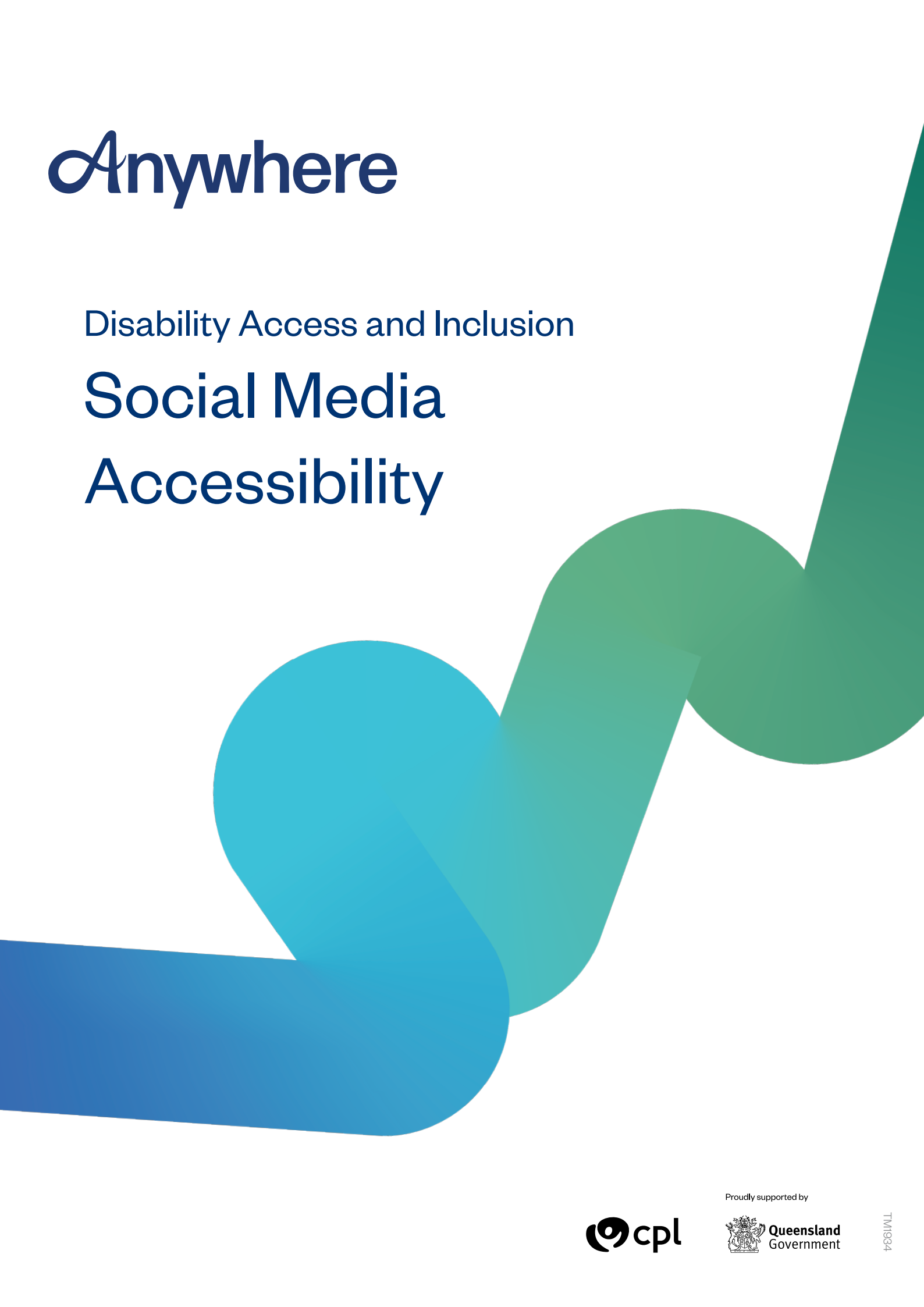


# Anywhere

Disability Access and Inclusion

# Social Media Accessibility



## Disability Access and Inclusion

# Social Media Accessibility

### Ideas on how you can use this tool

#### Purpose

The purpose of this guide is to equip business owners with the knowledge and tools necessary to ensure that their social media content is accessible for people with disability. By providing practical steps and a comprehensive checklist, this guide aims to foster inclusivity and promote best practices in digital communication. Accessibility is essential not only for legal compliance but also for creating an inclusive online environment where everyone can engage with content regardless of their abilities.

#### Instructions for use

- 1. Read Through the Checklist:** Start by reading through each section of the checklist to familiarise yourself with the key principles and actionable steps for ensuring accessible social media content. Further resources are included in the document for additional learning.
- 2. Apply the Checklist:** As you read through each section, refer to the checklist provided to ensure that you are implementing the recommended practices effectively.
- 3. Implement Changes:** Note down areas you can improve in. Take action to implement the recommendations outlined in the guide within your social media content creation process.
- 4. Continuous Improvement:** Accessibility is an ongoing process. Continuously monitor your social media content and seek feedback from customers and implement changes based on feedback or required needs.
- 5. Share and Educate:** Share this guide with your team members and colleagues to raise awareness about the importance of accessibility in social media content creation. Encourage others to adopt accessible practices in their digital communications.
- 6. Read Additional Resources:** Additional resources have been provided at the end of this document. Information is updated regularly within these sources, and can help to ensure your business stays abreast of current accessibility trends and potential improvements.

By following these instructions, you can effectively utilise this guide to enhance the accessibility of your social media content and create a more inclusive online experience for all users.

## Social Media Accessibility Checklist

### Alt text for images

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Ensure all images posted on social media platforms have descriptive alt text or image descriptions.  
Describe the content of the image concisely and accurately.

### Closed Captions for Videos

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Provide closed captions for all videos posted on social media.  
Use accurate captions that convey both dialogue and relevant sounds.  
Ensure captions are synchronised with the video content.

### Accessible Links

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Use descriptive link text that clearly indicates the destination.  
Avoid using ambiguous phrases like “click here” or “read more.”  
Ensure that links are distinguishable from surrounding text, for example, by using [colour contrast](#) or [underlining](#) – most social media platforms will automatically underline a link.

### Text

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Where possible, ensure fonts are legible and adequate font sizes are used (at least 12pt).  
Avoid using fonts that are decorative or any text effects that could be difficult to read.  
Consider ensuring there is sufficient colour contrast between text and the background for readability.

### Readable and understandable

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Content is written in clear, easy to read language.  
Avoid the use of jargon, sarcasm and words that are ambiguous and hard to understand.  
Language used is straightforward and understandable.

### Consistent design

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Maintain consistency in design elements across social media platforms.  
Test content on various devices and screen sizes to ensure legibility and consistent accessibility for users.

## Hashtag use

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When using hashtags, consider employing the use of camel case (capitalising each word within the hashtag) to improve readability for screen readers and other assistive technologies. For example use #SocialMediaAccessibilityChecklist instead of #socialmediaaccessibilitychecklist.

Avoid using overly long or complex hashtags that may be difficult for screen readers to interpret.

## Emoji use

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Consider using emoji sparingly and thoughtfully to enhance the communication and the message you are trying to portray.

Ensure the emoji used convey clear meaning and that the use of emoji is not essential for understanding the content or context.

Avoid using emoji in a way that may cause confusion or distract from the main message.

Provide alternative text descriptions when necessary, especially if the emoji have been used for conveying important information.

## Further Resources

### Facebook Accessibility

Facebook's accessibility page provides information and resources on making Facebook and Instagram content accessible to users with disability. It includes guides, tutorials, and updates on accessibility features and improvements.

[www.facebook.com](http://www.facebook.com)

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### X (Formerly Twitter) Accessibility

X's (Formerly Twitter) accessibility page offers information and resources for users, developers, and content creators on making Twitter content accessible to people with disability. It includes guides, tutorials, and updates on accessibility features and improvements.

[help.twitter.com](http://help.twitter.com)

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### Instagram Accessibility

Instagram's accessibility page provides information and resources on making Instagram content accessible to users with disability. It includes guides, tutorials, and updates on accessibility features and improvements.

[help.instagram.com](http://help.instagram.com)

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### LinkedIn Accessibility

LinkedIn's accessibility page offers information and resources on making LinkedIn content accessible to users with disability. It includes guides, tutorials, and updates on accessibility features and improvements.

[www.linkedin.com](http://www.linkedin.com)

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### Reddit Accessibility

Reddit's accessibility information page provides guidance and resources for users and moderators on improving accessibility on the platform. It includes tips for creating accessible content and participating in accessible discussions.

[support.reddithelp.com](http://support.reddithelp.com)

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### Web Content Accessibility Guidelines (WCAG)

WCAG is an internationally recognised set of guidelines for making web content more accessible to people with disability. While not specific to social media, adhering to WCAG principles can help ensure the accessibility of social media content.

[www.w3.org](http://www.w3.org)

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## Further Resources Continued

### Social Media Accessibility: How to Make Your Content Accessible to All

This article provides practical tips and best practices for making social media content accessible to users with disability. It covers topics such as image descriptions, captioning videos, keyboard accessibility, and using accessibility tools.

[blog.hootsuite.com](https://blog.hootsuite.com)

### A11y Guide

The A11Y Project offers a comprehensive guide to social media accessibility, covering topics such as alt text for images, captioning videos, keyboard navigation, and platform-specific accessibility features. It provides practical advice and resources for content creators.

[www.a11yproject.com](https://www.a11yproject.com)

### Accessibility for Web and Social Media (Australian Government)

This resource from the Australian Government provides guidance on making web and social media content accessible to people with disability. It includes information on WCAG compliance, accessible design principles, and tools for testing accessibility.

[www.stylemanual.gov.au](https://www.stylemanual.gov.au)

### Vision Australia: Accessible Social Media Guide

Vision Australia offers a comprehensive guide to creating accessible social media content, with a focus on meeting the needs of users with vision impairments. It provides tips, best practices, and resources for content creators and social media managers.

[view.officeapps.live.com](https://view.officeapps.live.com)

### Accessible Social

A free resource and education hub that shares best practices for creating accessible and inclusive social media content.

[www.accessible-social.com](https://www.accessible-social.com)