

**SEATTLEU**

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# Virtual Marketing Workshop

Friday, May 1, 2020 | 10:00 a.m. – 11:00 a.m.

# 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

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Best practices for filming yourself with a  
smartphone and other DIY tips

Carter Johnson

# Filming Yourself with a Smart Phone

## MARKETING COMMUNICATIONS

SU Home > Marketing Communications > Video > **Filming Yourself with a Smart Phone**

### Filming Yourself with a Smart Phone

MARKETING COMMUNICATIONS

BRANDING >

INTERNAL COMMUNICATIONS >

LICENSING PROGRAM >

MEDIA AND NEWS >

SOCIAL MEDIA >

WEB COMMUNICATIONS >

PHOTOGRAPHY >

VIDEO >

**FILMING YOURSELF WITH A SMART PHONE**

GUIDELINES AND BEST PRACTICES FOR VIDEO CAPTIONING

PROJECT REQUEST FORM

LATEST UPDATES

RECENT WORK

ABOUT US >

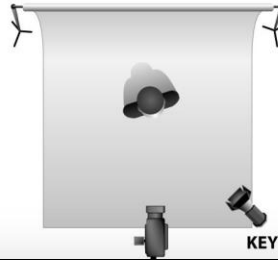
#### Best Practices for Filming Yourself with a Smart Phone

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.
  - » The main light that illuminates the subject (you) is called a *Key Light*.
2. Position your chair closer to the light source.



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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



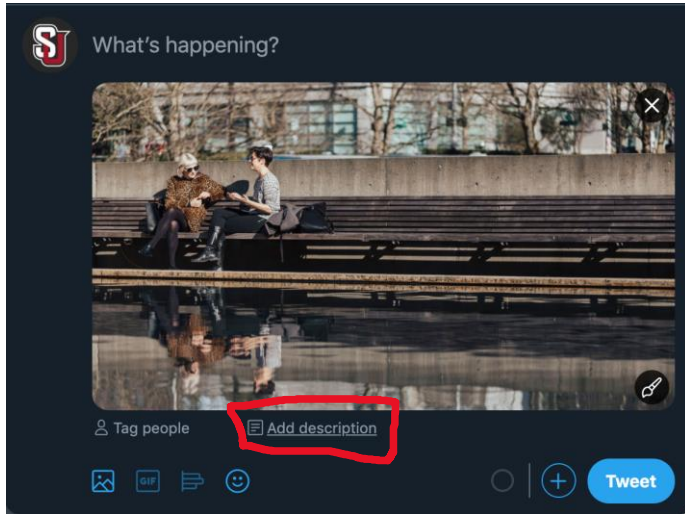
# Best Practices for Accessible Social Media

- “Alt” descriptions for images
- Links
- Hashtags
- Color and contrast
- Captions for video / transcripts for audio

# ‘Alt’ description for images

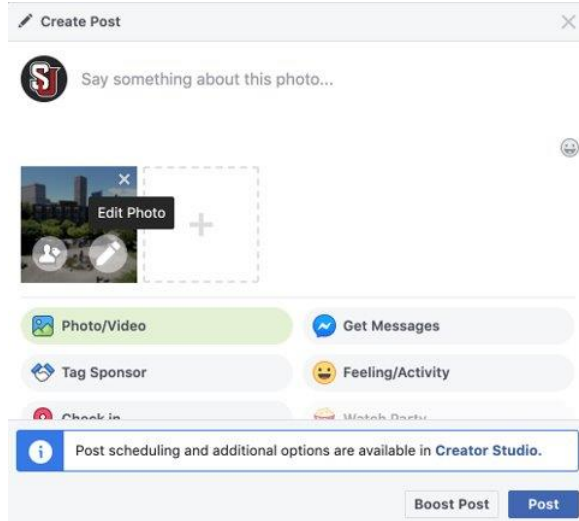
- All images/graphics **must** have a short ‘alt’ description
  - Read to users by screen readers and must convey the meaning of an image to someone who cannot see it (or see it well)
  - Try to avoid using text heavy images

# Alt Text- Twitter

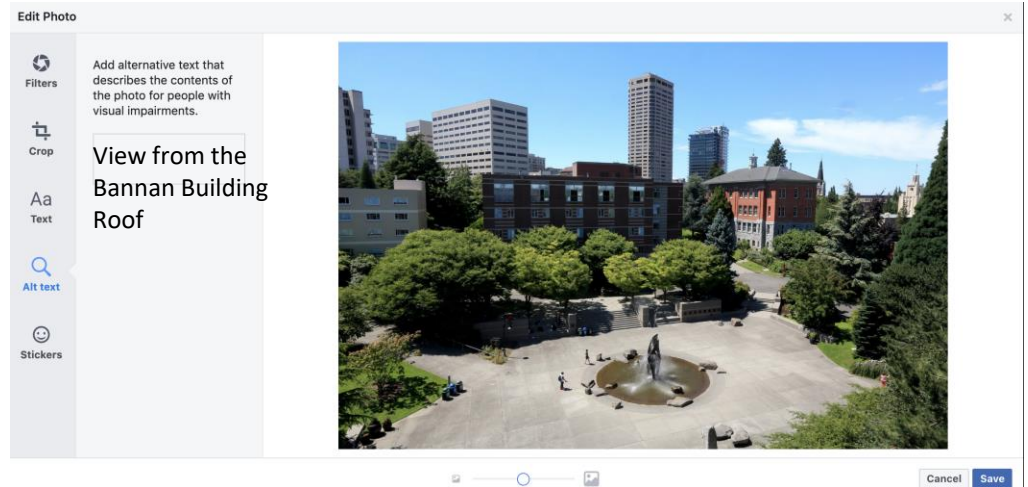


Click "Add Description"

# Alt Text- Facebook

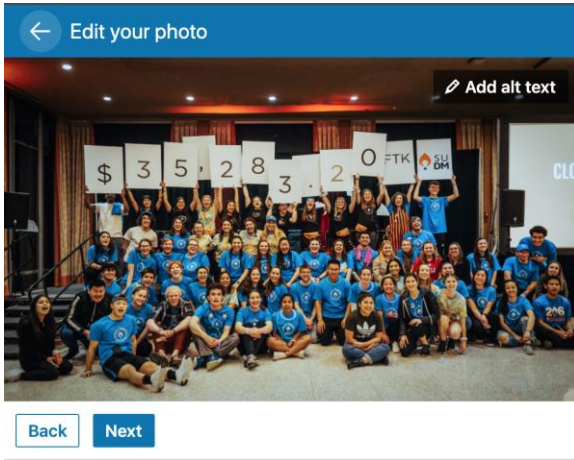


Click Edit Photo

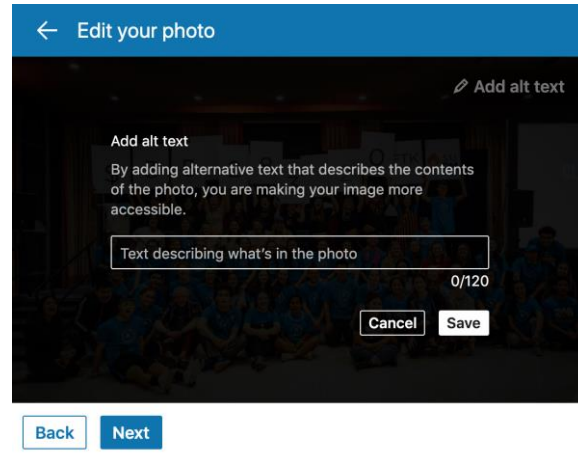


Click Alt Text and Type

# Alt Text- LinkedIn

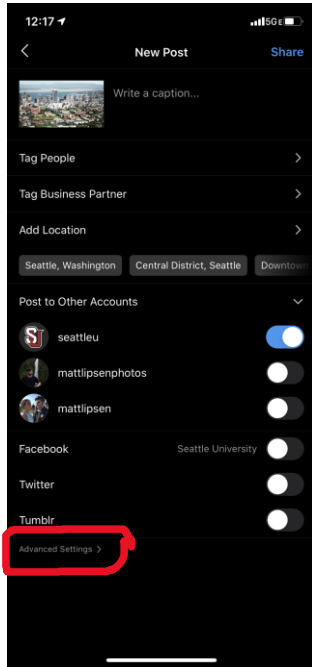


Click "Add Alt Text"

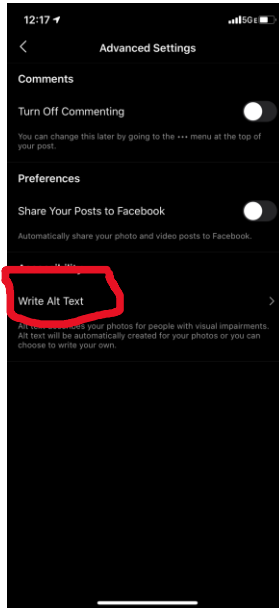


Describe what is in the photo

# Alt Text- Instagram



Click "Advanced Settings"



Click "Write Alt Text"

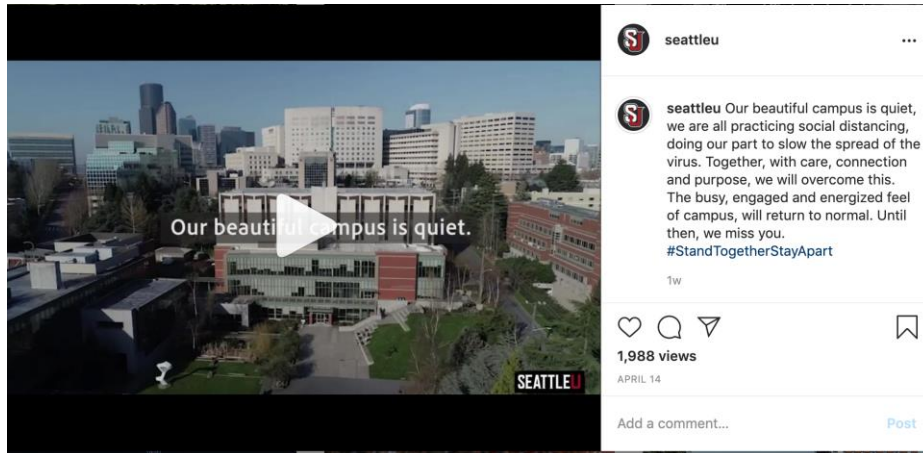


# Link Text

- 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](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 3<sup>rd</sup> party service, such as [Rev.com](https://www.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