social explorer

Accessibility Statement for Social Explorer

October 2026

We want everyone who uses Social Explorer to feel welcome and find the experience rewarding, on our website and in the dashboard, Maps and Reports.

What we're doing

We design and test Social Explorer against the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA. The guidelines are published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C). They explain how to make web content more accessible for people with disabilities, and easier to use for everyone. WCAG 2.1 builds on WCAG 2.0, which Section 508 of the Rehabilitation Act incorporates. We are working toward WCAG 2.2.

Our accessibility conformance reports, based on the Voluntary Product Accessibility Template® (VPAT®), show how each product meets each criterion. There is one for each of these:

- the dashboard (the Social Explorer application)
- Maps
- Reports
- the marketing website, www.socialexplorer.com/home

The reports and our Accessibility Roadmap are on our Accessibility page.

How we're doing

We test our products regularly, with automated checks and audits by external partners, and fix what we find. Accessibility issues found in the dashboard and Reports were resolved between 2021 and 2024. On the marketing website, automated accessibility checks run on every change before it is published.

Some areas still need work. The Accessibility Roadmap lists the open issues in Maps and when we plan to fix them. The marketing website's report notes older blog posts that still need text alternatives for some images and reviewed captions for one video.

The marketing website:

- works from the keyboard alone, with a visible focus ring and a "Skip to content" link
- has a night theme, and meets contrast minimums in both the day and night themes
- works at 400% zoom and on small screens without scrolling sideways
- doesn't play its videos or animations on its own when your device asks for reduced motion, and its looping videos have a pause button

Let us know what you think

If you have trouble with any part of Social Explorer, or have an idea that would make it easier to use, please email support@socialexplorer.com or use our contact form.