter and #ilovetwitter will return the same results.
- Include Image descriptions
- Shorten links

#nowthatcherisdead

← Cher is not dead!

Margaret Thatcher died. →

No capitalization in the hashtag caused confusion.

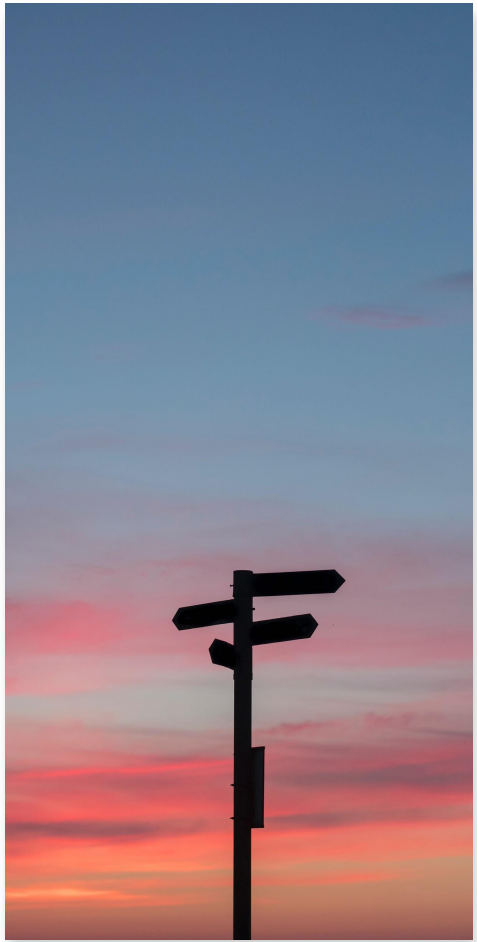
Emoticons

Emoticons in tweets, emails, etc

- Cumbersome
- Problematic for screen readers and without context

Ensure your followers can and WANT to access your information

Now What?



The first step is sometimes the hardest...

“Begin... the rest is easy.”

Fortune Cookie, circa 2003

Be a Good Example

Make your presentations, venues, and copy accessible.

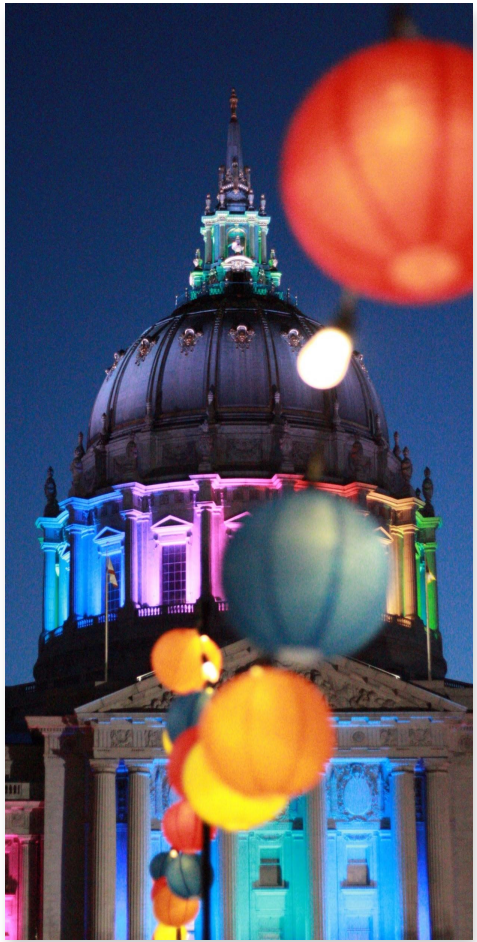
Use tools to check your content

- Accessibility
- Readability formulas
- Gendered language

Share Pronouns

- Profiles
- Email signatures

What is Inclusion?



Be Nice!!

Be thoughtful. It’s unlikely you’d be called out for being too considerate

Connect with me on Linkedin

Reach out anytime.
amyjune@kanopi.com
@volkswagenchick

KANOPI STUDIOS

Thank you!

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Links for additional resources

- https://www.w3schools.com/tags/tag_hn.asp
- https://www.communityinclusion.org/article.php?article_id=213%C2%A0

- http://www.resource-media.org/style-matters-sum-uss-new-progressive-style-guide/
- https://uiowa.instructure.com/courses/40/pages/accessibility-principles-pour
- https://webaim.org/projects/screenreadersurvey8/

Tool links

- https://wave.webaim.org/
- https://siteimprove.com/en-us/core-platform/integrations/browser-extensions/
- https://khan.github.io/tota11y/
- https://chrome.google.com/webstore/detail/axe-web-accessibility-tes/lhdoppojpmngadmnindnejefpokejbdd
- https://developers.google.com/web/tools/lighthouse
- https://developer.paciellogroup.com/resources/contrastanalyser/

Questions?