Social Media Accessibility Guidance
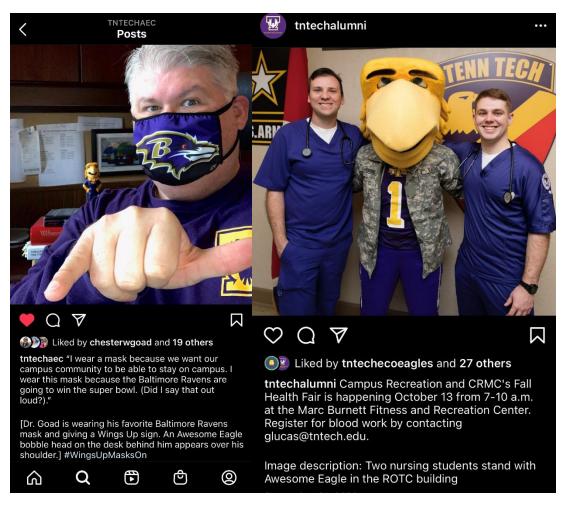
Here are a few simple tips to ensure your social media posts are accessible to everyone!

1) Image Descriptions: Take time to describe your photos. If you post an image of an activity or event, describe the what's going on in the picture. If your image features event details, repeat that information in the image description. Reason: Screen readers cannot read images. They rely on written text. Examples below:

2) Captioning Videos: For video content, captions of the audio will benefit of those without hearing, who are hard-of-hearing, who are non-native speakers, and those who are in a place where playing audio would be frowned upon. Captions can be either closed captions (where a user can turn them on and off) or open captions (where the text is embedded into the video and cannot be turned on or off). Check the "Accessibility Documentation by Platform" for captioning information for many popular social media platforms.

3) CamelCasing Hashtags: Hashtags are a hallmark of social media posts. When authoring hashtags that are made up of multiple words, use initial capitalization, also known as CamelCase. Utilizing this simple technique makes the hashtag easier to read for all users and is more consumable by screen readers since their synthesized voices can recognize and pronounce individual words and won't garble them. Examples below:

#WingsUp
#GetInvolved
#JoinMyOrganization

4) Emojis
Emojis displayed on a screen will be described by a screen reader. The 👏 emoji, for example, will be read aloud as "clapping hands." Please be considerate of screen reader users by placing spaces between them.

Accessibility Documentation by Platform
- [Facebook Accessibility Support Features(link is external)](#)
- [Twitter Accessibility Support Features: Images(link is external)](#)
- [Instagram Accessibility Support Features: Images(link is external)](#)
- [LinkedIn Accessibility Support Features](#)