

Business Leadership Network



DISABILITY AT WORK

Making Social Media Accessible

According to Wikipedia

“Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Andreas Kaplan and Michael Haenlein define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.” Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.”

Why is social media important to people with disabilities and business?

80% of jobs are never posted...

How do people get these jobs?

Networking

Where?

Not at your grandmother's water cooler.

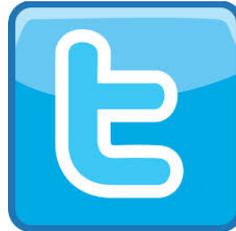


Why is social media important to people with disabilities and business?

In cyberspace...

Through relationships forged or reinforced in Social Media

Sites like LinkedIn, Facebook, Twitter, Foursquare...



foursquare

Social Networks are the new neighborhoods.

Why is social media important to people with disabilities and business?

Businesses Share Critical Information

Advertise

Get customer feedback

Recruit

- Learn about potential employees (sometimes)
- Help identify the movers and shakers in a field
- Conduct pre-employment skills testing (sometimes)

Social Media Is The Virtual “Built Environment”

Today, it means more than labeling graphics on websites or *just* including captioning, description, keyboard access and more...

It means:

- mobile tools that are accessible **and usable** whether you have a disability or not...
- real time collaboration: document sharing, editing and group participation through tools like SharePoint, and Google docs
- training sites that take full advantage of social media for video, audio and interactive gaming
- full participation in idea generation and refinement (surveys, voting up and down, etc.)

To achieve full inclusion, businesses today must be accessible to Individuals with disabilities in the virtual world – just as brick-and-mortar worlds.

Challenges for Today's Businesses

- Identifying accessible and (really) usable on-line tools.
- Lack of technical standards for minimum accessibility and usability
- Pace of technological change
- Lack of expertise in evaluation, selection and remediation
- Finding Disability-Owned Business Enterprises (DOBE®s) and others who have real world business
- Awareness of the issue
- Finding funding sources for widespread system change when a one-off approach (reasonable accommodation) is legal
- User generated content/ development tools without default accessible settings
- The perception that access puts security or privacy at risk

Opportunities

- Sections 501, 503, should increase the number and visibility of people with disabilities in the workforce – “one off” no longer makes sense
- Section 504, 508 create a market for developing accessible and usable on-line tools, if enforced
- Automated, accessible and usable, on-line product information and customer care provides a cost savings to companies – demonstrate effective communication
- Social Networks provide an opportunity to communicate effectively with individuals with disabilities – to go beyond communication or attitudinal barriers

For More Information:

Please visit the USBLN[®] at:

www.usbln.org

Disability Supplier Diversity Program[®] (DSDP)

http://usbln.org/dsdp_overview.html