social explorer

Social Explorer Marketing Website Accessibility Conformance Report

Revised Section 508 Edition, based on VPAT® Version 2.5
October 2026

Product information

Item	Detail
Name of product/version	Social Explorer marketing website (www.socialexplorer.com/home), October 2026 release
Report date	October 2026
Product description	The public marketing website for Social Explorer: product and industry pages, the data library (83 dataset pages), the blog (103 posts), contact forms, and legal and accessibility pages. It does not include the dashboard (the Social Explorer application), Maps, Reports, Studio or Data Navigator. The dashboard, Maps and Reports have their own VPATs.
Contact information	support@socialexplorer.com
Notes	Some blog posts embed interactive maps from Social Explorer Maps, which has its own VPAT, and a few third-party embeds such as animated GIFs. ActiveCampaign provides the contact forms, which Social Explorer styles.
Evaluation methods used	(1) Automated testing with axe-core against WCAG 2.0, 2.1 and 2.2 Level A and AA rules, on every public page (239 in October 2026), in both the day and night color themes, in Google Chrome. (2) The live contact forms scanned the same way. (3) Keyboard-only testing of navigation menus, the theme switch, tabs, carousels and the phone menu. (4) Reflow testing of every page at 320 CSS pixels wide. (5) Code review of media, motion and form behavior. The automated and reflow tests also run on every change to the site before it is published. Screen reader testing is planned.

Applicable standards and guidelines

This report follows the Revised Section 508 Edition of VPAT 2.5. The tables below report WCAG 2.1, which includes every WCAG 2.0 criterion, so they also cover Revised Section 508 (Chapter 5, 501.1 and 504.2; Chapter 6, 602.3).

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

- **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 Level AAA.

WCAG 2.1 Report: Table 1, Success Criteria, Level A

Of the 30 Level A criteria, 23 are supported and 3 don't apply. The other 4 are partially supported, all because of content in older blog posts.

Criteria	Conformance level	Remarks and explanations
1.1.1 Non-text Content	Partially Supports	Site images, logos, screenshots and icons have text alternatives or are marked decorative. Product videos have a text description, and every embedded frame has a title. 40 images in 22 older blog posts have no text alternative; 17 of them have a visible caption.
1.2.1 Audio-only and Video-only (Prerecorded)	Supports	Product videos are silent, and each has a text description of what it shows.
1.2.2 Captions (Prerecorded)	Partially Supports	The site's own videos have no audio. One blog post embeds a narrated YouTube video (Data Navigator overview) that has only YouTube's automatic captions.
1.2.3 Audio Description or Media Alternative (Prerecorded)	Partially Supports	The YouTube video above has no audio description or transcript on the page. The silent product videos have text descriptions.
1.3.1 Info and Relationships	Supports	Pages use headings, landmarks (header, navigation, main, footer), lists and labeled form fields. Blog data tables use header cells. Tabs, menus and carousels expose their roles. Two blog posts skip a heading level, which doesn't change their meaning.
1.3.2 Meaningful Sequence	Supports	Reading order matches the visual order. On the home page, the map callout follows the map in the page source.
1.3.3 Sensory Characteristics	Supports	Instructions don't rely on shape, size, position or sound.

Criteria	Conformance level	Remarks and explanations
1.4.1 Use of Color	Supports	Links in body text are set apart by more than color. Color-coded blog tables, such as air quality, also name each category in text.
1.4.2 Audio Control	Supports	No audio plays automatically.
2.1.1 Keyboard	Supports	Navigation, menus, the theme switch, tabs, carousels, the phone menu, data library filters and forms all work from the keyboard. Wide blog tables scroll from the keyboard. Interactive maps embedded in blog posts come from Social Explorer Maps, which has its own VPAT.
2.1.2 No Keyboard Trap	Supports	Focus can leave every component. Escape closes menus and the phone menu and returns focus to the button that opened them.
2.1.4 Character Key Shortcuts	Not Applicable	The site has no single-character keyboard shortcuts.
2.2.1 Timing Adjustable	Not Applicable	The site sets no time limits.
2.2.2 Pause, Stop, Hide	Partially Supports	Looping product videos have a pause button and pause when scrolled out of view. The home page map animation plays once, for 3 seconds. Carousels don’t advance on their own, and nothing plays automatically when the system asks for reduced motion. One blog post embeds two looping animated GIFs (Giphy) with no pause control.
2.3.1 Three Flashes or Below Threshold	Supports	Site content doesn’t flash. The two animated GIFs in one blog post (see 2.2.2) are third-party content that hasn’t been checked for flashing.
2.4.1 Bypass Blocks	Supports	“Skip to content” is the first focusable element. Pages use landmarks and headings.
2.4.2 Page Titled	Supports	Each page has a title that names its topic and Social Explorer.
2.4.3 Focus Order	Supports	Focus follows the visual order. While the phone menu is open, the page behind it can’t take focus.
2.4.4 Link Purpose (In Context)	Supports	Link text, or the sentence around it, says where a link goes. Links that open a new tab say so to screen readers.
2.5.1 Pointer Gestures	Supports	Carousels can be swiped and also have Previous and Next buttons and dots.
2.5.2 Pointer Cancellation	Supports	Controls act on release, using standard click events.
2.5.3 Label in Name	Supports	Each control’s accessible name contains its visible label. Icon-only buttons have names, such as “Pause video”.
2.5.4 Motion Actuation	Not Applicable	Nothing responds to device motion.
3.1.1 Language of Page	Supports	Every page declares English (lang=“en”).
3.2.1 On Focus	Supports	Moving focus never changes the page or context. Menus open on click or hover, not on focus.
3.2.2 On Input	Supports	A data library filter updates the list in place and announces the new count. Choosing a color theme changes only the colors.

Criteria	Conformance level	Remarks and explanations
3.3.1 Error Identification	Supports	ActiveCampaign provides the contact forms. Their code marks a missing or invalid field with a text message beside the field. This was reviewed in the form code, not by sending a form.
3.3.2 Labels or Instructions	Supports	Each form field has a visible label, and an asterisk marks required fields. The blog's email sign-up box has a label for screen readers and sits under a heading that says what it's for.
4.1.1 Parsing	Supports	For WCAG 2.0 and 2.1, the 2023 errata treat this criterion as always met for HTML. The site also has no duplicate IDs referenced by ARIA.
4.1.2 Name, Role, Value	Supports	Buttons, links, menus, tabs, the theme menu and all frames expose their names, roles and states (expanded, selected, checked). The ActiveCampaign form markup passes the same automated checks.

WCAG 2.1 Report: Table 2, Success Criteria, Level AA

Of the 20 Level AA criteria, 17 are supported and 2 don't apply. One is partially supported, because of the same blog video as in Table 1.

Criteria	Conformance level	Remarks and explanations
1.2.4 Captions (Live)	Not Applicable	The site has no live audio or video.
1.2.5 Audio Description (Prerecorded)	Partially Supports	The narrated YouTube video in one blog post has no audio description. The site's own videos are silent and have text descriptions.
1.3.4 Orientation	Supports	Pages work in portrait and landscape.
1.3.5 Identify Input Purpose	Supports	The contact form fields for name, organization, email and phone identify their purpose (autocomplete given-name, family-name, organization, email, tel). The blog sign-up box uses autocomplete "email".
1.4.3 Contrast (Minimum)	Supports	Text meets 4.5:1 (3:1 for large text) in both the day and night themes, including the custom table styles in older blog posts. Checked automatically on every page in both themes.
1.4.4 Resize Text	Supports	Text uses relative sizes. Every page works at 320 pixels wide (400% zoom on a 1280-pixel screen) with no content lost.
1.4.5 Images of Text	Supports	Text is real text. Images that contain text are product screenshots, charts, maps and logos, where the exact presentation is essential.
1.4.10 Reflow	Supports	Every page fits 320 CSS pixels wide without sideways scrolling. Wide data tables in blog posts scroll inside their own box, which the criterion allows for two-dimensional content.
1.4.11 Non-text Contrast	Supports	Form field and filter outlines measure 4.2:1 to 4.8:1, carousel dots 3.0:1 to 3.9:1 and the focus ring over 6:1, in both themes. Buttons are identified by their text.

Criteria	Conformance level	Remarks and explanations
1.4.12 Text Spacing	Supports	With WCAG text spacing applied (line height 1.5, paragraph spacing 2, letter spacing 0.12, word spacing 0.16), no text is cut off or pushes the page sideways. Tested on 12 representative pages at desktop and phone widths.
1.4.13 Content on Hover or Focus	Supports	Desktop menus that open on hover stay open while the pointer moves into them, and close with Escape. The site has no tooltips.
2.4.5 Multiple Ways	Supports	Pages can be reached from the header menus, the footer, the data library search and filters, and the blog index.
2.4.6 Headings and Labels	Supports	Headings and labels describe their topic or purpose.
2.4.7 Focus Visible	Supports	Every focusable element shows a 2-pixel focus ring. Checked by keyboard across the header, menus, home page and phone menu.
3.1.2 Language of Parts	Supports	All content is in English.
3.2.3 Consistent Navigation	Supports	The header, menus and footer are the same, in the same order, on every page.
3.2.4 Consistent Identification	Supports	Controls with the same function have the same name throughout, such as “Live demo” and “Login”.
3.3.3 Error Suggestion	Supports	The contact forms say how to fix an error, such as entering a valid email address. Reviewed in the form code, as for 3.3.1.
3.3.4 Error Prevention (Legal, Financial, Data)	Not Applicable	The site takes no payments, legal commitments or data changes. Its forms only send a message.
4.1.3 Status Messages	Supports	The data library announces its result count through a live region. A form that fails to load says so in a status message. The confirmation shown after a form is sent comes from ActiveCampaign and hasn’t been tested with a screen reader.

WCAG 2.1 Report: Table 3, Success Criteria, Level AAA

Not Evaluated. Section 508 doesn’t require Level AAA, and this report doesn’t claim it.

Two AAA-related notes: with reduced motion set, the site’s own videos and animations don’t play automatically (2.3.3), and carousel dots and legal-page contents links are at least 24 pixels, as WCAG 2.2 AA requires (2.5.8).

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Chapter 3 follows from the WCAG tables. The gaps for people who are blind or deaf trace to the same older blog content. Chapters 4 and 5 don’t apply to a website, apart from 501.1, which the WCAG tables cover.

Chapter 3: Functional Performance Criteria

Criteria	Conformance level	Remarks and explanations
302.1 Without Vision	Partially Supports	Content has text alternatives, and every control has a name and works from the keyboard. 40 images in older blog posts have no text alternative. Screen reader testing is planned.
302.2 With Limited Vision	Supports	Text and controls meet contrast minimums in both themes. Pages reflow at 400% zoom, and text spacing can be increased without loss. A night theme is available.
302.3 Without Perception of Color	Supports	No information is given by color alone.
302.4 Without Hearing	Partially Supports	No site content depends on sound. One embedded YouTube video has only automatic captions.
302.5 With Limited Hearing	Partially Supports	Same as 302.4.
302.6 Without Speech	Supports	Nothing requires speech input.
302.7 With Limited Manipulation	Supports	Everything works from the keyboard. Carousels don’t require gestures, small controls have targets of at least 24 pixels, and nothing has a time limit.
302.8 With Limited Reach and Strength	Supports	Nothing requires simultaneous actions or physical strength.
302.9 With Limited Language, Cognitive, and Learning Abilities	Supports	Navigation is the same on every page, copy uses plain language, nothing has a time limit, and moving content can be paused or turned off with reduced motion.

Chapters 4 to 6

Criteria	Conformance level	Remarks and explanations
Chapter 4: Hardware	Not Applicable	The product is a website.
501.1 Scope: Incorporation of WCAG 2.0 AA	See WCAG 2.1 tables	Covered by Tables 1 and 2.
502 Interoperability with Assistive Technology	Not Applicable	Web content; covered by the WCAG tables.
503 Applications	Not Applicable	Web content; covered by the WCAG tables.
504 Authoring Tools	Not Applicable	The marketing website isn’t an authoring tool.
602.2 Accessibility and Compatibility Features	Not Applicable	The marketing website needs no product documentation. Standard browser and assistive technology features apply.
602.3 Electronic Support Documentation	Supports	The accessibility statement, roadmap and VPATs linked from the Accessibility page are tagged PDFs, including this report. Their content isn’t evaluated here.

Criteria	Conformance level	Remarks and explanations
602.4 Alternate Formats for Non-Electronic Support Documentation	Not Applicable	There is no printed documentation.
603.2 Information on Accessibility and Compatibility Features	Supports	The Accessibility page links the conformance reports and gives an accessibility contact, support@socialexplorer.com.
603.3 Accommodation of Communication Needs	Supports	Support is available by email, which works for people who are deaf, hard of hearing or speech-impaired.

Third-party content

- Interactive maps embedded in blog posts come from Social Explorer Maps, which has its own VPAT.
- ActiveCampaign provides the contact forms. Social Explorer styles them and adds autocomplete. Google provides the reCAPTCHA check, including its audio challenge.

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