Accessibility for Social Media

Why is Social Media Accessibility Important?
- Inclusion matters! Everyone has the right to full access and participation.
- Ensures your target audience can access information about your services, programs, and events.
- Accessible content is readable, provides more access for everyone, and builds loyalty.

What are some general tips for social media to be more accessible?
- Use more than one social media channel with a link to the most accessible platforms.
- Provide easy points of entry for more information (website links, widgets, contacts, etc.).
- Label all visual content on your social media, website, newsletter, etc. with descriptions and alt tags.
- Don’t imbed text in images. Use separate text and descriptions.
- Caption all of your videos across platforms. YouTube and Facebook automatically caption short videos, but watch in entirety to ensure quality. Edit for accuracy and more description.
- Descriptive video should be added where there is a large amount of content not on the audio track.
- Contrast is important. Text should stand out strongly against the background for print, images, GIFS, etc.
- Write your hashtags in CamelCase (only first letter is capitalized), not upper case or all-caps.
- Choose common and easy to understand words with clear, short sentences.
- Ensure you are using disability etiquette when it comes to the language. Do not use words such as, insane/crazy, victim, dwarf, etc.
- Spell out acronyms the first time they are used.
- Don’t go overboard with emojis.
- List contact information where a user can ask questions or report links that don’t work or for support.
- Be aware that social media platforms change all the time, so keep checking on accessibility features.

What are some specific guidelines for different platforms?
- **Website**: Accessible, well-organized, clean & written clearly. Check out tips on website accessibility.
- **Facebook**: Add captions or text. List website and contact info. Mobile version may be more accessible. Learn more about Facebook accessibility from Facebook and the American Foundation for the Blind.
- **Twitter**: Turn on alt text for images.
- **Instagram**: Text is auto added, but be sure to edit for accuracy and detail.
Where can I find more resources?

- [How to Be More Accessible on Social Media](https://www.siteimprove.com) (by Siteimprove)
- [Federal Social Media Accessibility Toolkit Hackpad](https://digital.gov) (by Digital.gov)
- [Social Media Accessibility](https://www.queensu.ca) (by Queen’s University)
- [Accessible Social Media](https://www.ableism.org) (by University of Minnesota’s Accessible U)
- [AFB Accessibility Resources](https://www.afb.org) (by American Foundation for the Blind)
- [Checklist for Plain Language on the Web](https://plainlanguage.gov) (by plainlanguage.gov)
- [Website and Document Accessibility Checker](https://visionaustralia.org) (by Vision Australia)

*To learn more about social media, view the Engaging Youth Through Social Media factsheet.*

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