

Social Media Accessibility Toolkit



HASHTAGS

- Put hashtags at the end of a post, not at the beginning.
- Use CamelCase: #StudentLife #SchoolOfNursing #IAmARedRaider



VIDEOS

- Provide captions on all videos – either closed captions (ability to turn them on and off) or open captions (where text is embedded into video and cannot be turned on/off).
- Set captions to be enabled as default.
- Provide transcript for video & use high-quality audio.



FACEBOOK

- Caption all photos and describe links posted.
- Use FB option to edit/add alt text to image, or add your own picture description (PD).
- Use FB option to edit/add captions on videos.



TWITTER

- Begin tweet with main content. Be as descriptive as possible. Place hashtags at the end.
- Include a link to relevant websites for full access.
- Enable “image description” to include alternative text.



INSTAGRAM

- Use “alt text” image description, found in “advanced settings.”

NOTES OF CAUTION

- Avoid labeling links as “click here.” Instead use the linked resource name, e.g. [Orientation Application](#), as the label.
- Social media should not be the main messenger. Link information back to the source (e.g. TTUHSC website).
- Avoid acronyms or abbreviations, unless already mentioned in full.
- Use plain language and active voice.
- Avoid using Graphics Interchange Formats (GIFs).
- Confirm sites you link to contain accessible information.
- If using images with text or memes, caption the image with a description.

Be easy with yourself with trial & error.