

Best Practices for Social Media Accessibility

Use Plain Language

- **Plain Language** is writing that is clear, concise, well-organized, and follows other best practices appropriate to the subject or field and intended audience.
- Always use plain language in your social media postings and avoid using acronyms, abbreviations, and jargon.

<p>Not plain language:</p> <p>“It is imperative that our MTSS includes UDL at all levels of instructional support.”</p> <p>Plain language:</p> <p>“Universal Design for Learning isn’t just for students who struggle. It’s for everyone.”</p>
--

Use CamelCase Hashtags

- **CamelCase** is the practice of capitalizing the first letters of words in multiple word hashtags.
- CamelCase allows screen reader technology to distinguish words in a hashtag, increases legibility, and makes the hashtag overall easier to read for everyone.

#notcamelcase	#CamelCase
#themoreyouknow	#TheMoreYouKnow
#followfriday	#FollowFriday
#udlchat	#UDLchat
#notsoeasytoread	#SuperEasyToRead
#a11y	#a11y or #A11y
#csun4all	#CSUN4all or #CSUN4All
#exploreaccess	#ExploreAccess

Add Alternative Text to Images

- The purpose of **Alternative (Alt) text** is to allow low vision or blind users to understand the purpose of the image.
- When adding Alt text:
 - Describe only how the image relates to the content. What is its purpose? Why is the image there?
 - Make sure the Alt text is brief. Try keeping it under two sentences or 8 to 120 characters or less.
 - Do not use words or phrases such as “Image of...”, “photo of...” in the alt text.

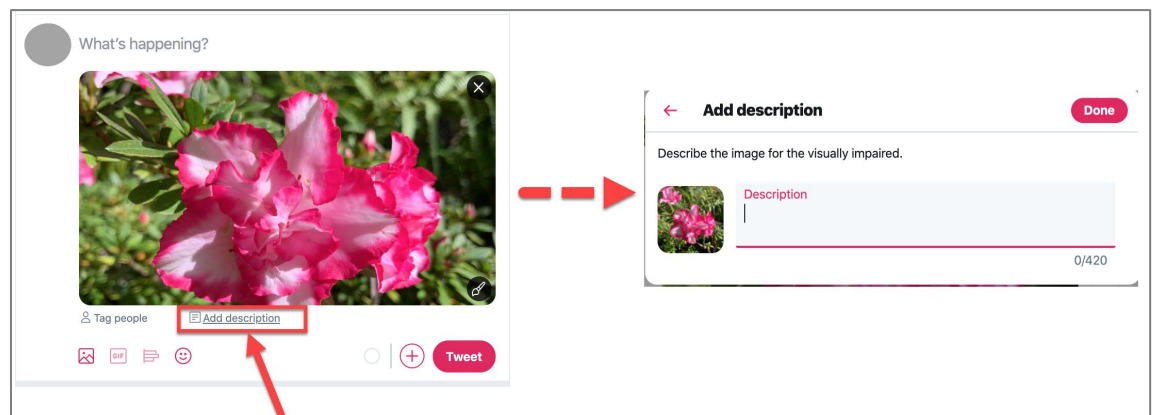
Adding Alternative Text: Twitter

1. Enable **custom image descriptions** feature

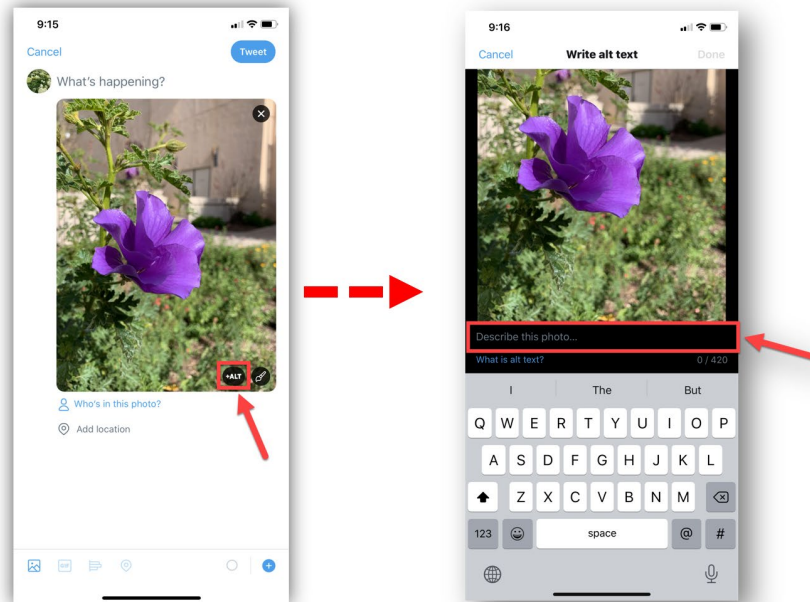
- a. Select the “**More**” button on the left side panel in your twitter profile.



- b. Select “**Settings and Privacy**”.
 - c. Go to *General Settings* and select “**Accessibility**”.
 - d. Find “**Compose image descriptions**” and select the checkbox. This will enable custom image descriptions.
2. Add image descriptions (Web Version)
 - a. Compose a twitter posting and add an image.
 - b. When the image is uploaded, below the image, select the link called “**Add Description**”.
 - c. A pop-up will appear to add the image description. Add your custom description and select “**Done**”.

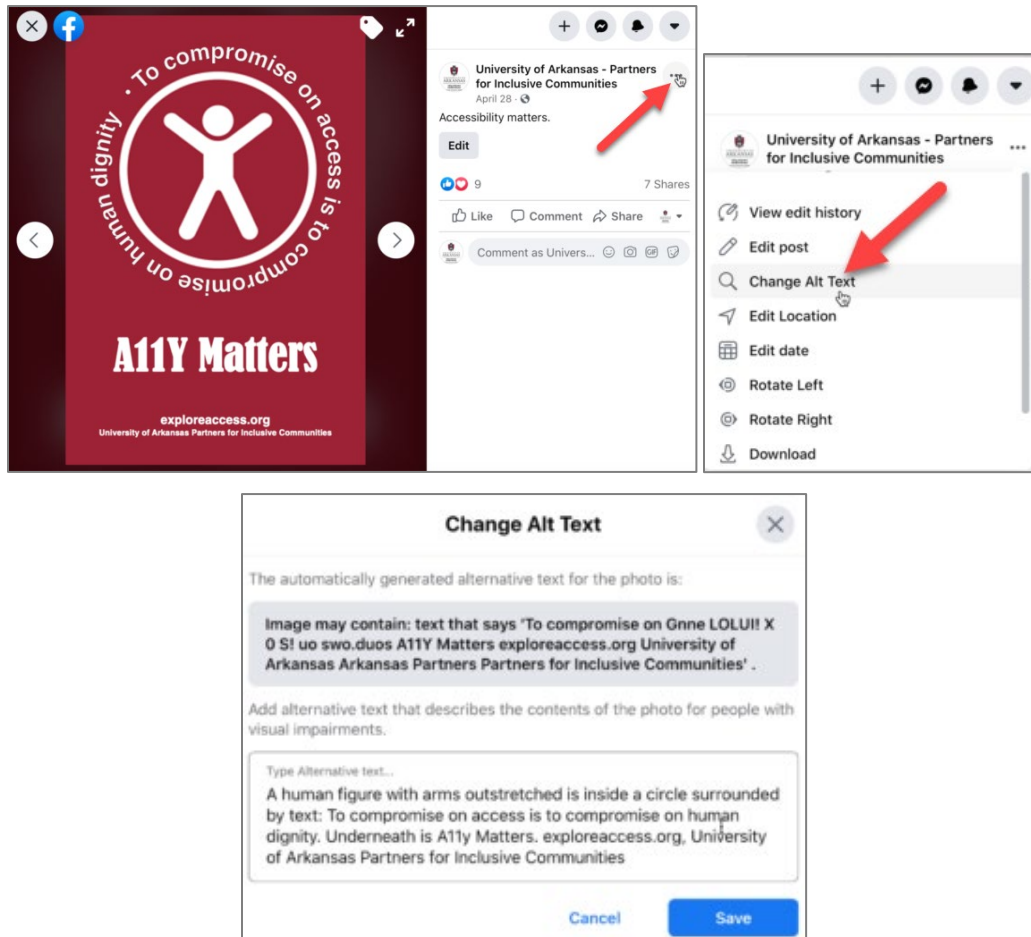


3. Add image descriptions (Mobile Version)
 - a. Compose a twitter posting and upload an image.
 - b. When the image is uploaded, select the button at the bottom of the screen that says “**+Alt**”
 - c. Add your alt text in the space that says, “**Describe this photo...**” and then select “**Done**”.



Adding Alternative Text: Facebook

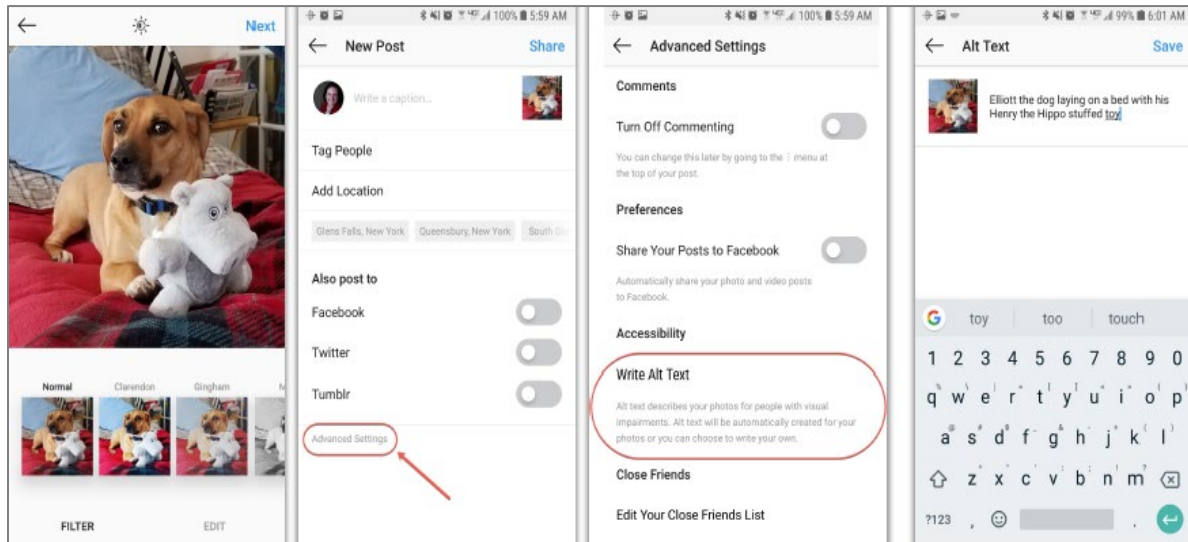
- Facebook will automatically populate alt text to all images, but it is not descriptive alt text.
- To change automatic alt text in the web version:
 1. Compose a Facebook posting and add an image.
 2. Select the photo that you'd like to describe in Alt Text.
 3. Select the **three dots** in the top right corner of your post.
 4. When the menu opens, select the **Change Alt Text**.
- To change automatic alt text in the mobile version:
 1. Compose a Facebook posting and add an image. With the mobile version, you will need to publish your posting first.
 2. Once your image is posted, select the image and look for 3 dots on the top right corner. Select the dots to open **"Edit Alt Text"**.
 3. Select **"Override generated alt text"**.
 4. This will open a text field to add custom alt text. Input the new alt text and select the **"Save"** button.



[Credit to Explore Access: Accessible Images and Posts](#)

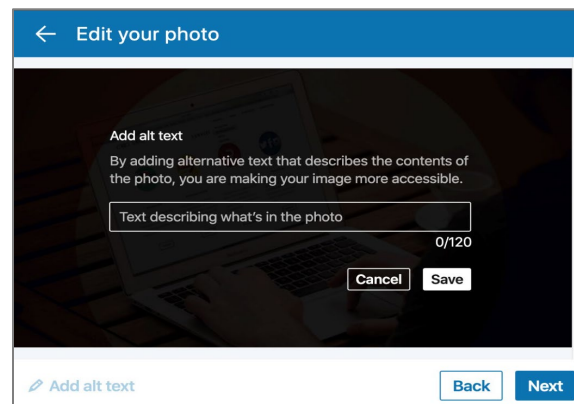
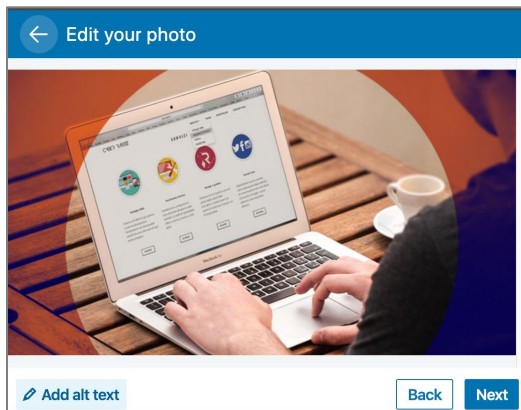
Adding Alternative Text: Instagram

1. Begin uploading a photo to Instagram.
2. Customize the image as desired and select **“Next”** until you reach the *New Post* window.
3. At the bottom of *New Post*, select **“Advanced Settings”**.
4. Go to *Accessibility* and select **“Write Alt Text”**.
5. A window will appear with a text field. Write your desired alt text and select **“Save/Done”**.



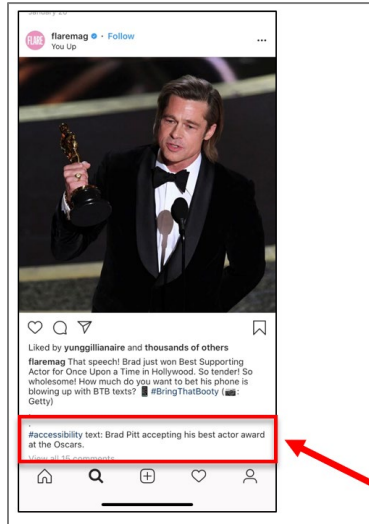
Adding Alternative Text: LinkedIn

1. Start a new post and upload an image.
 2. Select **“Add Alt Text”** at the bottom of the window.
 3. Add your alt text in the popup that appears and select **“Save”**.
- * NOTE: In LinkedIn you are limited to 120 characters for your Alt text.



Universal Alternative for Alt Text

- In-line image descriptions are descriptions that are within a user’s social media posting.
- These image descriptions are visible to all users and are therefore accessible to everyone.
- The image description is preceded with a word or phrase below the posting, such as “[Photo description: text description]”, “Accessibility text: text description”, etc.



For Captions and Audio Files

- All videos and audio files posted in social media, must have captions.
- YouTube and Facebook have an auto captioning feature; however, this feature has a lot of errors.
- YouTube also allows users to generate their own caption. Visit [Do It Yourself \(DIY\) captions](#) to learn more.
- Twitter has a Twitter Media Studio feature that allows users to upload closed captions on videos in Twitter.
- Instagram TV just releases new auto-generated captions for IGTV in 16 languages. Visit [New IGTV Captions](#).

Link Shorteners

- Link shorteners convert long URL's into small, easier to manage URL's.
- They make it easier for all users to type a URL and they also benefit screen reader users as they help limit the raw characters a screen reader must read aloud.
- Some useful shortening websites: [Bit.ly](#) , [Tiny.cc](#) , [Tinyurl.com](#), [Ow.ly](#)

