

SOCIABILITY: SOCIAL MEDIA FOR
PEOPLE WITH A DISABILITY

TIPS FOR BLOGGING



WHAT IS A BLOG?

Blog, an abbreviated term for web log, is an area of a website where you can put text, images, video and links that can be viewed and commented on by others.

WHY TRY BLOGGING?

Blogging is all about personal expression. You can share your thoughts and views with others online not just through words but also through photos, videos and links to other websites. Blogs can also be integrated with social media such as Facebook and Twitter to attract visitors. A blog can be a great way to discuss issues and encourage others to share their experiences.

BLOGGING FEATURES

- **Blog name:** you can choose a unique name and web address for your blog. This will allow people to easily remember where your blog is. For example, blogname.blogwebsite.com, where 'blogname' is your chosen name and 'blogwebsite' is the blogging tool you are using.
- **Post:** a new entry to a blog. This can be text, images or video.
- **Comments:** feedback published on your posts from other people.



**MEDIA
ACCESS
AUSTRALIA**
INCLUSION THROUGH TECHNOLOGY



**Australian Communications
Consumer Action Network**

TIPS FOR BLOGGING

SELECTING A BLOGGING TOOL

The most popular blogging websites in Australia are BlogSpot.com and Wordpress.com but there are many other blogging tools that you can choose from. Check to see if the blogging tool allows you to publish posts by email. Most blogging tools have this option and can help avoid website accessibility issues.

MAKING YOUR BLOG ACCESSIBLE: TIPS AND TRICKS

People with disabilities who have blogs have provided some tips and tricks on how to make sure the content you create is accessible:

- Video linking: some videos can lose their accessibility features such as captions or accessible buttons when they are embedded in a blog. Include the external link so people can go direct to the video source.
- Images with alternative text: when adding an image, make sure that there is some text present to describe the image. In most cases, the blog tool will prompt you for this text.
- Link labels: make sure any links are labelled with a description. Text such as 'click here' can make it difficult for people using screen readers to understand the nature of the link.
- Template selection: consider using a template that only has one column with a simple layout to improve accessibility for people with print disabilities.
- Font selection: consider using a basic font like Arial at a standard size.
- Opening links: allow links to be opened in the same window. Users can always get back to your blog using the 'back' button in their web browser.

FURTHER INFORMATION

Additional blogging accessibility resources and step-by-step instructions can be found at:

- The Online Media section of the Media Access Australia website: mediaaccess.org.au/online-media
- BlogSpot: blogspot.com
- Blogger Help (BlogSpot): support.google.com/blogger/?hl=en
- Wordpress.com: wordpress.com
- Wordpress.com Forum: en.forums.wordpress.com/
- American Foundation for the Blind blogging tips: afb.org/Section.asp?SectionID=57&TopicID=167&DocumentID=2757
- Accessible blogs: georgiatechcatea.wordpress.com
- Is Your Blog Accessible?: getaheadblog.wordpress.com/2009/02/20/accessible-blogging/
- Tech tips for blogging – University of Washington: washington.edu/doit/Newsletters/Jun10/12.html

For more information about accessing social media, visit the Media Access Australia website mediaaccess.org.au or follow @mediaaccessaus on Twitter.

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