



2024 SOCIAL MEDIA ACCESSIBILITY GUIDE

1

MAKE YOUR TEXT ACCESSIBLE

Make hashtags easier to read by capitalizing the first letter of each word in a hashtag. Avoid typing in all caps. Avoid technical jargon. Use special characters correctly, and in moderation. Avoid creative and frilly fonts.



2

BE MINDFUL OF EMOJIS

Screen reading technologies will read emojis aloud in the middle of sentences, obscuring or changing the meaning. Use emojis at the end of a sentence/post, and not throughout.



3

ADD CLOSED CAPTIONS & SUBTITLES TO VIDEOS

Captions make videos accessible for a variety of users. Ensure captions aren't covered by platform content. Make sure your captions are visible against your background.



4

MAKE YOUR VISUAL CONTENT ACCESSIBLE

Avoid packing a graphic with text. If you post a video with strobe effects or flashing lights, include a warning and create a pause before your content plays. Before jumping on trends, consider how they would be read by a screen reader.



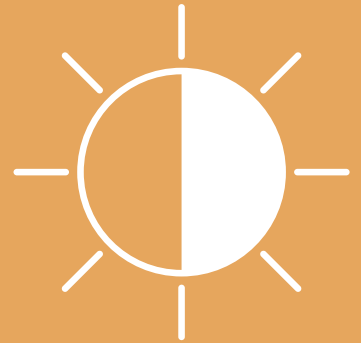


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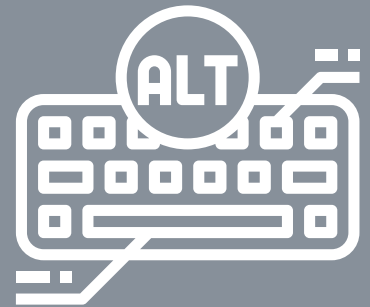
USE COLORS THAT PROVIDE MAXIMUM CONTRAST

Include enough contrast between text/content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies.



ADD ALT TEXT TO ALL POSTS CONTAINING IMAGES.

Alternative Text is a written description of an image. Adding Alt Text to all posts containing an image makes these posts accessible to those using screen readers.



ADDITIONAL RESOURCES

1. Disability:IN- [“Creating Accessible Social Media Content – GAAD Toolkit”](#)
2. Higher Ed Dive- [“How can public colleges prepare for ADA digital accessibility requirements?”](#)
3. Sprout Social- [“8 guidelines to make social media posts more accessible”](#)
4. Access Living- [“A Guide to Basic Accessibility on Social Media”](#)

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