

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](#) (by Siteimprove)
- [Federal Social Media Accessibility Toolkit Hackpad](#) (by Digital.gov)
- [Social Media Accessibility](#) (by Queen's University)
- [Accessible Social Media](#) (by University of Minnesota's Accessible U)
- [AFB Accessibility Resources](#) (by American Foundation for the Blind)
- [Checklist for Plain Language on the Web](#) (by plainlanguage.gov)
- [Website and Document Accessibility Checker](#) (by Vision Australia)

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



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