



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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Co-Organizer of AllyTalks
Mentor / Trainer for Drupal Contributions
Organizes OpenSource Camps and
Conferences Worldwide

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Canopy

can·o·py | \ 'ka-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 | \ 'ka-nə-pē

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

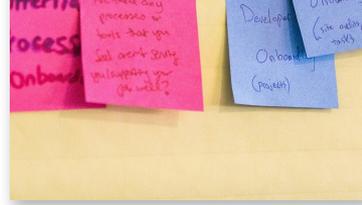
Our holistic approach infuses strategy and creative thinking through all stages of your site's lifecycle, providing the tools you need to nourish, support, and grow your business.



Who Are YOU??

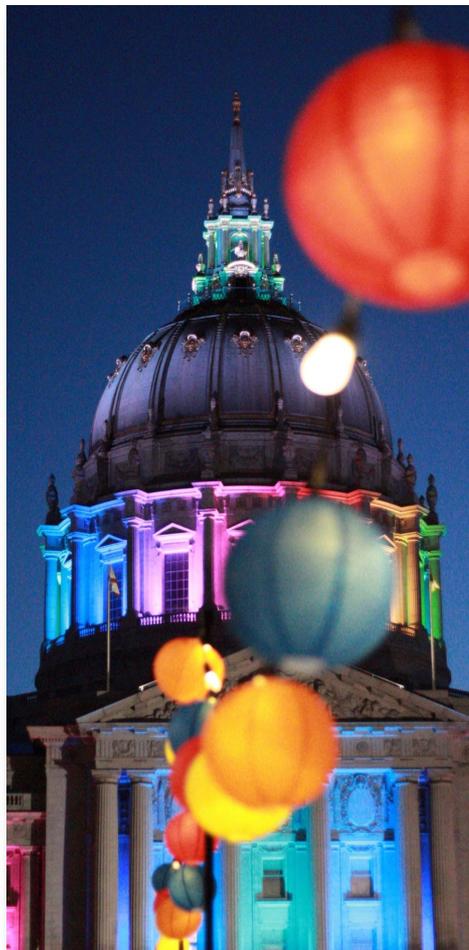


Everyone!!





What is Inclusion?





Differences are not quantifiable...

**“I’m
different,
not less.”**



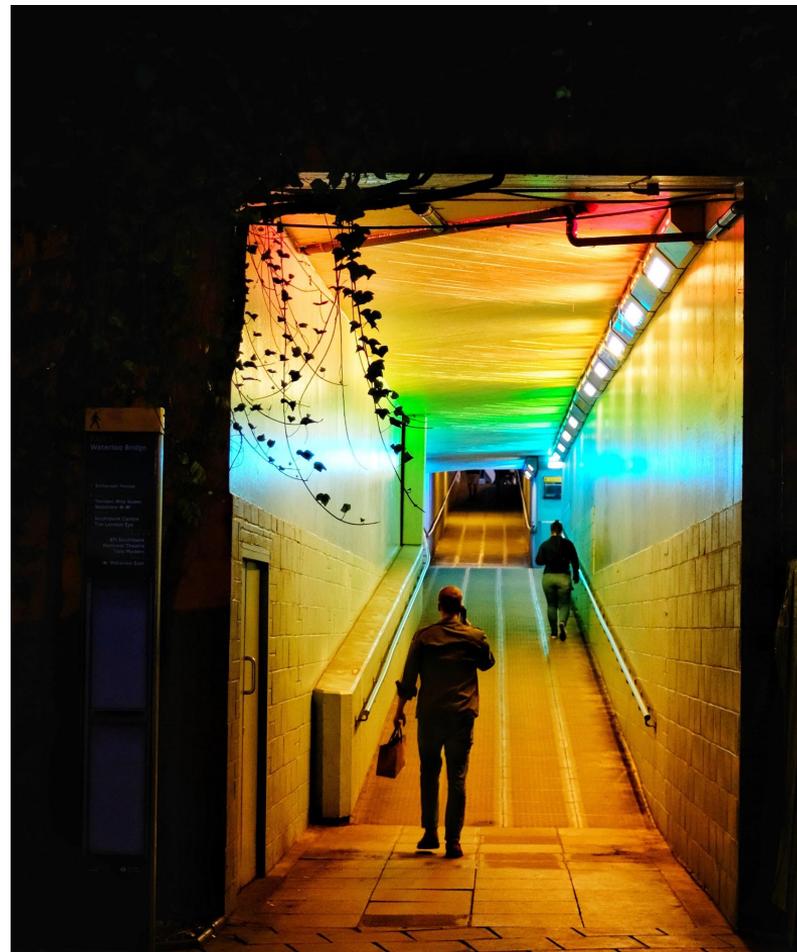
Temple Grandin, PHD



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

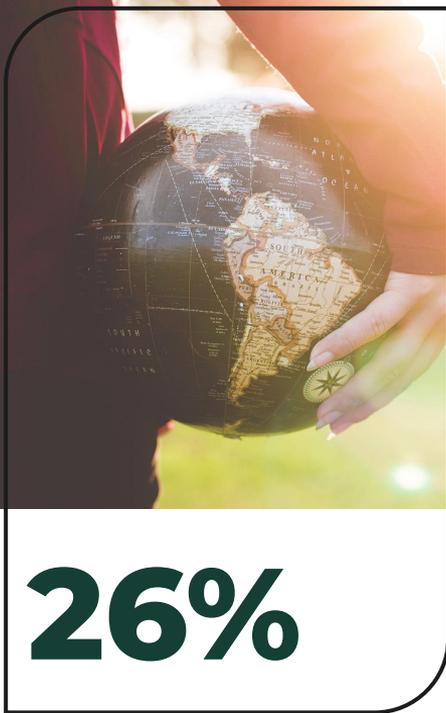




Some Numbers

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, inaccessible.

1 SERVICE CALL PER WEEK ON AVERAGE



By people who are blind to
get help or report accessibility
issues.

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

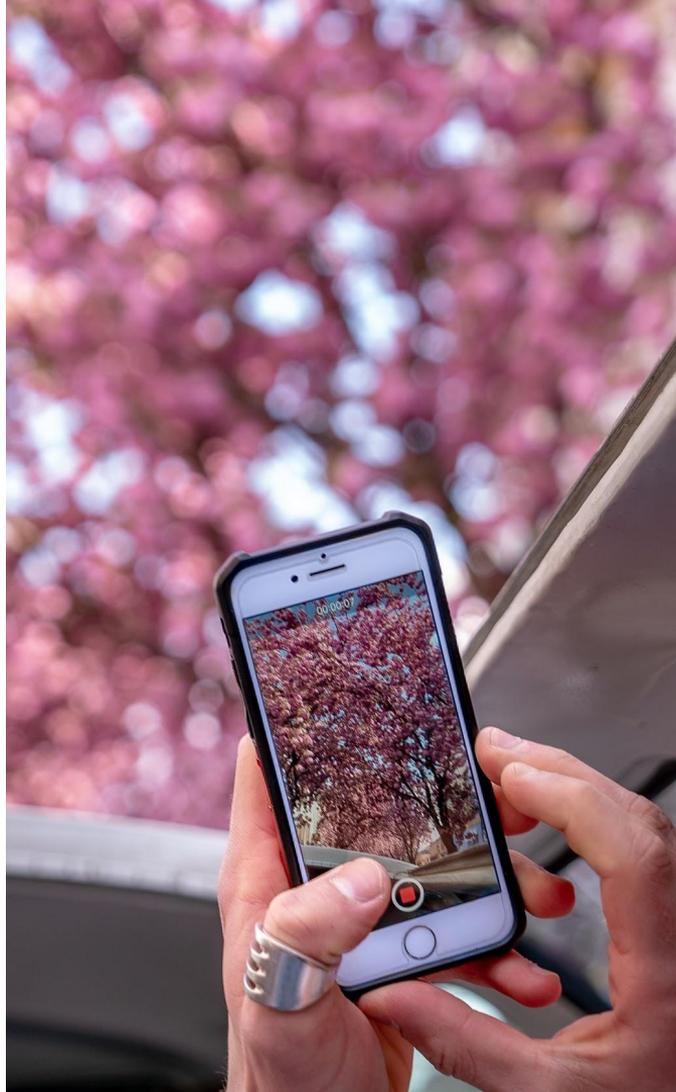
VISUAL NEEDS

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

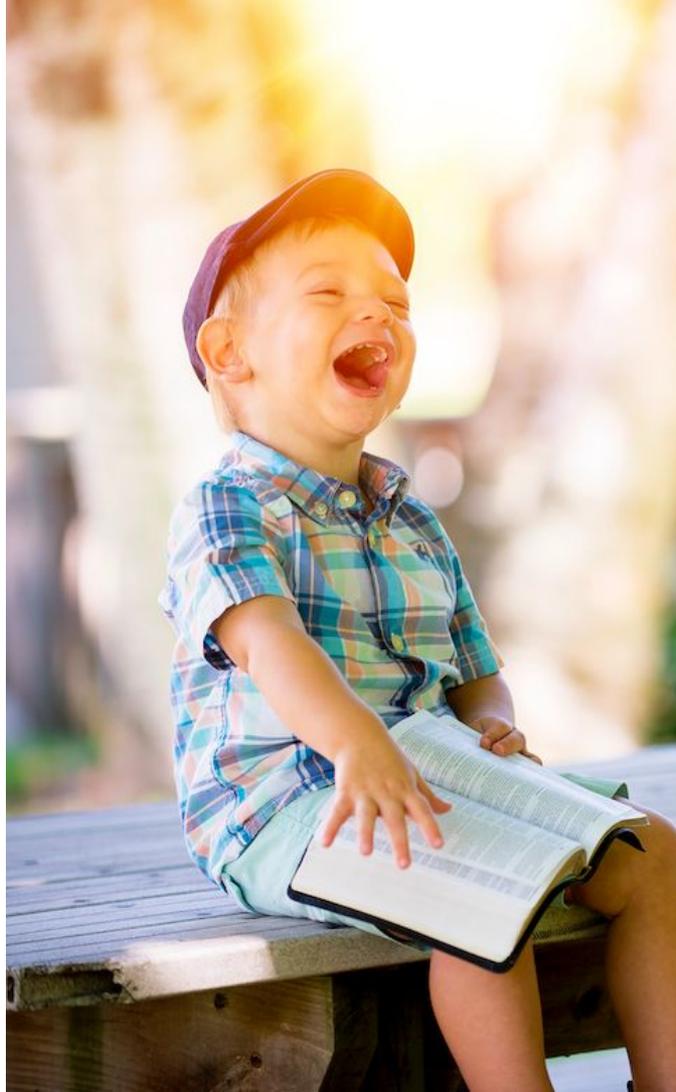
VISUAL NEEDS

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MOTOR NEEDS

Make it easy to interact,
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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

WE WELCOME

ALL RACES AND ETHNICITIES
ALL RELIGIONS
ALL COUNTRIES OF ORIGIN
ALL GENDER IDENTITIES
ALL SEXUAL ORIENTATIONS
ALL ABILITIES AND DISABILITIES
ALL SPOKEN LANGUAGES
ALL AGES
EVERYONE.

**WE STAND HERE WITH YOU
YOU ARE SAFE HERE**

* Content adapted from the original "We Welcome" sign created by IPRC members Lisa Mangum and Jason Lovitt.





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.



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

The screenshot shows a rich text editor interface with a toolbar at the top containing icons for image, code, list, blockquote, code, HTML, undo, redo, and help. Below the toolbar is a menu bar with options: "Leaders", "Lists", "Blockquotes", "Code", and "HTML". A blue link "advanced help »" is visible in the bottom right of the menu bar. The main content area displays a list of meats in a monospaced font, with several items underlined with red dotted lines: "burgdoggen", "picanha", "capicola", "tri-tip", "picanha", and "picanha".

```
et cow jerky andouille, burgdoggen  
hank ribeye frankfurter picanha  
oin swine, capicola venison sausage  
vl pork loin bresaola. Biltong  
pork tongue strip steak buffalo.  
y buffalo beef ribs shank pancetta  
frankfurter tri-tip ham hock picanha drumstick kielbasa.  
Buffalo short loin venison, tail pork chop pancetta  
picanha t-bone cow tongue prosciutto tenderloin fatback.
```



SHIFTING THE PARADIGM

Entering Content

The screenshot displays a web design tool interface. At the top, there are several UI elements: a 'Button' box, a 'Button 4' box, and a calendar grid with the number 20 highlighted. Below these are 'Menu 2', 'Menu 3', 'Sub Item 3', and 'Sub Item 4'. A row of four buttons labeled 'Button 1' through 'Button 4' is visible. The main part of the interface is the 'Edit Theme' window, which is divided into two panes. The left pane shows a list of theme properties:

- General
 - Name: cupertino
- Font
 - Bold: False
 - Italic: False
 - Font Name: Arial
 - Font Size: 10
- Corner Radius
 - Radius: 6
- Header
 - Background Color: #84CAED
 - Background Mode: Gradient
 - Gradient Color: #FFFFFF
 - Gradient Style: Glass
 - Border Color: #AED0EA
 - Border Style: Solid

The right pane, titled 'Preview', shows a vertical stack of UI components: 'Header', 'Default State', 'Hover State', 'Active State', and 'Content'. The 'Active State' component is highlighted in a darker blue. The 'Content' section contains a paragraph of Lorem Ipsum text.



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

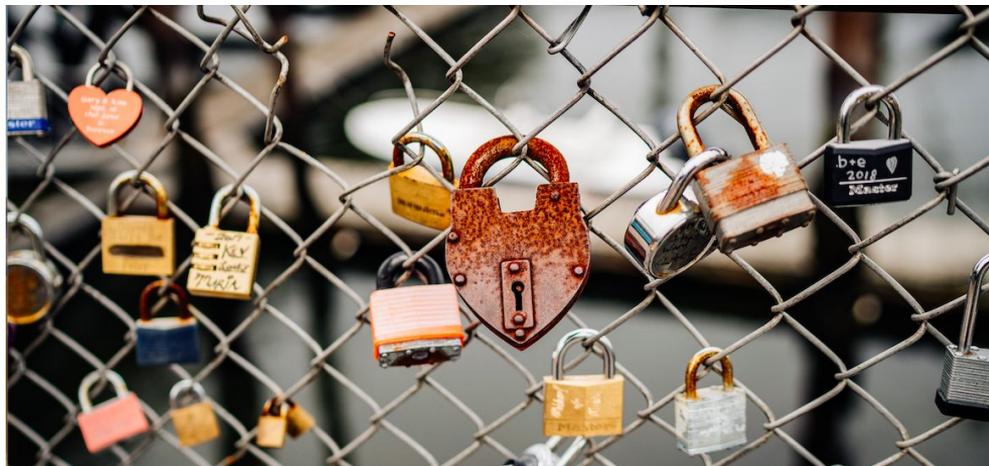
- Problematic for screen readers and without context
- GTM => G.T.M.

Numeronyms

- Accessibility => a11y
- Internationalization => i18n



Links



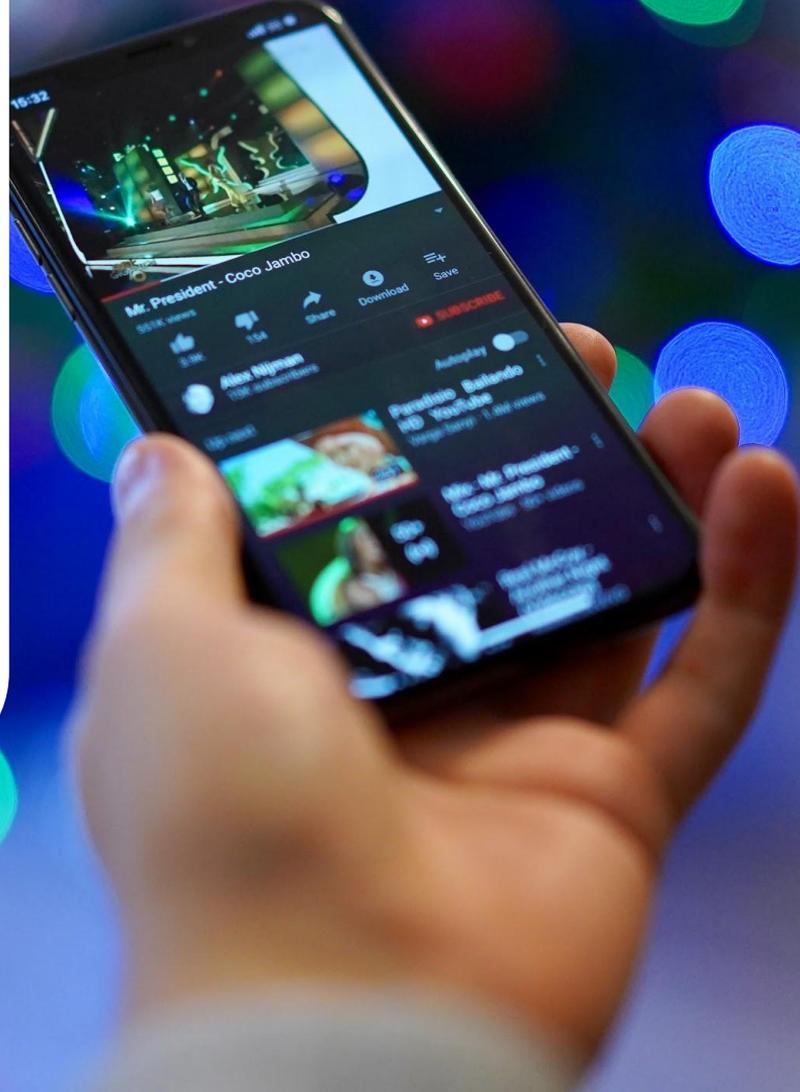
Making our links accessible:

- Give context
- Tabable
- 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



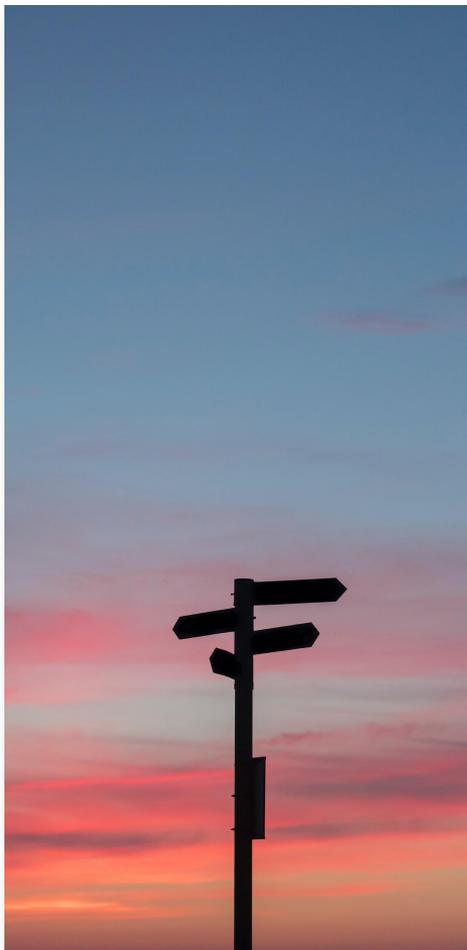
volkswagenchick (she/her) @volkswagenchick · 3s

Why is it the #therapist always refers me to the 🧑🏻‍🚒🧑🏻‍🚒 when I have ? . Don't they know how the ☀️☀️☀️ is about to go 🙋🏻 and I want to go to 🇺🇸





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?



A photograph of three young women from behind, hugging each other in a field of colorful flowers. The image is overlaid with a semi-transparent teal filter. The woman on the left has long dark hair and is wearing a light blue button-down shirt and jeans. The woman in the middle has long dark hair and is wearing a light blue mesh top and jeans. The woman on the right is wearing a red and white striped t-shirt and jeans. The text 'Be Nice!!' is centered over the image in a large, white, serif font. Below it, a smaller white sans-serif font reads 'Be thoughtful. It's unlikely you'd be called out for being too considerate'.

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!
—

Reach out anytime.
amyjune@kanopi.com
[@volkswagenchick](https://www.instagram.com/volkswagenchick)

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/tota1ly/>
- <https://chrome.google.com/webstore/detail/axe-web-accessibility-tes/lhdoppoipmngadmndnejefpokejbdd>
- <https://developers.google.com/web/tools/lighthouse>
- <https://developer.paciellogroup.com/resources/contrastanalyzer/>



Questions?