



Social Media Accessibility Guide

Purpose

The Americans with Disabilities Act (ADA) ensures that individuals with disabilities have equal access to various services, including digital content. Ensuring your social media content is ADA-compliant not only broadens your audience but also fosters inclusivity. All University accounts must maintain WCAG 2.1 Level AA standards for websites and mobile applications, including social media.

Alt Text

- Alt text provides a short description of the visual content in a photo or image, which can be read aloud by screen readers and other assistive technologies.
- Any image that communicates meaning should include alt text. This includes graphics.
- Don't repeat captions or post text; alt text should describe the visual content, not restate information.

How to add alt text by platform:

- If you are creating your post using a third-party scheduling platform, you should be able to add alt text inside of the post composer.
- On Facebook, X (Twitter), LinkedIn and Threads alt text can be added to photos natively in the platform's post composer.
- On Instagram, alt text can be added to photos for feed posts under "More Options" in the composer on mobile, and under "Accessibility" on desktop. Alt text is not supported for Instagram image stories.

Social Media Graphics

- Use clear, easy-to-read fonts.
- Minimum 16px on mobile.
- Strong color contrast, which can be tested using the [WebAim Color Contrast Checker](#).
- Good spacing for lines, words and paragraphs.

- Use alt text to describe what is included in the graphic.
- Repeat graphic text in captions if needed.
- Avoid busy backgrounds behind text.
- Do not use flashing or distracting motion.

Captions

- Captions provide a written version of spoken words and important sounds, making audio content accessible to people who are deaf or hard of hearing. Watching a video on mute should still make the creator's message clear if captions are included.
- Captions can be auto-generated on platforms like Canva and CapCut or natively, depending on the social platform.

How Captions Work on Social Media:

- Closed captions
 - On/off option; added via auto-generate or upload (.srt).
- Open captions
 - Burned into video; always visible.
- Auto-generated
 - Often needs editing
- Manual/uploaded
 - Most accurate

Captions by Platform:

- YouTube
 - Auto and upload supported.
- Facebook: Auto and upload
 - Stories need open captions.
- Instagram
 - Auto only; no file uploads.
- TikTok
 - Auto and upload; must edit before posting.
- LinkedIn
 - Auto and upload; limited editing tools.

Descriptions

A short written explanation of what elements are visually important in a video. Descriptions are especially important for videos that do not contain speaking.

Writing for Accessibility

Plain Language:

- Plain language means writing or speaking so your audience understands the message the first time they read, see or hear it.
- Keep language simple and avoid unclear acronyms or jargon.
- Maintain clear and consistent formatting.

Hashtags and Emojis:

- Hashtags should be placed at the end of captions, and should always use camel case.
(#BearClawsUp)