ACCESSIBLE SOCIAL POSTS

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1 ALT TEXT

For posts that have images, include concise, informative alt text that captures the purpose the image is meant to convey.

2 DESCRIPTIONS

Avoid writing "image of" or "picture of" because it is redundant for screen readers that already announce images.

3 EMOTIONS

If your image conveys humor, your alt text should explain all relevant actions, emotions, facial expressions, and the source (TV show, film, meme) for the humor to effectively translate.

4 COLOR

When writing/sharing a social post, always put your main content first and put any #hashtags and @mentions at the end of the post. This is very important for screen reader users.

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5

VIDEOS

Ensure videos have closed captions and/or descriptive transcripts, as well as clearly spoken words and limited background noise.

6

HASHTAGS

Use "CamelCase" when writing multiple words within one hashtag. For example, #GoTeamBlue or #LoveWhereYouWork.

7

LANGUAGE

Use plain language in your posts. Less is more, so use words your readers would use when doing a web search for similar information.

8

ACRONYMS

Avoid using acronyms in your posts just to make them shorter. If you need to, be sure to explain what the acronym stands for.

9

POLICIES

Incorporate accessibility into your organization's social media policy to set the clear expectation that all posts are to be inclusive.

10

CONTACTS

Share your contact information or provide a link to your organization's website that lists appropriate contacts on your social media account profiles.

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