

Social Explorer Accessibility Conformance Report

Revised Section 508 Edition

VPAT® Version 2.3 (Revised) – January 2024

Name of Product/Version: Social Explorer (abbreviated as SE in this document)

Product Description: Website (Homepage) and Dashboard

Report Date: January 2024

Contact Information: info@socialexplorer.com

Notes: Report for SocialExplorer Inc.'s online product SocialExplorer.com (website & dashboard section)

Evaluation Methods Used: Conformance to the listed accessibility standards has been evaluated by Social Explorer using a combination of static analysis tools and manual testing with assistive technologies.

Applicable Standards/Guidelines

This report covers the degree of conformance with the following accessibility standards/guidelines:

Standard/Guideline	Included In Report
Web Content Accessibility Guidelines 2.0	Level A (Yes) Level AA (Yes) Level AAA (No)
Web Content Accessibility Guidelines 2.1	Level A (Yes) Level AA (Yes) Level AAA No)
Revised Section 508 standards published January 18, 2017 and corrected January 22, 2018	(Yes)

Terms

The terms used in the Conformance Level information are defined as follows:

- **Supports:** The functionality of the product has at least one method that meets the criterion without known defects or meets with equivalent facilitation.
- **Partially Supports:** Some functionality of the product does not meet the criterion.
- **Does Not Support:** The majority of product functionality does not meet the criterion.
- **Not Applicable:** The criterion is not relevant to the product.
- **Not Evaluated:** The product has not been evaluated against the criterion. This can be used only in WCAG 2.0 Level AAA.

WCAG 2.1 Report

Tables 1 and 2 also document conformance with:

- Revised Section 508: Chapter 5 – 501.1 Scope, 504.2 Content Creation or Editing, and Chapter 6 – 602.3 Electronic Support Documentation.

Note: When reporting on conformance with the WCAG 2.x Success Criteria, they are scoped for full pages, complete processes, and accessibility-supported ways of using technology as documented in the [WCAG 2.0 Conformance Requirements](#).

Table 1: Success Criteria, Level A

Notes:

Criteria	Conformance Level	Remarks and Explanations
<u>1.1.1 Non-text Content</u> (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Supports	SE product uses standard HTML and WAI-ARIA techniques for providing text equivalents of non-text elements. This includes the use of “alt” attributes for images and the use of “aria-label” or “aria-describedby” attributes for other visual elements.
<u>1.2.1 Audio-only and Video-only (Prerecorded)</u> (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Not Applicable	SE product does not have prerecorded audio-only or video-only content.
<u>1.2.2 Captions (Prerecorded)</u> (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Supports	SE offers captions for prerecorded video content (homepage, hero section intro video).
<u>1.2.3 Audio Description or Media Alternative (Prerecorded)</u> (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Supports	SE product offers an alternative for time-based media or audio description of the prerecorded video content
<u>1.3.1 Info and Relationships</u> (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> 501 (Web)(Software) 	Supports	SE uses semantically correct markup to understand information, structure, and relationships independently of presentation.

<ul style="list-style-type: none"> • 504.2 (Authoring Tool) • 602.3 (Support Docs) 		
<p><u>1.3.2 Meaningful Sequence</u> (Level A)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE generates semantically correct markup to allow assistive technologies to interpret the meaning of content and controls.
<p><u>1.3.3 Sensory Characteristics</u> (Level A)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product does not depend solely on sensory characteristics such as shape, size, visual location, orientation, or sound to understand the content.
<p><u>1.4.1 Use of Color</u> (Level A)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	Color is only used as a decorative or supplemental attribute of user interface elements. A textual representation is always used as the primary mechanism for conveying information.
<p><u>1.4.2 Audio Control</u> (Level A)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Not Applicable	SE product does not have any audio content that autoplays.
<p><u>2.1.1 Keyboard</u> (Level A)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product is a web-based application that supports standard keyboard navigation and input functions (such as pressing [Tab] to move between input fields, pressing the arrow keys to move between list items, and pressing [Space] or [Enter] to make selections).
<p><u>2.1.2 No Keyboard Trap</u> (Level A)</p> <p>Also applies to:</p>	Supports	SE product is a web-based application that supports standard keyboard navigation and

Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 		ensures that keyboard users cannot be trapped in a subset of content.
2.1.4 Character Key Shortcuts (Level A 2.1 only) Also applies to: Revised Section 508 – Does not apply	Not Applicable	SE product does not use keyboard shortcuts for navigation or accessing content.
2.2.1 Timing Adjustable (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Not Applicable	SE product does not impose any time limits on users.
2.2.2 Pause, Stop, Hide (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Not Applicable	SE product does not include moving, blinking, scrolling, or auto-updating information.
2.3.1 Three Flashes or Below Threshold (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product does not contain any content that flashes more than three times in any one second period, or the flash is below the general flash and red flash thresholds.
2.4.1 Bypass Blocks (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) • 602.3 (Support Docs) – Does not apply to non-web docs 	Supports	SE product offers a mechanism to bypass blocks of content. On the homepage, a jump button is added before the header and footer. In the dashboard, a jump button is added before the header and before and after the left sidebar.

2.4.2 Page Titled (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	Web pages within SE product have descriptive titles that indicate the topic or purpose of each page.
2.4.3 Focus Order (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product uses a logical tab order through interactive elements such as links and form controls. During page navigation, focusable components receive focus in an order that preserves meaning and operability.
2.4.4 Link Purpose (In Context) (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product uses descriptive text or WAI-ARIA techniques, such as adding an “aria-label” attribute to table paging control icons, to identify the purpose of links.
2.5.1 Pointer Gestures (Level A 2.1 only) Also applies to: Revised Section 508 – Does not apply	Not Applicable	SE product does not have any functionality that uses multipoint or path-based gestures for operation.
2.5.2 Pointer Cancellation (Level A 2.1 only) Also applies to: Revised Section 508 – Does not apply	Supports	All functionalities in SE product that can be operated using a single pointer don’t have Down-Event and the completion of the functionality happens on Up-Event.
2.5.3 Label in Name (Level A 2.1 only) Also applies to: Revised Section 508 – Does not apply	Supports	In SE product, all user interface components with labels that include text or images of text, the name contains the text that is presented visually.
2.5.4 Motion Actuation (Level A 2.1 only) Also applies to: Revised Section 508 – Does not apply	Not Applicable	SE product does not have any functionality that is operated by device motion or user motion.
3.1.1 Language of Page (Level A) Also applies to: Revised Section 508	Supports	SE product uses the language attribute on the HTML element to specify the default language of a page.

<ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 		
3.2.1 On Focus (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	When a component in a SE user interface receives focus, it does not initiate a change of context.
3.2.2 On Input (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	Changing the setting of a component in a SE user interface does not initiate a change of context.
3.3.1 Error Identification (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	If SE product automatically detects an input error, the item that is in error is identified and the error is described to the user in text.
3.3.2 Labels or Instructions (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product uses labels or instructions when content requires user input.
4.1.1 Parsing (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product uses semantically-correct markup for all interface elements. The markup is programmatically generated to prevent parsing errors.

4.1.2 Name, Role, Value (Level A) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product uses standard HTML and WAI-ARIA attributes to describe the identity, operation, and state of user interface elements to assistive technologies.
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Table 2: Success Criteria, Level AA

Notes:

Criteria	Conformance Level	Remarks and Explanations
1.2.4 Captions (Live) (Level AA) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Not Applicable	SE product does not have live audio content.
1.2.5 Audio Description (Prerecorded) (Level AA) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product offers audio description for all prerecorded video content in synchronized media.
1.3.4 Orientation (Level AA 2.1 only) Also applies to: Revised Section 508 – Does not apply	Supports	Content in SE product does not restrict its view and operation to a single display orientation.
1.3.5 Identify Input Purpose (Level AA 2.1 only) Also applies to: Revised Section 508 – Does not apply	Supports	The purpose of each input field collecting information about the user in SE product is programmatically determined.
1.4.3 Contrast (Minimum) (Level AA) Also applies to: Revised Section 508 <ul style="list-style-type: none"> • 501 (Web)(Software) 	Supports	The visual presentation of the text in SE product provides sufficient contrast.

<ul style="list-style-type: none"> • 504.2 (Authoring Tool) • 602.3 (Support Docs) 		
<p>1.4.4 Resize text (Level AA)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product user interfaces support standard zoom capabilities built into modern web browsers and operating systems.
<p>1.4.5 Images of Text (Level AA)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> • 501 (Web)(Software) • 504.2 (Authoring Tool) • 602.3 (Support Docs) 	Supports	SE product does not use images of text by default to convey information. There is text on images where these images are not essential for using the product.
<p>1.4.10 Reflow (Level AA 2.1 only)</p> <p>Also applies to:</p> <p>Revised Section 508 – Does not apply</p>	Supports	SE product presents content without loss of information and functionality and without requiring scrolling in two dimensions.
<p>1.4.11 Non-text Contrast (Level AA 2.1 only)</p> <p>Also applies to:</p> <p>Revised Section 508 – Does not apply</p>	Supports	All visual representations in SE product used to convey information have sufficient contrast against adjacent colors.
<p>1.4.12 Text Spacing (Level AA 2.1 only)</p> <p>Also applies to:</p> <p>Revised Section 508 – Does not apply</p>	Supports	SE product implements content using standard markup languages so that no loss of content or functionality occurs when spacing is changed between lines, words, letters, or paragraphs.
<p>1.4.13 Content on Hover or Focus (Level AA 2.1 only)</p> <p>Also applies to:</p> <p>Revised Section 508 – Does not apply</p>	Supports	SE product does not use content that appears on hover other than tooltips that are controlled by the user agent.
<p>2.4.5 Multiple Ways (Level AA)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> • 501 (Web)(Software) – Does not apply to non-web software • 504.2 (Authoring Tool) 	Supports	SE product offers more than one way to reach web page within a set of web pages.

<ul style="list-style-type: none"> 602.3 (Support Docs) – Does not apply to non-web docs 		
<p><u>2.4.6 Headings and Labels</u> (Level AA)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Supports	SE product uses semantically-correct markup for all interface elements, including headings and labels.
<p><u>2.4.7 Focus Visible</u> (Level AA)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Supports	SE product uses visual changes to elements to indicate the current position of focus.
<p><u>3.1.2 Language of Parts</u> (Level AA)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Not Applicable	In SE product, the only language used is English.
<p><u>3.2.3 Consistent Navigation</u> (Level AA)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> 501 (Web)(Software) – Does not apply to non-web software 504.2 (Authoring Tool) 602.3 (Support Docs) – Does not apply to non-web docs 	Supports	SE product uses the same navigation mechanisms across pages.
<p><u>3.2.4 Consistent Identification</u> (Level AA)</p> <p>Also applies to:</p> <p>Revised Section 508</p> <ul style="list-style-type: none"> 501 (Web)(Software) – Does not apply to non-web software 504.2 (Authoring Tool) 	Supports	SE product components that have the same functionality within a set of Web pages are identified consistently.

<ul style="list-style-type: none"> 602.3 (Support Docs) – Does not apply to non-web docs 		
3.3.3 Error Suggestion (Level AA) Also applies to: Revised Section 508 <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Supports	SE product provides suggestions for correcting errors.
3.3.4 Error Prevention (Legal, Financial, Data) (Level AA) Also applies to: Revised Section 508 <ul style="list-style-type: none"> 501 (Web)(Software) 504.2 (Authoring Tool) 602.3 (Support Docs) 	Supports	SE product incorporates error prevention.
4.1.3 Status Messages (Level AA 2.1 only) Also applies to: Revised Section 508 – Does not apply	Not Applicable	SE product does not use status messages.

Table 3: Success Criteria, Level AAA

Notes: **NOT EVALUATED**

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Notes:

Chapter 3: [Functional Performance Criteria \(FPC\)](#)

Notes:

Criteria	Conformance Level	Remarks and Explanations
302.1 Without Vision	Supports	SE product uses standard HTML and WAI-ARIA attributes to describe the identity, operation, and state of user interface elements to assistive technologies.
302.2 With Limited Vision	Supports	SE product supports standard browser magnification and contrast adjustments.
302.3 Without Perception of Color	Supports	Color is only used as a decorative or supplemental attribute of user interface elements. A textual representation is always used as the primary mechanism for conveying information.
302.4 Without Hearing	Not Applicable	SE product does not include audio-only features that require hearing to be used.
302.5 With Limited Hearing	Not Applicable	SE product does not include audio-only features that require hearing to be used.
302.6 Without Speech	Not Applicable	SE product does not require speech input.
302.7 With Limited Manipulation	Supports	SE product supports standard input mechanisms such as user-provided keyboards and pointing devices. Usage of the product does not require fine motor control or simultaneous actions.
302.8 With Limited Reach and Strength	Not Applicable	SE product does not require any kind of input that would have an impact on users with limited reach and strength.
302.9 With Limited Language, Cognitive, and Learning Abilities	Supports	

Chapter 4: [Hardware](#)

Notes: SE product is a web software application and not subject to the requirements of this section.

Chapter 5: [Software](#)

Notes:

Criteria	Conformance Level	Remarks and Explanations
501.1 Scope – Incorporation of WCAG 2.1 AA	See WCAG 2.1 section	See information in WCAG 2.1 section
502 Interoperability with Assistive Technology	Heading cell – no response required	Heading cell – no response required
502.2.1 User Control of Accessibility Features	Not Applicable	SE product is not considered platform software as defined by Section 508.
502.2.2 No Disruption of Accessibility Features	Supports	SE product is compatible with the operating system and browser accessibility features configured by the user.
502.3 Accessibility Services	Heading cell – no response required	Heading cell – no response required
502.3.1 Object Information	Supports	SE product uses WAI-ARIA attributes to describe the role, state, and description of user interface elements of assistive technologies.
502.3.2 Modification of Object Information	Supports	SE product uses standard HTML or ARIA object roles for maximum compatibility with assistive technologies.
502.3.3 Row, Column, and Headers	Supports	SE product uses standard HTML attributes to define table structure and relationships, including column and row headers, to assistive technologies.
502.3.4 Values	Supports	SE product uses standard HTML or ARIA object attributes for maximum compatibility with assistive technologies.
502.3.5 Modification of Values	Supports	SE product uses standard HTML or ARIA object attributes for maximum compatibility with assistive technologies.

502.3.6 Label Relationships	Supports	SE product uses standard HTML and WAI-ARIA attributes to describe label relationships of user interface elements to assistive technologies.
502.3.7 Hierarchical Relationships	Supports	SE product uses standard HTML markup to express hierarchical relationships.
502.3.8 Text	Supports	SE product renders strings as plain text values in HTML for maximum compatibility with assistive technologies.
502.3.9 Modification of Text	Supports	SE product renders strings as plain text values in HTML for maximum compatibility with assistive technologies.
502.3.10 List of Actions	Supports	SE product uses standard HTML or ARIA object attributes for maximum compatibility with assistive technologies.
502.3.11 Actions on Objects	Supports	SE product uses standard HTML or ARIA object attributes for maximum compatibility with assistive technologies.
502.3.12 Focus Cursor	Supports	SE product uses visual changes to elements to indicate the current position of focus.
502.3.13 Modification of Focus Cursor	Supports	SE product uses standard HTML elements with standard cursor controls for user input.
502.3.14 Event Notification	Supports	SE product uses standard HTML or ARIA techniques to make all event notifications available to assistive technology.
502.4 Platform Accessibility Features	Not Applicable	SE product is not considered platform software as defined by Section 508.
503 Applications	Heading cell – no response required	Heading cell – no response required
503.2 User Preferences	Not Applicable	SE product is a Web application and therefore does not have to conform to 503.2.
503.3 Alternative User Interfaces	Not Applicable	SE product does not provide any alternative user interfaces that function as assistive technology.
503.4 User Controls for Captions and Audio Description	Heading cell – no response required	Heading cell – no response required

503.4.1 Caption Controls	Supports	SE product provides capabilities for captioning of video content.
503.4.2 Audio Description Controls	Supports	SE product provides capabilities for defining audio descriptions of video content.
<u>504 Authoring Tools</u>	Heading cell – no response required	Heading cell – no response required
504.2 Content Creation or Editing (if not authoring tool, enter “not applicable”)	See WCAG 2.1 section	See information in WCAG 2.1 section
504.2.1 Preservation of Information Provided for Accessibility in Format Conversion	Not Applicable	SE product is not an authoring tool.
504.2.2 PDF Export	Not Applicable	SE product is not an authoring tool.
504.3 Prompts	Not Applicable	SE product is not an authoring tool.
504.4 Templates	Not Applicable	SE product is not an authoring tool.

Chapter 6: [Support Documentation and Services](#)

Notes: This report covers accessibility conformance for the SE product and does not discuss Documentation or Support Services.