

**ELISA**

Thank you, everyone, for joining us today for this webinar, How to Create an Accessible

**EDELBERG:**

Presentation. My name is Elisa Edelberg from 3Play Media, and I'll be presenting today along with my colleague, Sofia Leiva.

So on today's agenda, we're going to start out with an overview of accessibility trends. Then we'll talk about why you should make presentations accessible, what goes into creating an accessible presentation, and then we'll talk about what makes a presentation engaging, some post-presentation do's and don'ts, and then of course, we'll leave time for questions at the end.

So before we dive in, it's important to understand what accessibility is. Why are we talking about it today? So in order for something to be accessible, it must offer an equivalent experience to everyone, including those with a disability. This can refer to physical locations, but in the context of online and web accessibility, it refers to a user's access to electronic information.

The content and the design must provide the most convenient and all-encompassing experience possible to prevent any level of exclusion. And on my slide here, I have the word "accessibility." Under it, I have "A11y." And "A11y" is another term used for accessibility. It depicts that there are 11 letters between the A and the Y in accessibility. And it can also be read as ally.

So before we move on, we first have to look at how many people we alienate when we don't make our content accessible. There are more than a billion people in the world who have some sort of disability. And disabilities can be permanent, temporary, or situational. Much of the internet and the web isn't accessible to people with disabilities. In particular, it's inaccessible to those who have hearing, vision, or motor disabilities.

360 million people are deaf or hard of hearing across the world. And this means that if you have video or audio content in your presentation, they aren't able to interact with it. There are 245 million people who have some kind of vision loss. This is why alt text, audio description, and screen reader capabilities are essential. And finally, there are an estimated 190 million people who have some kind of motor disability.

So you can see that this is a really large portion of the population. And it's important to make

sure that all of your content, including presentations, are accessible.

And then I know a lot of you now are likely working remotely. And that means that you maybe are doing more online presentations than you were before, or maybe you were doing a lot in general. So I want to point out that 30% of working professionals in the US are expected to have a disability. And this is a statistic from the Center for Talent Innovation, or CTI, which is a private think tank in the US.

This high figure was based on phone interviews with over 3,000, quote, "college-educated employees working full-time in white collar professions in the US." And not only is this a pretty significant number, but it's also interesting in contrast to a previous statistic, which was from the National Organization on Disability, that claimed that, on average, only 3.2% of employees self-identify as having a disability.

Now, what I want to point out here is the keyword "self-identify." And the reason that this is so important is because it just goes to show that you may not know if you have a colleague, or a student, or are meeting with somebody who has a disability. Not everyone is going to share that they have a disability. So it may actually be that your accessible presentation is benefiting a lot more people than you even realize.

So now that we have that background about accessibility and kind of why it's important to be thinking about this, let's move on to why make presentations accessible. So there are two main reasons that we're going to cover today. Number one is it's the law. There are actually a lot of legal requirements around this. And number two, like I mentioned, accessibility benefits everyone.

So first we're going to cover the accessibility laws. And I'll dive into a little bit about the three major accessibility laws and the one international standard that specifically relate to web accessibility and accessible presentations.

So the first major accessibility law in the US is the Rehabilitation Act of 1973. The Rehabilitation Act, or the Rehab Act for short, has two sections that specifically impact web accessibility. Section 504 is a broad anti-discrimination law that requires equal access for individuals with disabilities. And this applies to federal and federally funded programs.

Section 508 requires federal communications and information technology to be made accessible. And the Section 508 Refresh actually references Web Content Accessibility

Guidelines, also known as WCAG. So what's unique about the Rehab Act is that closed captioning and audio description, which can help make presentations accessible, are required or are directly written into Section 508.

The second major accessibility law in the US is the Americans with Disabilities Act, which you might know better as the ADA. The ADA also has two sections that impact web accessibility. Title II applies to public entities, and Title III applies to places of public accommodation. And this includes private organizations that provide a public accommodation, so for example, a doctor's office, a library, a hotel, a restaurant, and many other places.

And I want to point out that the context of a place of public accommodation has actually been tried in several lawsuits in regards to how it impacts internet-only businesses. So in several cases, Title III has been extended to online-only spaces. And an example of that is the lawsuit against Netflix for both closed captioning and audio description.

And then the third major accessibility law in the US is the 21st Century Communications and Video Accessibility Act, or the CVAA. So the CVAA, as far as caption requirements, really only applies to broadcast that's previously aired on TV. And the CVAA also is phasing in audio description requirements.

And then one thing to know is the standards that should be met to mitigate the risk of legal action. And the Web Content Accessibility Guidelines, or WCAG, are the international standards and best practices for web accessibility. WCAG ensures that websites are perceivable, operable, understandable, and robust for all types of abilities. And it spells out the best practices for different accommodations.

So WCAG has three levels of compliance-- Level A, which is the baseline for accessibility. It's typically-- it's the easiest to obtain, but it's not really considered enough to be compliant. Level AA is what most people aim for. This is what's referenced in Section 508 in most legal settlements. And it's kind of the middle level of standards.

And then Level AAA is the most comprehensive. It's the highest accessibility standard. It provides the most accessibility for users. But it's, like I said, the highest standard and a little bit harder to obtain.

And like I mentioned, most legal settlements mention Level AA-- sorry, AA. And I also want to point out that WCAG 2.0 is what's referenced in a lot of legal-- in lawsuits and things like that.

But we are now on to WCAG 2.1. So it's important to know that these exist.

The W3C suggests that any new websites should be created following WCAG 2.1 guidelines since they're more inclusive and more mobile friendly. And WCAG 2.2 draft was actually recently released. So just to note that WCAG is constantly evolving to become even more-- provide more robust accessibility to everyone.

And then moving on from the legal aspect, like I mentioned earlier, accessible presentations benefit everyone. So some of your audience might not be able to see, hear, move, speak, or understand very well or at all. Everyone has different abilities. And as I mentioned, you might not know that ahead of time.

Just a few more statistics, 20% of Americans are deaf or hard of hearing. 10% of adult Americans have some degree of vision loss. And 60% of those who have hearing loss are either in the workforce or in an educational setting. Excuse me.

So basically, when there are fewer barriers to work in the office environment, productivity goes up. So it's important to proactively ensure that work spaces can accommodate people with disabilities. So make sure to make an effort to embrace universal design practices in every aspect of the workplace. Ensure that your company's technology is accessible. And a lot of you mentioned that you're using Zoom and other platforms that are very accessible, which is great.

And make it easy and safe for employees to come forward with a disability and strategize a reasonable accommodation. Again, you saw the big gap in self-identifying and those who have disabilities versus those who self-identified as having a disability. So make sure that, while some people still may not self-identify, that your environment is as conducive to those as possible.

And then a couple people, I see, are asking about accessible presentations and what makes these slides accessible. So that's great. We're getting to that right now. So what makes a presentation accessible? Well, there are a few different things. One, it's important to have accessible images-- and that's like alt text and description-- accessible text, including fonts, colors, and format, and accessible audio. And it also include captions.

So we're going to dive into those a little bit deeper in just a second. But first, I want to share this quote. And it says, "Do you remember a time when people around you broke out in

laughter, but you didn't hear the joke?" Just by a quick show of hands or saying it in the chat window, has anyone ever been in a situation like this?

Great. Yeah, pretty much everyone. A lot of people are raising their hands here, so that's great. Pretty much everyone has been in a situation where they missed what was said, and maybe it's in a movie and/or maybe it's in a presentation. But this is exactly the feeling that people get when they aren't able to understand your presentation or your content. And when it's not accessible to everyone, many more people are going to be left out.

So accessible images, I mentioned a few things. One is alt text. It's important to make images and visuals in a presentation accessible to everyone, even those who can't see well or at all, for whatever reason. And providing alt text for any non-text content is critical. So this includes animation, charts, graphs, icons, photographs, thumbnails, et cetera.

And I have on the screen a little GIF that's showing how you can add alt text in Google Slides, which is where this presentation is being presented from. So it's showing a title and description. It says a screenshot of a presentation. And then the description will explain what it is.

So the next part of that is describing the visuals, as I just did. Most of the visuals in the presentation, if they're not critical to understanding, they don't need to be described if they're only aesthetic. But make sure to orally describe anything that is on the slides that is critical to understanding.

So again, if you have a chart or a graph, describe the results that are in the chart or the graph, instead of just saying things like, as you can see, there's a graph on the screen. You would want to actually describe the results that the graph is depicting.

And then accessible text, there are several different components to this. Fonts, for instance, it's important to use clear and simple fonts. I know a lot of people want to make their presentations visually appealing and visually interesting, but you should avoid fancy fonts that are difficult to read. And make sure that your font size is large enough for your audience to see, even if it's in person and they may be far away.

And then I have two examples underneath this on this screen. One is showing the font Lobster versus Arial. And Lobster is a little bit curly and more interesting, but a little bit difficult to read. And then under it, I have Shadows into Light versus Muli. Shadows into Light is, again, a little

bit more fluid. It's a little bit more like regular handwriting, versus Muli, which is a sans serif font that's easy to read.

And then headers, it's important to use clear headers to structure your presentation so that individuals can more easily follow along. This will also help screen readers for someone who's using a screen reader to understand the slide deck on their own.

And then lastly, color. It's important to use colors that are easy to see and to use sufficient color contrast when putting text on backgrounds. So WCAG Level AA actually requires a [? contract ?] ratio of at least 4 to 5.1 for a normal text. And the Web Aim Color Contrast Checker is great for testing out color contrast and making sure that you have readable colored text on a background.

And then on the screen here, I have a template of accessible color combinations. This is actually what we use, the 3Play brand colors. And it shows six different colors that we use in our brand. And it shows them as a background and foreground text. And it basically goes through and shows which colors we can use on which backgrounds and still have them be readable and accessible based on the WCAG guidelines.

So it shows-- for instance, we can use our dark blue on a light blue background. But we can't use it on a similar dark background. That's just a good example of how you can make sure to use good color contrast.

And then the next component is accessible audio. And this is really important for both remote presentations and live presentations. When you're presenting remote, which a lot of us are doing right now, make sure that the audio is clear. If you have one, you'll want to use a microphone. And you want to make sure that you have a strong internet connection to ensure that the audio isn't choppy, which will also help if you do have captions.

And then in live presentations, it's important to use a microphone even in a small room. If the audience doesn't have a microphone, you should make sure to repeat any questions or comments into the microphone as well. And this is just because, again, you don't know who's in the audience. Some people may not be able to hear very well, even in a small room or even if you think that you have a naturally booming voice. But it's still better to be on the safe side with that.

So with that, I'm going to hand it off to Sofia, who is going to continue with the next half of the

presentation.

**SOFIA LEIVA:**

Thank you, Elisa. So now let's talk about-- OK, so we've covered a lot right now on creating accessible presentations. And if you want just a brief summary and a checklist of this, you can download one right now at [bit.ly/31L8yAb](https://bit.ly/31L8yAb). And we'll post that also in the chat window so that you can access it. And basically, it takes everything that we've covered so far about creating accessible presentation and creates a checklist for you to use when you're creating your next one.

So we talked a little bit about audio. Let's talk about how live captioning can be used to create an accessible presentation and for engagement. So in the comments window, let me know if you're currently using the closed captions on this webinar, and let me know why you're using them. For example, I love to have them on so that I can follow along with the presenter.

So some people are testing out the feature. Some are checking the accuracy. A lot of people are testing it, and a lot of people also like to read it for comprehension. And some of you are not. Maybe you want to give them a try because the feature is there.

So there's a lot of benefits to using captions. Captions improve brand recall, verbal memory, behavioral intent. And this was found by a study by the *Journal of Marketing*. In a study by Oregon State University, they went to see how students were using captions. And what they found is that 98.6% of all students find captions helpful, 65% of students use them to focus, and 75% of students use them as a learning aid. And this was with all students, not just students who are deaf or hard of hearing. All students said that they found them helpful.

Now there's a difference between live captioning and closed captioning. So live captioning is happening in real-time, something like this webinar, a meeting, maybe a fitness class. It's done by either an automatic software or a stenographer. For example, in this webinar, we're using a stenographer. And there's always going to be a slight latency with live captions. So it's not going to match specifically to what the person is talking about in that second. There's going to be a slight latency as the computer's processing it or the stenographer is typing.

There's two terms you should know with live captioning, CART and ASR. So CART stands for Computer Assisted Real-Time Translation. And this is done by a human, usually remotely. And ASR, which stands for Automatic Speech Recognition, is done by a computer.

Now there's some best practices to ensure you get the maximum quality when you are doing

live captions and even when you're recording a presentation online. First, you want to make sure you have a strong network connection because then your audio is going to come clearly. If you present any videos, it'll come through well.

Next you want to make sure you have good quality audio. And so you don't want to rely on your computer's microphone because sometimes that can sound a little echoey. You can either invest in a microphone. One that's \$50 will ensure you have good quality. Or just use an external microphone.

You want to make sure you have little to no background noise, so try to avoid echoey rooms. And then also, if you can't, you can hang around towels or blankets to dampen the sound of the room. You also want to make sure you have a single speaker, and you want to speak clearly and pronounce your words.

Now here's a little tip. If you're doing a lot of presentations on Google and you didn't have time to schedule captioning, Google actually offers closed captioning. These are automatic. And what you do is you go into Present mode. And then in the panel at the bottom, you'll see the option to turn on captions. And you'll have live captioning for your presentation.

Now let's talk a little bit about engaging your audience. Especially when you're presenting online, it can be a little bit tough. One great way to engage your audience is you want to engage the different learning styles. We all don't learn the same.

And one thing that was previously also mentioned in the chat is this concept of UDL. And UDL stands for Universal Design for Learning. And this is a framework that accommodates all the different types of learning. It's mainly used in the education space, but we can really use this in all sorts of presentations.

And essentially, what UDL does is it taps into all our networks in our brain-- the why, which is our moods and feelings, the what, which is the recognition network, the how, which is the strategic network of learning. And how you want to use this concept is you never want to present one concept in the same way. You want to do it in many different ways so that you can tap into everyone's different learning style.

There's three main principles of UDL. So the first is representation. And this means it's tapping into the why of learning. You ask, how do I engage my audience? How do I make my presentation relevant to all of my audience's needs and wants? You want to provide



information in more than one format. So for example, this could be by doing a poll or stating your goals at the beginning of the presentation and trying to communicate to your audience why it's relevant to them, and maybe even providing some hands-on possibilities for learning.

Next is action and expression. And this suggests more than one way to interact with the material. And here, you want to ask, how do I offer purposeful options to show my audience what they know? How can I be flexible with how people interact with my material?

So for example, you may want to offer a checklist. You want to make sure that your technology is accessible, that you're offering captions. You want to show the different concepts in different formats.

And then, lastly, engagement, which looks for the different ways to motivate your audience. And this is tapping into the what of learning. And here you want to answer, how is this content relevant to the person's life, to the person that you're presenting? So you can do this by giving people choices in your presentation, making sure that their choices are heard, give examples of things that apply to their life or make them question what you're presenting on and how that applies to their lives.

And there's a great resource out there by CAST. CAST is an organization that's focused on providing information about UDL. And they have a lot of great handouts. So the one that I linked here is a checklist for applying these three concepts.

It's mainly for education, but you can use it to apply to a wider audience if you're not in the education space. Just exchange student for viewer. And the link to this is [bit.ly-- that's B-I-T, dot, L-Y-- slash, 2UvX0xB](https://bit.ly/2UvX0xB). And we'll include those in the follow-up as well so that you can access it.

Now, especially when you're presenting online, how do you apply these concepts where you can't see the audience? So one of those things is to use polls or chats. And here you want to encourage your audience to participate. Ask them questions throughout the presentation to make sure that they're engaged, to make sure that they're paying attention. Include polls. Make them question how this content applies to them.

And there's a couple of free resources for polling. So you can use PollEverywhere, which actually integrates with Google Slides and PowerPoint. Survey Monkey, though there is paid for this, there's also some free abilities for smaller. And you can do feedback or polling on

there.

And you can even use social media. Instagram and Twitter have the ability to do polls for free. The only caveat is that if you ask your audience you go on social media, they may then just stay on social media and not pay attention to you. So make sure you find a way to reel them back into your presentation.

Next is you can give handouts, worksheets, or your slide deck. A lot of people pointed out that giving your slide deck before the presentation is a great and accessible thing to do. And that is awesome because people can actually follow along with your presentation.

You can do handouts. So for example, you could do a sheet where it has fill-in-the-blanks. And you, the presenter, fill in those blanks as you present, but you give it to your audience to then pay attention and actually fill in the blanks so that they can get that information. And it makes it easy for them to follow along. You can also provide worksheets or summaries of your presentation, things like that.

And another thing is, if you're comfortable, you can even go on video. Having the video on there makes you connect with the audience members a little bit more. Honestly, I am working from home and in my pajamas and did not want to show you that view today.

So now let's talk about the post-presentation. So if you're presenting online or even in person, one of the great things is that you can record your presentation, and then you've opened a test of amazing things that you can do. Once you have your recording of your presentation, you want to make sure that you caption and describe it-- one, because it's going to make it accessible, two, because it's going to make it more user friendly for your audience.

They're going to be able to pay attention if they prefer to have those words on the screen. They can even use the transcript to follow along if they don't feel like watching the video. A lot of students actually use transcripts as study guides. And for yourself, you can use that transcript or the captions to create derivative content, create blog posts, white papers, things like that that you can repurpose the video for.

There are three ways to create captions, and these are closed captions. Just add. It's different from live captioning. This is when you already have the prerecorded video. So you can do it yourself. You can use an automatic speech recognition software, or you can use a vendor.

If you do it yourself, it's going to require a little bit of manual work, but there are ways to make

it easier. So obviously, you're going to have to transcribe that video. And so you can do it by doing it manually, typing every single word. Or you can use a software and then go back and edit.

YouTube is a great resource. So you can upload your video there, and then they will automatically caption it. The only thing is you want to make sure that you go back and edit it.

And when you transcribe your video, you want to make sure you include the non-speech elements and the speaker identifications. After you have your transcript, if the software didn't automatically do the timings, you want to make sure that it's time coded to the word. So with closed captioning, it's different. There's not going to be that latency, though the way that the closed captions show up should match with the way that the speaker is talking. And then lastly, you want to convert it to a format that your video player is going to accept.

And caption quality really does matter. So the industry standard for caption quality is a 99% accuracy rate. And this means that there is a 1% chance of error. But this 99% accuracy is really important because that's going to be the maximum accuracy where it can be really accessible and comprehensible to your audience.

Next, you want to make sure that your captions are placed in the lower center of the screen, but they move if there is important visual elements. So if there is the title of your presenter, you want to move the captions away from that while that's shown so that it doesn't obstruct those visual elements.

And if you need any more guidance on creating captions, there's some really great resources. So the DCMP, which is the Describe Caption Media Program, actually has guidelines for caption quality and how to create captions. If you're in broadcast, the FCC will have guidelines. And also there's WCAG, which has some brief guidelines on captioning.

I also want to do a shameless plug to all our free resources. So we have a lot of blogs, free white papers, checklists, and research papers, and right now, a lot of content on how to have effective and accessible remote meetings and work environments. So go check that out. It's all free on the website, [3PlayMedia.com](http://3PlayMedia.com).

We do monthly webinars at least twice a month, and it's taught by accessibility experts. We're going to have Debra Ruh next month. She's an awesome accessibility advocate, and she's done amazing things in this space.

And then we also have a free online video accessibility course. This is where you can get a certificate for learning about accessibility and video accessibility, the laws, how to create them, and all things like that. And this online video accessibility course is part of an even bigger community of people where you can meet other professionals like yourself, ask questions, and get to know the accessibility space.

So the first question we had is, "share screens, [? heart ?] images are not accessible to those with visual disabilities. Is that correct?" So yes. Especially when you're doing a presentation online, you want to make sure that you are describing what's happening on the slide deck for people who are blind or low vision so that way, they can also know what's going on.

The next question is, "what's an appropriate level of verbosity when describing images in alt text?" And really, there is a lot of great resources about alt text out there. The most important thing to keep in mind is that you're describing the important concepts in the visual. So if it's a graph, you want to make sure that you're describing what the graph is about and what it's showing so that your audience can understand.

If it's something like a decorative image, you don't really need to describe it, but you can mention it briefly if you like. But if it's not going to add value, you don't have to describe it.

**ELISA**

**EDELBERG:**

Great. Someone else is asking, "should the entire presentation be narrated or only videos or animations?" So this really depends. A lot of-- as long as the information is being conveyed, you don't need to read everything out loud if you have long paragraphs or such on the screen. But all of the information that you're presenting to the audience in general does need to be conveyed verbally for those who cannot see it.

And then, like I said, for any automations or animations or visuals, if it's just a little kind of aesthetic image, it doesn't need to be spoken or narrated out loud. But if it's conveying any sort of meaning and would be an enhancement to the presentation or to the information itself, then it does need to be read out loud. So great question.

Someone else is asking about the color combination resource. And we'll be sending out the slide deck and recording in an email tomorrow. So we can include all of the resources, including the links and the color combo resource that we mentioned in this presentation, in that email. So look out for that.

**SOFIA LEIVA:** Someone is asking, "for the 99% accuracy for captions, does that refer to live captioning or closed captioning provided with recorded video?" So 99% accuracy is going to be for closed captions for recorded video. With live captioning, because it's happening in real-time, the accuracy is going to be a little bit lower than that.

So if you do want to use your live captioning transcript, you do want to make sure that you go back and edit it for accuracy and also that you set those timings. Because of that latency, it's not going to be in line with the video. So that's really important.

So someone else asked, "how should you use color?" And as someone said previously in the comments, too, you shouldn't use color to display important information. You should use it more stylistically, but it should never be used to display an idea or concept.

**ELISA EDELBERG:** Yep. And similarly, someone is asking, "in graphs, do you have to follow no reliance on color alone to show meaning?" Yes, I think someone did pop this in the chat window as well. But it's important to not rely solely on color to get information across.

So for instance, in a graph, you could do like a broken line versus a dotted line versus full line. It's fine if each of those are a different color, if one's red, blue, and one's green. But for people who have color blindness or different spectrum of color blindness, you definitely want to make sure that you're not only relying on color, and same thing when you're doing text or other visuals.

Someone sent in a comment. It's a great reminder that it's important to remember that some participants may be using a mobile device with a small screen. I think that this also goes back to someone mentioning that they don't use-- they don't typically turn the captions on because if there's text at the bottom of the presentation, it can be obscured. So I think another good best practice would be to make sure that your text and any of the relevant information that you're showing on the slides kind of stays within-- imagine that there's sort of a margin or perimeter around the screen.

**SOFIA LEIVA:** Some people have mentioned that [INAUDIBLE] accessibility certificate goes to a 401 error. I have posted in the chat window the correct link. And if you can't get to it now, don't worry. We will include that in tomorrow's email.

Some people are asking about styling for closed captions. And in general, the DCMP has a great style guide for how closed captions should be. You want to make sure that you're using

a non-serif font. You want to make sure that you're keeping it to one or three lines per frame. You want to have 32 characters per line. And you want to make sure that it's time synchronized to what the speaker is saying.

**ELISA** I'm just taking a look to see if there's any other questions coming in here.

**EDELBERG:**

Yeah, I do see another question about avoiding all caps. And it looks like some people are having this conversation in the chat window as well. So yes, you definitely-- it's harder for people to read it if it's in all caps. Camel case, if we're talking about things like a hashtag on Twitter or anything like that, and then sentence cases is usually best practice as well.

And then someone else is asking, "what is the single most effective utility that you have seen success with?" I don't know that I would say there a single one. I think that as many of these practices that you can incorporate into your presentation, the better. And it really depends on your audience. So if you can learn about your audience ahead of time and just make sure that you've prepared for anyone who will be there, that would be the best case scenario.

**SOFIA LEIVA:** Someone is asking just to reiterate the best practices for closed captioning. So that's going to be one to three lines per caption frame, 32 characters per line. And you want to use a non-serif font and ensure that it's time synchronized.

**ELISA** Another question came in about the relative accessibility of various presentation software  
**EDELBERG:** platforms. We use Zoom. I don't know too much-- you mentioned Adobe Connect. I don't personally know too much about some of the other ones. But I do know that we chose Zoom because it offers a lot of accessibility features. And it has been really well received by our audiences and others in the industry as kind of a really accessible platform.

**SOFIA LEIVA:** Someone is asking how a CART works for a larger audience proceeding with multiple speakers. The CART could identify those multiple speakers. Just make sure that you have a single speaker at a time so that you can get the highest level of accuracy.

**ELISA** Yes, someone is mentioning-- sorry, they're asking about adding descriptions of the images  
**EDELBERG:** used in the presentation. I can go ahead and go back to that slide. A little ways back here.

So on the screen, I just have a little GIF of what it looks like to add alt text or add descriptions to an image in Google Slides. So if you right-click on the image in Google Slides, there is an option for alt text. And then this little window pops up. It says, "alt text is accessed by screen

readers for people who might have trouble seeing your content." And then there's a space for a title, which is just going to kind of be a brief title for yourself. And then Description is where you're going to want to add in that more robust alt text description.

So again, if you just are in Google Slides and you right-click on the image, that alt text option will pop up. And you can add your description right in there.

**SOFIA LEIVA:** Great. Well, thank you so much, everyone, for your wonderful questions and for hanging out with us today.