

Bus Riders of Saskatoon

Policy on Social Media: Accessibility & Equality

BRSSM001

Background: Bus Riders of Saskatoon (BRS) promotes accessible transportation that is barrier free and which provides equal opportunity of access to all riders. In keeping with this philosophy, BRS wishes to be sure that all of the social media platforms, websites, and materials disseminated by the organization are barrier free as well.

Certain practices make social media posts more accessible to those with sensory (sensory disabilities include but are not limited to those who are blind or partially sighted, and those with hearing loss) and cognitive and intellectual impairments. The intent of this policy is to guide those contributing to Bus Riders' social media platforms and website so that all material will be easily accessible to as many viewers as possible.

In accordance with [Web Content Accessibility guidelines*](#) Bus Riders of Saskatoon is implementing the following requirements for social media posts:

1. All posts will maintain a white background with black text, or black background with white text.
2. Coloured or patterned backgrounds will not be used. These potentially exclude those with sensory and/or cognitive disabilities.
3. All photos are to be provided with image descriptions and/or alternative text (alt text). Alt text instructions can be located on [Accessible Research & Consulting's website](#).
4. BRS will provide education and guidance to posters and authors as we transition our pages into a more inclusive format.
5. Following this transition period, BRS will implement compliance measures

*** World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI)**
[\(https://www.w3.org/WAI/about/\)](https://www.w3.org/WAI/about/)

The World Wide Web Consortium's (W3C) commitment to lead the web to its full potential includes promoting a high degree of usability for people with disabilities. The Web Accessibility Initiative (WAI) is an initiative of the W3C.

This policy was developed with the help of Douglas Rudolph, Consultant, Accessible Research and Consulting (info@arconsulting.biz) 1 (587) 802 3437.

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