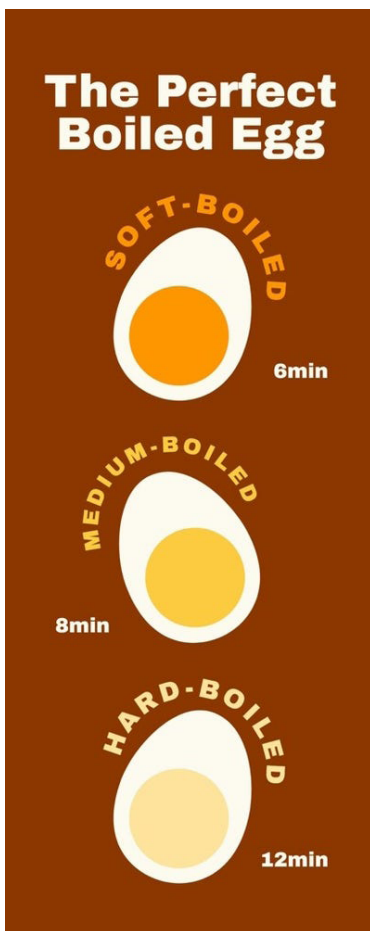


## Quick Guide to Social Media Accessibility

### Create Readable Posts

- Keep URLs short as screen readers will read them out to users, just as if they were words strung together in a long hashtag.
- Use “CamelCase” for hashtags, capitalizing the first letter of each word: #ChargeOn, #TransformingHealthcareImprovingLives
- Limit use of emojis and place a space between each instance. Screen readers read emojis as their description, e.g., “clapping hands” and this can cause confusion if emojis are placed between words.
- Limit or avoid use of animated GIFs. If using, be sure the post can be understood through its text content alone.

### Always Add ALT Text to Images



ALT="The Perfect Boiled Egg. Infographic that shows the yolk of three eggs, contrasting the yolk color for soft-boiled, medium-boiled and hard-boiled eggs"

Descriptive captions and alternative text (ALT text) allow people to visualize images when they can't see them. Accessibility tools read the ALT text to describe images for users. Leaving the ALT text field blank will cause the screen reader to announce it as "image." Facebook, Twitter, Instagram and LinkedIn provide specific fields to add ALT text for images and GIFs.

- **Describe what's actually in the image.** Bad example: "A woman and two kids." Good example: "A woman walks in a park holding hands with a young girl and boy." These are [examples of best practices for creating good alt text](#).
- **Transcribe text in images.** If the image has text that is central to its meaning, include it in the description.
- **Be concise.** It often takes longer to narrate ALT text than to read it.



ALT="Associate Professor Nicole Dawson watches a student demonstrate a leg stretch on another student"

## Design Accessible Graphics and Visuals

- Check your color contrast ([ADA's tool for color checking compliance](#)).
- Infographics and charts are images. If a graphic contains words (text) central to its meaning, you must include all the text in your ALT text.
- If you want to share a large text block, place the text in the post's caption.
- When sharing animated images, avoid flashing or excessive movement.

## Accurately Caption All Videos

There are two types of captions: open and closed. Viewers can turn closed captions on or off and they are added within the platform as a .srt file. Open captions are “burned in” when exporting the video. Closed captions are preferred for accessibility, but open captions can be used if closed captions aren't available.

- All captions should be manually reviewed and edited to ensure accuracy and proper grammar, spelling and punctuation.
- Identify all speakers in captions and, when possible, add song title and lyrics for music.
- Captions should be on the screen long enough to read. The caption size should be large enough to read and there should not be more than two lines stacked on top of each other.
- The text color and background color should contrast with the video screen.
- Avoid autoplay within the video player.

### Options for each social media platform:

- Facebook: You can automatically generate closed captions (and edit them), write them manually, or upload a .srt file.
- Instagram: You can add auto-generated closed captions to Reels and Stories. However, it is not possible to upload .srt files.
- YouTube: You can automatically generate closed captions (and edit them), write them manually, or upload a .srt file.
- Twitter: Auto captions are enabled by default for all videos posted on Twitter. You can also upload a .srt file.

## Be Careful with QR Codes

- If the QR code is being used as a link, a text alternative (such as ALT text) must be present to describe the purpose of the link.
- Do not include text in the image of the QR code and ensure that this text is created as text and not an image.
- If using the QR code as a link, make sure that there is a text alternative that describes the purpose of the link so that the user can understand where they will be redirected to.

## References and Resources:

[UCF Digital Accessibility Policy](#)

[Harvard University Social Media Accessibility Guidelines](#)

[WebAIM Contrast Checker](#)

[WCAG 2.0 AA requirements](#)