20 March 2021

Accessibility Implementations - Communications

In accordance with the "Accessibility Guidelines", the following implementations are advised in order to ensure that students with disabilities can access services offered by the Communications Officer/Team in an accessible manner.

1 Website

The suggestions in this section are provided to enable equitable access to the content of our website, to officers and student members who may have disabilities, in accordance with the following European Directive:

> Directive (EU) 2016/2102 of the European Parliament and of the Council of 26 October 2016 on the accessibility of the websites and mobile applications of public sector bodies, **requires public bodies to ensure their websites and apps are accessible to persons with disabilities.**

> All websites created after 23 September 2018 had to be accessible by **23 September 2019.** Existing websites will have to comply by **23 September 2020.**

As the date for this directive to be implemented has passed, it is a matter of urgency that we address these issues.

The ISSU website is advised to include the following.

1.1 Images

- **All images** should be described using alternative text. Many people with visual impairments have access to software that reads alternative text to the user, so that they are enabled to know what images are on the site, and what function they serve, i.e. illustrating a particular point, or being purely decorative.

- **Only necessary images**, described with alternative text, especially infographics or images with meanings should be included. Purely decorative images should be marked as decorative in alt text.

1.2 User-controlled features

- The inclusion of an **Accessibility bar** allows colour contrast, font size etc. to be altered remotely by the disabled person. This example is from the AHEAD Home Page. AHEAD is an independent non-profit organisation working to create inclusive environments in education and employment for people with disabilities.
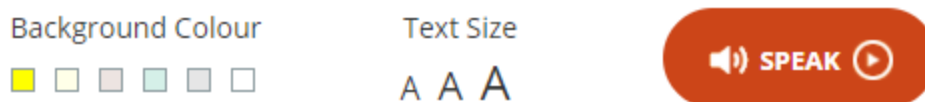
- The ability to **navigate the website** using only the keyboard, to allow for those with visual impairments using screen readers to use the website without the confusion of a mouse e.g. using 'Tab' to navigate the menu.
  - Note: This does not mean that other users cannot use a mouse.

1.3   Clarity

- **Descriptive links** e.g. "Contact Us" in place of "Click Here".

- **Font size** 12pt. and above

- **Clearly contrasting colours**, e.g. avoiding light grey text on white background, following the advice of Web Content Accessibility Guidelines (WCAG) 2.0 and adhering to the recommended ratio of 4:5:1 for large text and 7:1 for smaller text.

- **Alignment of the text** to the left, avoiding justification

- **Large, visible and clickable actions and buttons**

- **Captioned videos** with transcripts attached below

- **A mixture of shape, text and colour** avoiding the sole use of colour for emphasis

- **Information published directly to the website**, avoiding buried downloads.

1.4   Suggestions

Depending on the services offered by the web hosting provider ISSU's website operates on, this may or may not be possible. Despite this, The Equality Officer advises the administrators of said website to ensure that the above suggestions are implemented, and to make note of where the above suggestions cannot be implemented.

2 Social Media

Every social media post produced by the union is advised to include the following, to ensure the seamless use of screen readers for those with visual impairments.

2.1   Twitter

- Images described with **alternative text**
- **Handles** should be separated by words, instead of clumped together e.g.

  Today I went to @BurgerKing in @Limerickcity

  not

  Today I went to Burger King in Limerick City

  @BurgerKing @Limerickcity
- Structured **Hashtags** are easier to read**,** e.g.

  #StudentVoiceNow

  not

  #studentvoicenow
- **Captioned videos** with transcripts attached below

2.2 Instagram

- Images described with **alternative text**
- **Handles** should be separated by words, instead of clumped together.
- Structured **Hashtags** e.g.

  #StudentVoiceNow

  not

  #studentvoicenow
- **Captioned videos** with transcripts attached below
- **Text** that is placed on graphics must also be placed in the captions
- Main text on Instagram graphics must be **24-28pt**.
- **Headings** on Instagram graphics must have a separate post.
- **Avoid bright colours** e.g. bright pink, bright blue
- **Avoid overly busy backgrounds** by, for example, reducing opacity.

2.3 **Facebook**

- Images described with **alternative text**
- **Handles** should be separated by words, instead of clumped together
- Structured **Hashtags** e.g.

    #StudentVoiceNow

    not

    #studentvoicenow

- **Captioned videos** with transcripts attached below

3 Content

Every video, graphic and image produced by the union, is advised to include the following, to ensure the accessibility of content created online.

3.1 **Videos**

- Must be **captioned** and transcripted where possible

3.2 **Graphics**

- **Colour contrast** is a very important readability consideration for anyone with visual difficulties. According to the [Web Aim Contrast Checker](), many of our colour combinations are not accessible. This audit finds that only one of our colour combinations is completely accessible. Using the checking tool will ensure that our choices are accessible in the future.
- [Web Content Accessibility Guidelines (WCAG) 2.0]() recommend at a minimum, a **ratio** of 4: 5: 1 for large text and 7:1 for other text and images.
- Graphic text must be **24-28pt**.

- **Headings** should always have a separate graphic
- **Text on graphics** must be written in Instagram captions.

Combinations that are currently accessible are:

1. #1F2C70 and #00A9E7, but only for titles and/or large text
2. #1F2C70 and #fb9925, but only for titles and/or large text
3. #1F2C70 and #08d500, but only for titles and/or large text
4. #1F2C70 and #ffed15
5. #4b409e and #ffed15, but only for titles and/or large text
6. #655795 and #ffed15, but only for titles and/or large text
7. #2763b2 and #ffed15, but only for titles and/or large text

3.3 **Suggestions**

By using the colour contrast checker linked above, The Equality Officer advises that the Communications Officer/Team should tweak the current brand document colours until they are either at the ratios suggested by the Web Content Accessibility Guidelines, or a "pass" in all but one of the categories.