

SOCIAL MEDIA ACCESSIBILITY TIPS & TRICKS

GENERAL

IMAGE DESCRIPTIONS

- People who have difficulty typing can “crowd source” image descriptions; ask friends/followers to add descriptions.
- **Caution:** some posts seem to be text but are actually screenshots of text, a Tweet, an Instagram post, or another Facebook post. These need image descriptions!
- If the image is a personal image, be creative with your descriptions. This can help people understand why you chose to post this image.
- Make sure to describe GIFs!
- Most platforms let you enable alt text, but many disability activists still post descriptions in the body of the post as a form of advocacy.

VIDEOS

- Make sure videos have captioning options
- You can use apps to caption your own videos:
 - Clips (free – only captions videos you record using the app)
 - Caption This (paid – can caption previously recorded videos)
- You can use YouTube to auto-caption videos; you can edit the captions using Video Manager
- For cell phone videos with audio that is not essential, you can provide a “video description.”

CONTENT/TRIGGER WARNINGS & OTHER INDICATORS

- Content or Trigger Warnings create awareness so people with trauma or sensitivities may prepare themselves or decide whether to engage with a post.
- Create a warning for anything that might trigger a seizure or other sensory reaction, like flashing or strobing.
- Common Topics that need warnings: Sexual abuse/violence, eating disorders, death, ableist insults, racism, phobic language
- **Note:** Abbreviations (T/W; TW; C/W; CW) should go at the top of a post. You can add a period at the beginning of the first several lines to “hide” content.
- Indicate sarcasm or other social tones that can be misunderstood by people who may not read social cues well or interpret text literally.

HASHTAGS

- Use CamelCase to make hashtags accessible to screen readers: #NothingWithoutUs #BeTheVoice



FACEBOOK

PUBLIC POSTS:

- If you want your posts to be sharable or available to a wide audience, make your post public.
- **Note:** anyone can comment on a public post.

IMAGE DESCRIPTIONS

- Most people use brackets at the bottom of their post text: [Image description: XYZ]; Some people add them as a comment to their post.
- When you share a post with an image, add a description if there isn't already one.

CONTENT/TRIGGER WARNINGS:

- Many disability-related Facebook groups require content/trigger warnings as part of the group rules.

INSTAGRAM

IMAGE DESCRIPTIONS

- Since you do not have a character limit, most people use brackets at the bottom of their post text: e.g. [Image description: XYZ].

HASHTAGS

- Using popular general hashtags, along with more specific ones, is a good way to gain visibility and followers.
 - Example: #Disability #PWD #AdaptiveSports #ParaSports #Rowing #ParaRowing
- Some people put the hashtags in a comment to “hide” a long list of hashtags.
- Keep a document with your list of common hashtags and copy and paste them to your post. Add any specific ones to the end.

TWITTER

IMAGE DESCRIPTIONS

- If you do not have room in your original Tweet, you can add a Tweet (using the +) and add a description in the second Tweet.

THREADS

- You can make a thread by using the + multiple times before hitting the “Tweet” button before posting.
- Indicate that you are writing a thread by adding a number at the end of each Tweet and “end” in the final Tweet. Example: 1/; 2/; 3/; end.
- You can “unroll” a thread in one screen by Tweeting “@threadreaderapp, please unroll” in the comments; It will reply with a Tweet that has a URL with the entire thread as one text.
- Retweeting without a comment is a quick way of spreading a message you like.
- Retweeting with a comment – which can be a message and/or a hashtag – is called “quote Tweeting.” This can be a way to add to the original message.