An accessible online presence is an important facet of your organization’s digital strategy. Here are some tips to help you remain accessibility-conscious while reaching your widest possible audience via social media, from Siteimprove Academy’s “Accessibility for Social Media” course. To sign up for the course, visit www.siteimprove.com/academy.

Quick tips for creating ACCESSIBLE SOCIAL POSTS

01 ALT TEXT
For posts that have images, include concise, informative alt text that captures the purpose the image is meant to convey.

02 DESCRIPTIONS
Avoid writing “image of” or “picture of” because it is redundant for screen readers that already announce images.

03 EMOTIONS
If your image conveys humor, your alt text should explain all relevant actions, emotions, facial expressions, and the source (TV show, film, meme) for the humor to effectively translate.

04 SHARING
When writing/sharing a social post, always put your main content first and put any #hashtags and @mentions at the end of the post. This is very important for screen reader users.
05 VIDEOS
Ensure videos have closed captions and/or descriptive transcripts, as well as clearly spoken words and limited background noise.

06 HASHTAGS
Use “CamelCase” when writing multiple words within one hashtag. For example, #GoTeamBlue or #LoveWhereYouWork.

07 LANGUAGE
Use plain language in your posts. Less is more, so use words your readers would use when doing a web search for similar information.

08 ACRONYMS
Avoid using acronyms in your posts just to make them shorter. If you need to, be sure to explain what the acronym stands for.

09 POLICIES
Incorporate accessibility into your organization’s social media policy to set the clear expectation that all posts are to be inclusive.

10 CONTACTS
Share your contact information or provide a link to your organization’s website that lists appropriate contacts on your social media account profiles.