Social Media Accessibility

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Changing the Way We Do Business

- **The New Federal Government: *Open, Transparent and Participatory***
  - Expanding Beyond Information Sharing to Policy Development

- **BORPSAT $\Rightarrow$ BORPSAVT**

- **Why are we taking a seat at the Virtual table?**
  - Much bigger
  - Less reliant on logistics
  - More accessible
  - Much cheaper
  - Available all day
  - Better data

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Open, Transparent, Participatory…

…and Inclusive

- Inaccessible technology can exclude large segments of our constituency

- Educate technology providers about developing accessible products

- Encourage policymakers to demand and use accessible products

Approach to Accessibility & Usability

- Important to ODEP to aim for the most accessible and usable experience for everyone

- Be upfront and honest

- Test continuously and always continue to improve

- Provide ongoing support and training

- Listen to our users and provide open communication

- Learn from others and share what we know

- Work with vendors

- Stay ahead of the curve; don't be afraid to try

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Why is Social Media Important to Us?

- Government agencies are increasingly using social media to engage with citizens, share information and deliver services more quickly and effectively than ever before

- More and more organizations are using social media to conduct outreach, recruit job candidates and encourage workplace productivity

- More and more jobseekers are using social media to look for and apply to jobs, discuss job opportunities and job-search tips, create résumés and establish networks of professional connections

- Social media tools offer direct benefits, such as enhanced communications and increased productivity, by providing new, advanced features and tools

- As social content, data and platforms become more diverse, agencies have a responsibility to ensure these digital services are accessible to all citizens, including people with disabilities

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ePolicyWorks Example:

- **Collaborative Workspaces**

- **YouTube Training Channel**

- **Crowdsourcing Platform**

- **Twitter Handle @ePolicyWorks**

Turning Input into Action

Stakeholder Engagement

⬇

Results & Data

⬇

Collaboration & Analysis

⬇

Action & Policy Outcomes

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Accessible Social Media Toolkit 2.0

- Effort led by DOL/ODEP as part of the Accessibility Working Group, a committee within the Federal Social Media Community of Practice

- Created with the input of social media leaders and users across government and the private sector

- Living document that contains helpful tips, real-life examples and best practices to ensure social media content is usable and accessible to all citizens, including those with disabilities

- Your guide to *Improving the Accessibility of Social Media in Government*: http://www.digitalgov.gov/resources/federal-social-media-accessibility-toolkit-hackpad/

5 Things to Know About Social Media Accessibility

1. Keep it simple: Write in plain language, use camel case when appropriate, and limit your use of hashtags, abbreviations and acronyms.

2. List your contact information on your social media account page.

3. Make your social media content available through more than one channel.

4. Provide links or contact information to official social media support and accessibility teams.

5. Learn the accessibility requirements and periodically test your content for accessibility.

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