

Your Website – Volume 1, Issue 2

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Welcome to the **second** in a series of newsletter Tip Sheets about Your Website and best practices.

REMINDER...

By law, we are required to make our posted public information accessible to **ALL** users – including those who are blind, deaf, or have other disabilities such as low vision. Every time we post on our websites, we either make information accessible to our users, or build unnecessary obstacles to public information. Luckily, with a little knowledge, it is **EASY** to make content accessible to ALL your website users!

Please take the time to read and implement these **simple tips** to help you **comply with the law**.
THANKS!

TODAY'S TOPIC: Pictures!

DID YOU KNOW...?

When navigating through a page, **screen reading software will stop at each image and read the "Alternative Text"** to a blind or low-vision user so they will know what the picture is about, and why it is there.

THE GOOD NEWS:

Every time you add a picture to your webpage, Schoolwires automatically **REQUIRES** you to enter Alternative text! Yay!

THE BAD NEWS:

Schoolwires has no idea whether or not the text you enter is appropriately descriptive of the picture. It is **IMPORTANT** to *carefully decide what your Alternative text will be*.

1. HERE ARE COMMON, BAD EXAMPLES:

"Img2358" or "Pic 1"

In this example, the section editor put in the filename information. That *might* be helpful to the section editor, but not to anyone else! Blind and low-vision users will just hear: "**img, 2, 3, 4, 8**" or "**Pic 1**"... no description of the picture or its purpose on the page.

2. HERE'S ANOTHER BAD EXAMPLE:

"n/a" or "[insert unrelated space-holder text here]"

In this example, blind and low-vision users will hear the unrelated, inappropriate text that the section editor entered simply to bypass the required field. This is not helpful (and possibly disrespectful) toward users who rely on the Alternative text information.

3. HERE'S A GOOD EXAMPLE INSTEAD:

"Our basketball team, and Johnny scoring the winning shot."

In this example, blind and low-vision users will hear and know **EXACTLY** what the picture contains and why it was important enough to include on your site.

Now that you know IT MATTERS... How do you easily make GOOD ALTERNATIVE TEXT in Schoolwires?

WHEN ADDING NEW IMAGES:

1. If you have ever added an image to your website, you have added Alternative Text before. It prompts you for the text, and **won't let you continue** without entering something:



2. Type a phrase that appropriately describe what the picture is. If you're not sure if the words are descriptive enough, close your eyes and have a friend read them aloud to you. *Would you know what the picture is and why it is there?*

TO FIX EXISTING IMAGES:

1. In your Site Manager, just **double-click on the picture** you want to check or fix. This brings up a little window where you can see and edit the Alternative text.
2. Alternative text is limited to 125 characters (just a little shorter than a "Tweet"). If your image is more complex and needs a longer explanation, you can do this by adding a "Long description" as well. Don't forget to save your changes.

