# **Video Accessibility Policy**

# **Purpose of Policy**

At UC Merced, we are committed to ensuring that all members of our community, regardless of ability, have equal access to information and resources. As part of this commitment, we strive to make our YouTube and Vimeo content accessible to individuals with disabilities in accordance with applicable laws and guidelines, including the Web Content Accessibility Guidelines (WCAG) 2.0. The UC Merced Marketing Department will encourage all UC Merced schools, departments, and associated organizations to utilize UC Merced YouTube and Vimeo channels to ensure all videos conform to WCAG standards and are accessible to those with disabilities.

# **Policy Scope**

This policy covers all videos uploaded to the UC Merced YouTube and Vimeo channels.

# **Policy Statement**

UC Merced Marketing Department will encourage UC Merced schools, departments, and associated organizations to utilize the UC Merced YouTube and Vimeo platform to ensure videos are accessible to individuals with disabilities.

## Captioning

All videos published on the UC Merced YouTube and Vimeo channel must be captioned to ensure accessibility for individuals who are deaf or hard of hearing. Captions must accurately reflect the spoken content, including dialogue, sound effects, and relevant non-speech information. Automated captions generated by YouTube may need to be reviewed and edited for accuracy.

## Audio Description

For videos containing visual content crucial to understanding the message, such as graphics, animations, or demonstrations, we will provide audio descriptions to ensure that individuals who are blind or visually impaired can fully comprehend the content. Audio descriptions should be clear, concise, and synchronized with the video.

## Player Accessibility Features

We will utilize YouTube's built-in accessibility features to enhance the user experience for individuals with disabilities. This includes ensuring compatibility with screen readers, keyboard navigation, and other assistive technologies. We will also encourage users to provide feedback on accessibility issues and promptly address any reported concerns.

## Training and Awareness

All content creators and staff responsible for managing the UC Merced YouTube and Vimeo channel will receive training on accessibility best practices for video content. This training will cover captioning techniques, audio description guidelines, and other relevant topics to promote awareness and compliance with accessibility standards.

## Compliance Monitoring

Regular audits and reviews will be conducted to ensure that our YouTube and Vimeo channel complies with accessibility standards and guidelines. This includes assessing the accuracy of captions, the quality of audio descriptions, and the overall accessibility of video content. Any non-compliance issues will be addressed promptly and remediated.

## Accessibility Statement

We will include an accessibility statement on our YouTube channel page, informing viewers of our commitment to accessibility and providing contact information for individuals who require assistance or wish to report accessibility barriers.

## Continuous Improvement

We recognize that accessibility is an ongoing process, and we are committed to continuously improving the accessibility of our YouTube and Vimeo content based on feedback, technological advancements, and evolving best practices.

By adhering to this accessibility policy, we aim to ensure that all members of the UC Merced community can fully engage with our YouTube and Vimeo content and benefit from the educational and informational resources we provide.

# **Policy Approval**

UC Merced Marketing Department will review this policy periodically for accuracy, completeness, and applicability, and will revise and approve it annually.

# **Revision History**

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| **Version** | **Date** | **Author** | **Title** | **Description** |
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