- My name's Jack Niland and I work at Jadu Spacecraft. And we are a company that builds CRM, CMS and phones product for mostly local government. So the UK the majority of our customers are local government. And in America the majority are higher education. So they're all clients that are really interested in accessibility. So I'm just here basically to learn as much as I can about accessibility.

- [Interviewer] Fantastic. And you've just been teaching on panel about accessible content creation. And you shared some really interesting insights about things that you would share for accessible social media. Can you summarize some points that you have been making in the panel session today?

- Yeah. So I think the biggest point for me around social media and accessibility is putting as much thought into your content as you do everywhere else on your site. Sometimes people think because social media is such a sort of fast moving platform, that they don't often put that thought into the content that they put out live but they really should. So a couple of tips that I was talking about were to do with mentions. So when you are replying to a tweet or starting a tweet, for example, where you are mentioning a lot of different handles, rather than starting off your tweet with a big list of mentions, it's better to put your content first and then the mentions afterwards. So really just a content first approach which I think applies to all content on the web. Also for hashtags, the use of camel case. So camel case is where you capitalize the first letter of each new word in a hashtag. And if you do this then a screen reader will interpret that correctly and read it out as as intended. If you don't capitalize then it'll just read it out as a big sort of mash.

- [Interviewer] And do you have any other tips to share from the session?

- Yeah. So I also talked about alt text. So alt text is obviously very important for screen readers to have the same experience as everybody else. So across the social media platforms the ones I mentioned were Twitter. So to enable alt text on Twitter what you have to do first of all is go into your settings and hit enable box for alt text. And then following on from that you will be able to import alt text when you upload an image. With Facebook and Instagram it's slightly more simple. Once you've uploaded the image then you go into advanced settings. And from there you can add the alt text. And then with LinkedIn it's slightly more simple. Just as soon as you upload an image you can see a little button there for alt text. Now with Facebook and Instagram they are using AI now to auto generate alt text which is a great step forward technologically but it is not 100% accurate yet. So you still want to be going in there and checking those auto generated alt texts and amending them if necessary which pretty much you probably will have to amend them.

- [Interviewer] And finally are there any key trends you have noticed within accessibility that you would like to share?

- In terms of key trends I think there's a lot more people captioning their social media now. Which is really important for access for the deaf community. So there's loads of people on Instagram stories, for example, Karamo from Queer Eye. He recently got really involved with the deaf community in America. So he is captioning all of his Instagram stories and everything he puts on there. And yeah, I think that's a great move forward.