

Maine CITE welcomes you to today's webinar!

Creating Accessible Online Content

Lani Carlson
January 7, 2026

The webinar will begin soon



Serving all ages and all abilities!

Maine CITE and partners provide:

- Information and assistance
- Assistive technology training
- Device demonstrations
- Device short-term loans
- Device reuse

Partners include:

- Spurwink ALLTECH
- Pine Tree Society
- Gallant Therapy Services
- John F Murphy Homes
- University of Maine
Farmington

Best Practices for Social Media Accessibility

- Alt Text
- Readability
- Color Contrast
- Captions & Audio Descriptions
- Hashtags & Mentions
- Emojis
- GIFs

Alt Text

A concise description of the function of the image.



My Alt Text: A person in a wheelchair reaching out to stop a smiling child at the bottom of a playground slide.

AI Alt Text: A man in a wheelchair helps a young girl at the bottom of a slide in a playground.

AI Image Description

[ASU Image Accessibility Creator](#)



The image shows a playground scene featuring a man in a wheelchair and a young girl on a slide. The man, wearing a striped shirt, shorts, and a cap, is engaged with the girl, who is smiling and positioned at the bottom of the slide. The slide is tan-colored and part of a play structure that also includes climbing elements visible in the background. Both the man and the girl appear joyful, highlighting a moment of interaction and play. The setting includes wood chips on the ground and a fenced area with trees visible in the background.

Images with Text

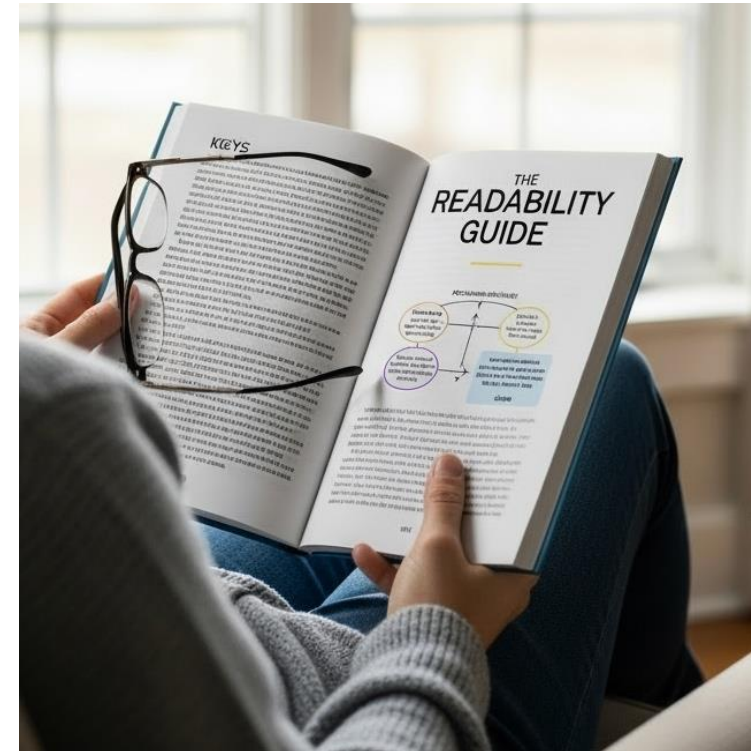


Images with Text



Readability

- Font size and style
- Use Plain Language
- Avoid using all capitals
- Use Camel Case for Hashtags
#AccessibleContent
#DigitalAccessibility
- Avoid flashing images



Color Contrast



[About Us](#) ▾ [Services](#) ▾ [Resources](#)

Maine Community Inclusion through Technology (CITE) is a statewide program helping people with disabilities increase their independence in all areas of life through assistive technology.

[Request a Demonstration](#)

[Borrow a Device](#)

[Ask a Question](#)

[About AT Funding](#)

Captions & Audio Descriptions

- Captions
- Transcripts
- Audio descriptions
- Video descriptions



Hashtags (#) and Mentions (@)

#: Hashtags identify conversation topic.

- #AccessibilityMatters
- #DisabilityAwareness

@: Mentions identify the person or brand in the conversation.

- @Maine CITE
- @Administration for Community Living

Emojis

- Fun
- Confusing
- Time consuming

I am feeling 😂.

I am feeling “face with tears of joy”.



GIFs

Avoid unless they have:

- Alt text
- No blinking or flashing
- Color contrast
- Controls to stop looping, or stops automatically after 5 seconds



Facebook Images



ATAP & AT3

April 11 at 2:33 PM · 🌐

Assistive technology isn't just a modified truck —it's FREEDOM ON WHEELS! Having independent transportation transforms lives. Vehicle modifications make everyday necessities and life's joys possible—from medical appointments and grocery runs to restaurant outings and those long-awaited vacations. It's not simply about getting somewhere; it's about getting there on your own terms!

#ATAwareness #AssistiveTechnologyIs
#MyAssistiveTechnology
#AssistiveTechnology #Disability
#AgingInPlace
#AssistiveTechnologyAwarenessDay

Picture: Assistive Technology is...a modified truck with a black & white picture of a modified truck with a wheelchair on the lift and the passenger door open. With #ATAwareness and the ATAP Logo at the bottom. [See less](#)



You and 10 others

8



Comment as Maine CITE



Facebook: Inspect element



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▼<div class= x0s0dn4 x78zum5 x1n2onr6 x1m1tpev > flex
  ▼<div>
    ▼<div class style="transform: translate(0px, 0px) scale(1);">
      ▼<div class="x6s0dn4 x78zum5 xdt5ytf xl56j7k x1n2onr6"> flex
         == $0
        ▶<div data-visualcompletion="ignore" class="x1ey2m1c xds687c x17qophe x10l6t
qk x13vifvy x47corl"> ... </div>
      </div>
    </div>
  </div>
  ...
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Adding Alt Text to Facebook Image

Create post

Maine CITE
Public

What's on your mind, Maine CITE?

Edit Add photos/videos



Add photos and videos from your mobile device. Add

Maine CITE
Disability Service

Send message

←

Crop

Rotate

Tag photo

Text Tool

Alternative text

Use generated alt text for this photo or add custom alt text:

May be an image of 2 people and child

Custom alt text

Save Cancel

Facebook: Events



Friday Fun Group

Play Group for Neurodiverse Kids of All Ages

Friday April 11th 11:30am-12:30pm - Orono Public Library

My Best Friend
E.T.



Entangled
Dome Light



Come build with legos and try out items from the free AT4Maine Loan Program and learn how to borrow tools to support self-regulation & sensory processing.

Disco Ball
Light



LED Fan
Spinner



Light & Sound
Spinner

For more info or to sign-up:
Contact Jennifer at the Autism Society of Maine
1-800-273-5200 or info@asmonline.org

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▶ <div data-visualcompletion="ignore" class="x1ey2m1c xds687c x17qophe x10l6tqk x13vifvy x47cor 1">@</div>
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Facebook

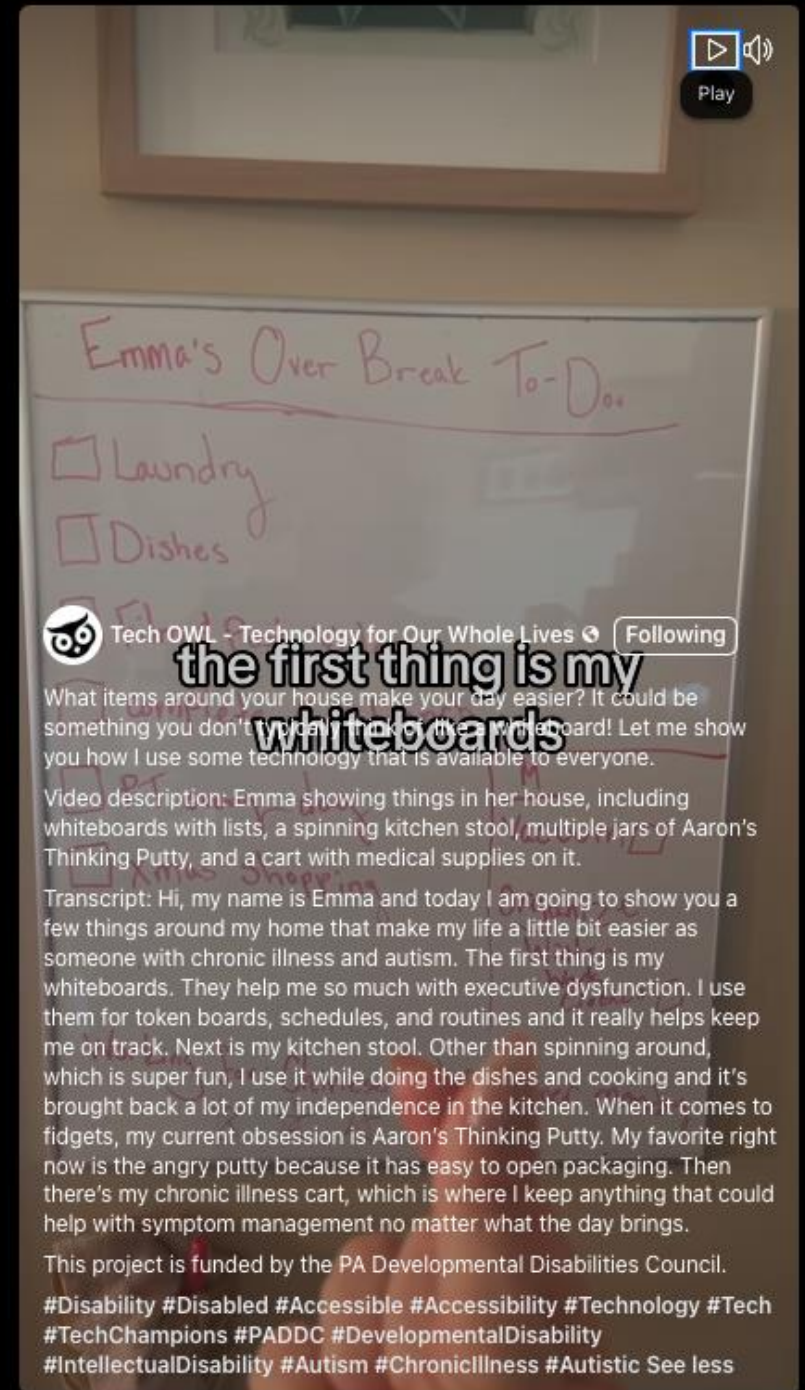


and today I am going to show you a few things around my home

Tech OWL - Technology for Our Whole Lives Following

What items around your house make your day easier? It could be something you don't typically think of, like a whiteboard! Let me show you how I use so... See more

198
2
12



Emma's Over Break To-Do

- Laundry
- Dishes

Tech OWL - Technology for Our Whole Lives Following

the first thing is my whiteboards

What items around your house make your day easier? It could be something you don't typically think of, like a whiteboard! Let me show you how I use some technology that is available to everyone.

Video description: Emma showing things in her house, including whiteboards with lists, a spinning kitchen stool, multiple jars of Aaron's Thinking Putty, and a cart with medical supplies on it.

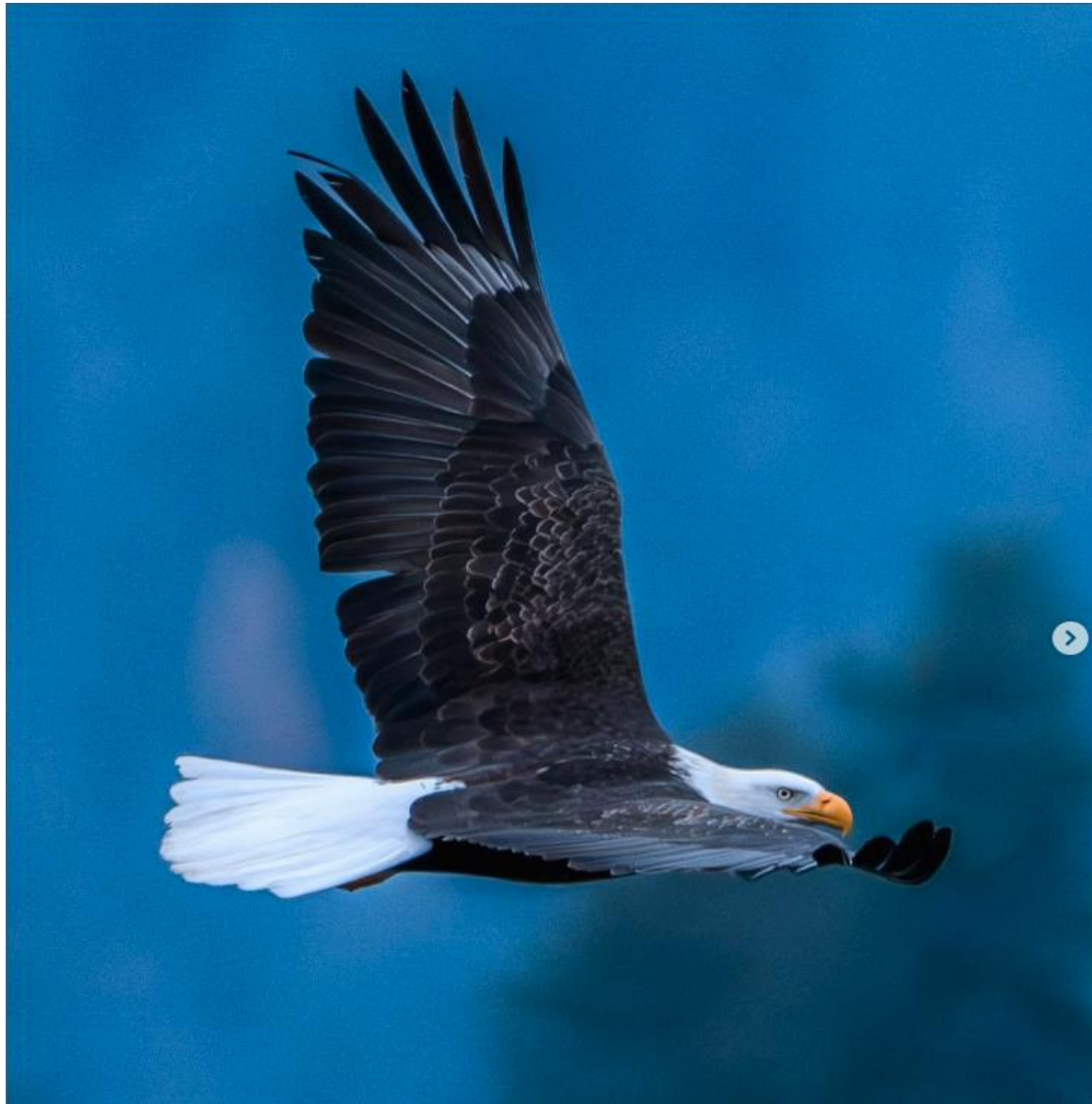
Transcript: Hi, my name is Emma and today I am going to show you a few things around my home that make my life a little bit easier as someone with chronic illness and autism. The first thing is my whiteboards. They help me so much with executive dysfunction. I use them for token boards, schedules, and routines and it really helps keep me on track. Next is my kitchen stool. Other than spinning around, which is super fun, I use it while doing the dishes and cooking and it's brought back a lot of my independence in the kitchen. When it comes to fidgets, my current obsession is Aaron's Thinking Putty. My favorite right now is the angry putty because it has easy to open packaging. Then there's my chronic illness cart, which is where I keep anything that could help with symptom management no matter what the day brings.

This project is funded by the PA Developmental Disabilities Council.

#Disability #Disabled #Accessible #Accessibility #Technology #Tech #TechChampions #PADDC #DevelopmentalDisability #IntellectualDisability #Autism #ChronicIllness #Autistic See less

198
2
12

Instagram: Posts



usinterior ✓



usinterior ✓ The majestic bald eagle finally claimed its rightful title as the official national bird of the United States! 🦅

With its striking yellow beak, white head and piercing eyes, the bald eagle has graced the center of the United States Great Seal since 1782, symbolizing the nation's independence, strength and freedom.

Photos at Lake Coeur d'Alene in Idaho by Derek Butler | @hikester_

Alt Text:

Photo 1: A close-up image of a bald eagle with its piercing eyes, white head and tail, and yellow beak, in flight with its wide dark brown wings spread wide against a blurred blue background.

Photo 2: A bald eagle gliding low over a calm body of water with its wings spread wide.

Photo 3: A bald eagle with a white head, yellow beak and dark feathers gracefully landing on a branch with its wings spread wide and talons extended.

Photo 4: A bald eagle in mid-flight with its wings fully extended, clutching a freshly caught fish in its beak.

Photo 5: Close-up of a bald eagle perched next to a tree trunk on a rainy day, with its sharp gaze and white head standing out against a dark blue background.

4d



amainement - amazing captures, BRAVO



3d 2 likes Reply



Wish you were here?



Assistive technology won't magically transport you to a tropical location - but this fluorescent light cover can help reduce eye strain while sitting at your desk!

AT4Maine.org Item # 232956



mainecite



mainecite #AssistiveTechnology #CoralReef
#Relaxation #EyeStrainRelief

Edited · 4w

Add location



Add collaborators



Accessibility



Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.



Underwater scene with colorful tr

Instagram Post



if you don't live in Pennsylvania



techowlpa and makersmakingchange

Original audio



techowlpa Any other suggestions?

Video description: people using 3D printed assistive tech- spray can attachment, bag holder, pill puncher, card holder, seat belt tool, drag adaptive writing tool, key helper, ball pen holder, palm pen holder, ring paintbrush holder, plug pull, hand support tool, one handed flipper clipper, utensil cuff.

#3DPrinting #3DPrinted #AssistiveTech
#AssistiveTechnology #Disabled #Disability
#Accessible #Accessibility

22w



9,793 likes

August 9, 2024



Add a comment...

Post

Instagram Reels



usinterior ✓

Whitney Houston • I Wanna Dance with Somebody (Who Loves M...



usinterior ✓ Strutting into 2025 with some American woodcock swagger! 🦩🦩

May you start the new year on the right foot.

Video at Moosehorn National Wildlife Refuge by Keith Ramos / @USFWS

Video Description: A grey and brown bird is strutting some serious dance moves, bobbing back and forth on its short legs.

2w



1sunnyone2 🤔💜

2w 3 likes Reply



ezpixels ❤️❤️❤️

2w 4 likes Reply



vsand822 ❤️

2w 4 likes Reply



c172picde 🤔

1w 3 likes Reply

X (Twitter)

During the Board's recent visit to New Orleans, staff had the opportunity to observe the [#accessibility](#) of [@JeanLafitteNPS](#) & New Orleans Jazz National Historical Park. 🌸 This included a visit to Chalmette Battlefield & various spaces at the visitor center in the French Quarter.




LinkedIn

Don't forget to join the Board for its next meeting on Wednesday, October 30 at 1:30 (ET)! 🌍 We'll be reporting on important Board news and hear updates from federal agency representatives. Learn how to join the virtual session here: <https://lnkd.in/g2tuMzgf>



YouTube

YouTube Search Create



Chapters

- How to Safely Plant Food Plots for Wildlife 0:00
- Planning and Maintaining Your Food Plots 0:46
- Understanding the Gopher Tortoise: Key Facts 1:33
- Federal and State Protections for Gopher Tortoises 2:17

All From U.S. Fish & Wildlife Servi... Wildlife

Hunters' Guide to Protecting Gopher Tortoises

 **U.S. Fish & Wildlife Service** ✓
29.5K subscribers [Subscribe](#)

[10](#) [Share](#) [Download](#) [...](#)

76 views Jan 14, 2025 [#WildlifeConservation](#) [#GopherTortoise](#) [#ResponsibleHunting](#)

Did you know that gopher tortoises play a vital role in their ecosystem? Hunters, you can make a difference! In this video, we'll show you how to recognize gopher tortoises and their burrows, avoid harming them, and hunt responsibly while protecting this keystone species. Learn simple steps to ensure your outdoor adventures contribute to conservation efforts. Together, we can protect gopher tortoises and preserve our environment for future generations!

- 0:00 How to Safely Plant Food Plots for Wildlife
- 0:46 Planning and Maintaining Your Food Plots
- 1:33 Understanding the Gopher Tortoise: Key Facts
- 2:17 Federal and State Protections for Gopher Tortoises

Audio Described Version: [Hunters' Guide to Protecting Gopher T...](#)

[#GopherTortoise](#), [#ResponsibleHunting](#), [#WildlifeConservation](#).

YouTube



Transcript

Search in video

- 1:09 And if you encounter a gopher tortoise, leave it alone.
- 1:12 Let them move away naturally.
- 1:15 No picking them up.
- 1:16 **They know where they're going.**
- 1:17 Gopher tortoises lay eggs from mid-May to the end of July.
- 1:22 Hatchlings emerge mid-July through September.
- 1:25 They're most active from March 30th to October 1st,
- 1:29 so help protect them during their busiest months.
- 1:32 Did you know the gopher tortoise is the largest land tortoise in the southeast US,

Understanding the Gopher Tortoise: Key

Chapters

[View all](#)



0:00

How to Safely Plant
Food Plots for Wildlife



0:46

Planning and
Maintaining Your Fo...



1:33

Understanding the
Gopher Tortoise: Key...



2:17

Federal and State
Protections for...

Transcript

Follow along using the transcript.

[Show transcript](#)



U.S. Fish & Wildlife Service

29.5K subscribers

Digital Accessibility Standards

Web Content Accessibility Guidelines (WCAG)

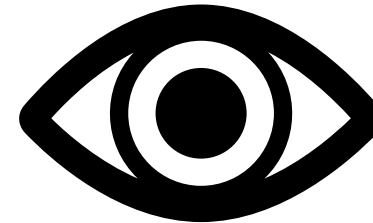
4 Key Principles to ensure equity and compliance (POUR)

- Perceivable
- Operable
- Understandable
- Robust

Perceivable

The information must be available to the senses.

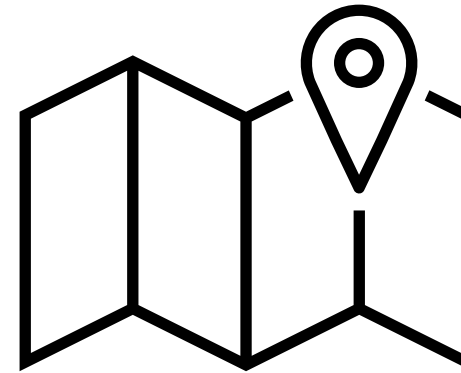
- Alt text
- Captions, Audio descriptions
- Headings
- Color contrast



Operable

Information and interactions with content can be accessed by keyboard, mouse, or assistive technology.

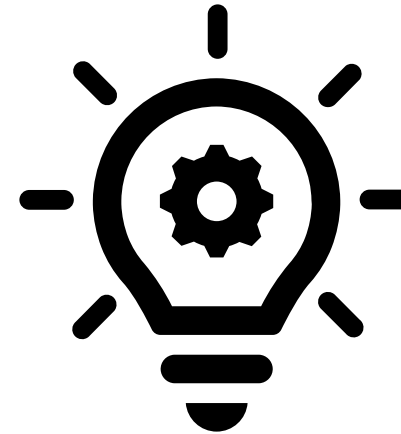
- Headings
- Hyperlinks
- Built-in tools



Understandable

The information or content is clear and understandable.

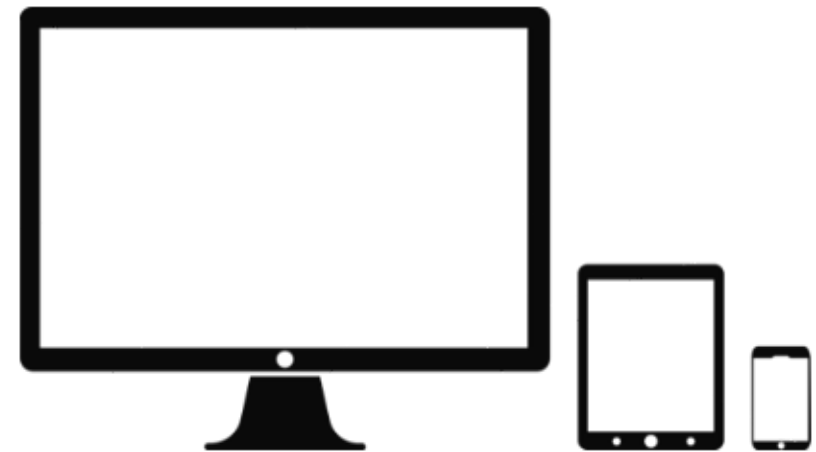
- Plain language and readability
- Headings
- Alt text



Robust

A wide range of technologies can access the content and remain compatible as the user needs (or technology) evolves.

- Captions
- Audio descriptions
- Alt text





Reach out! We are here to help!



Maine CITE

Assistive Technology for all ages and all abilities

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Follow us on Facebook!