

MIXTE TIPS

Accessibility in social media

Making social media accessible is critical for sharing content in a way that everyone can experience and enjoy. This is a working checklist of different ways to ensure that your content is accessible.

Making your copy screen-reader friendly

- ❑ **Capitalize hashtags**

Capitalize the first letter of each word in your hashtag. Screen readers use capital letters to detect and distinguish each word since hashtags don't include spaces #CapitalizeYourHashtags

- ❑ **Avoid special fonts**

Stylized fonts (Unicode text) don't translate well through screen readers. Use plain text in captions and web text to ensure that assistive tools read text out loud properly.

- ❑ **Limit emoji use**

Screen readers describe each emoji used and can be distracting and overwhelming when being read. Limit emoji use to ensure a more accessible and enjoyable experience for all people. Avoid replacing words with emojis.

Making photos and videos accessible

- ❑ **Use alt-text and image descriptions**

Alternative text (alt-text) and image descriptions help people visualize, comprehend, and enjoy your photos and GIFs when they can't see them.

- Alt-text**

- Alt-text is embedded in the photo and can only be seen through screen readers. Add brief descriptions in the alt-text field on Facebook, Twitter, Instagram, and LinkedIn before posting.

- Image descriptions**

- Image descriptions are similar to alt-text but more descriptive and exist directly in the caption of the post. Adding image descriptions in the caption makes it more user friendly for people who prefer not to use screen readers that pick up alt-text. [Read more about the difference between alt-text and image descriptions.](#)

How to write effective descriptions

Context is key. Descriptions are meant to share meaning, thought, and importance of images so that everyone can fully experience the post as intended.

- Let the audience know what they need to know
- Note details of the image that are necessarily or relevant
- Share appropriate emotion and humor that the image entails
- Transcribe text if the image includes important copy
- Avoid phrases like “Image of...” or “This is a graphic of”

Resources:

[Perkins: How to Write Alt Text and Image Descriptions for the Visually Impaired](#)
[How to Write an Image Description by Alex Chen](#)

Use video captions and descriptions

Video captions allow people with hearing impairments to follow along with videos.

Closed captions

Closed captions are your common captions that you can turn on and off on platforms like Youtube. Automatically generate these captions and edit them to ensure accuracy.

Open captions

Open captions are burnt or permanently placed as part of the actual video. Add open captions to your videos with programs like Adobe Premiere Pro (paid) or [Kapwing](#) (free). [Read more about the difference between closed and open captions.](#)

Make sure there's enough color contrast

Test the color combinations in your images and graphics that include important information to account for color blindness.

Tools:

[Who Can Use](#)
[WebAim: Contrast Checker](#)