Agenda

• Best practices for filming yourself with a smartphone and other DIY tips
  – Presented by Carter Johnson

• Accessibility and social media (including how to create video captions) –
  – Presented by Megan Otis and Matt Lipsen
Best practices for filming yourself with a smartphone and other DIY tips

Carter Johnson
Filming Yourself with a Smart Phone

Best Practices for Filming Yourself with a Smart Phone

As we manage the current situation, we would like to provide guidelines and best practices for filming yourself with your smartphone from your home. Modern smartphones offer high-quality video options.

Below are ways to film relying on natural light from a window or other light source:

**Natural Light from a Window**
1. First, assess the room and where the natural light is coming from.
2. Position your chair closer to the light source.

https://www.seattleu.edu/marcom/video/filming-yourself-with-a-smart-phone/
Accessibility and social media (including how to create video captions)

Megan Otis and Matt Lipsen
What is accessibility?

• Ensuring that **all** users – including users with disabilities – can access and navigate your content
  – Users using screen readers, braille devices, and other assistive technologies
  – Visual enhancements
  – Keyboard-only or voice-controlled navigation
Some types of disabilities that may impact web use

• Visual
  – Blindness, low vision, color-blindness, contrast sensitivity

• Auditory
  – Deafness, hard-of-hearing

• Motor
  – Inability to use a mouse, slow response time, limited fine motor control

• Cognitive
  – Learning disabilities, distractibility, inability to remember or focus on large amounts of information
Why is it important?

• We cannot and should not exclude users with disabilities
  – Part of our mission, commitment to diversity and inclusion
  – Not good for business, not serving our stakeholders as well

• Web accessibility benefits all users, not just people with disabilities

• Seattle U is **required by law** to meet minimum web accessibility standards
Best Practices for Accessible Social Media

• “Alt” descriptions for images
• Links
• Hashtags
• Color and contrast
• Captions for video / transcripts for audio
‘Alt’ description for images

• All images/graphics **must** have a short ‘alt’ description
  – Read to users by screen readers and must convey the meaning of an image to someone who cannot see it (or see it well)
  – Try to avoid using text heavy images
Click "Add Description"
Alt Text- Facebook

Click Edit Photo

Click Alt Text and Type

View from the Bannan Building Roof
Alt Text - LinkedIn

Click "Add Alt Text"

Describe what is in the photo
Click "Advanced Settings"  
Click "Write Alt Text"
Link Text

• Link text is read aloud by screen readers

• Use URL shorteners to decrease number of characters in a link
  – https://bitly.com/a/sign_up
Hashtags

• #CapitalizeTheFirstLetterOfEachWord
Color and Contrast

• Be sensitive about color selection for text and background
  – Color blindness, contrast sensitivity

• Contrast ratio between the text color and the background color
  – 4.5:1 for normal text, 3:1 for large text
  – MarCom Brand Colors, includes recommendations for color combinations that meet accessibility guidelines for color contrast
  – Or use a contrast checker
Options for Creating Video Captions

• Review and update auto-generated captions
  – Auto-generated captions MUST BE reviewed and corrected to meet legal guidelines

• Create captions yourself
  – e.g. YouTube “Transcribe and Auto-sync”

• Hire a 3rd party service, such as Rev.com
  – ~$1.25 per video minute
Platforms that can create an SRT file

• Facebook
• YouTube*
• Canvas Studio*
  – *SRT files generated by these platforms can be uploaded to other platforms (Vimeo, Twitter, LinkedIn)
Instagram

• Captions must be “baked in” to the video file
  – Import SRT file into video editing software like Adobe Premiere (video by Matt Lipsen)
  – Captions and Subtitles for Premiere Pro by Orange83
Video Resources

• Best Practices for Filming Yourself With a Smart Phone
• MarCom Video Stock Footage, Bumpers and Overlays
• Guidelines and Best Practices for Video Captioning
Additional Resources

• MarCom Social Media Guidelines
• MarCom Web Team's Web Accessibility Guidelines
• Carter Johnson, Videographer
• Matt Lipsen, Social Media Marketing Specialist
• Megan Otis, Web Support Specialist
• Eli Voigt, Assistant Director for Digital Marketing