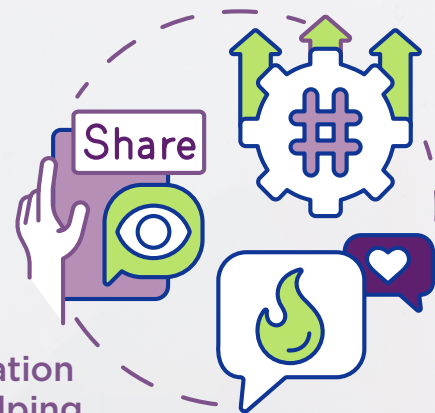


7 TIPS for Making Your Social Media Content Accessible

You need to think about accessibility in everything you do, including social media. It has become a powerful communication tool for starting conversations, building communities and helping people connect. The following tips will help ensure you are creating inclusive social media content.



1

Write alternative text, or alt text for every image so people who use screen readers can understand it.

- Use emotion-rich text that communicates the same message in the same context to a reader who can't see the image.
- Don't include "image of" or "photo of" unless the format is important to the reader. Screen readers will announce "image" before reading the alt text.
- If the image is complex, focus on the main idea that supports the post.

alt text



2

Use emojis accessibly. Emojis can be social media's love language, but they aren't always accessible.

- Check emoji descriptions to make sure they match the context you want to use them in.
- Use only 1 or 2 emojis and put them at the end of the sentence or paragraph.
- Avoid using emojis to replace words or to format a bulleted list.

AVOID: I went for a  in the 

BETTER: I went for a swim in the ocean 

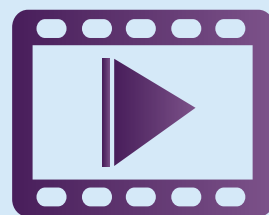
BEST: I went for a swim in the ocean 

3

Always include captions with video content. Don't rely on sound alone.

Captions help:

- People who are blind or have low vision
- People who have difficulty hearing
- People who process information differently because of neurological conditions, accidents or injuries
- People in noisy places
- People in quiet places
- People who are distracted





Hashtags are fun, but there is a bit of science to it!

Hashtags are #notastringofmadeupwords or a #hashtag #on #every #word.



Hashtags are used for searching — think about what words people might use to search for your content on social media and then use hashtags that make your content discoverable by people interested in that topic.

Use #CamelCase for hashtags to make them accessible, and easier to read for everyone! People who use screen readers that read text aloud will detect the individual words in hashtags using CamelCase rather than one long single word.

Think **#SuperBowl** not **#superbowl**



Use plain language

Use short, familiar words to express your thoughts clearly.

Short words are easier for all readers to understand and you get your point across easily. Big words can confuse a reader.

Get rid of bulk and clutter. Business writing is often cluttered with words that add no meaning, no emphasis, but lots of length. When editing your writing, recognize and eliminate these words.

AVOID: We utilize unnecessarily sophisticated vernacular.

BETTER: We utilize complex words instead of simple ones.

BEST: We use big words we don't need.



Colour contrast

Colour contrast is one of the biggest issues online! If there isn't enough difference between colours, they're hard to distinguish. Especially with white text on a pastel background or red text on a black background.

- Use high contrast or a black background for white text; or a white background with black text.
- Avoid text over a busy image.
- Avoid using text in images. Keep the visual simple and clear. Add the details to the post copy instead.



Be mindful of FONTS and font size

Choose plain fonts that are easy to read. Avoid ALL CAPS, decorative fonts or fonts with thin strokes. Make the text size bigger so it's easier to read. If you use text in a small font that's hard to read and depend on people to tap and hold the screen to read it, it's too small.

If you want to use carousel images for conveying a text-based message, use more images and larger fonts instead of small fonts in a single image.

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