



Best Practices for Maintaining Accessibility on Social Media

Social media is quickly becoming an integral part of communication as well as an effective educational tool. With how widespread social media is, we need to take special care to make all content on social media as accessible as possible. This guide will introduce you to the considerations needed for accessible content on **Facebook, Instagram, and Twitter**.

Overall Considerations:

1. *Post* content in another location/format:
 - a. Since most content on social media is non-text (even text tends to be picture of text), it is helpful to link text alternatives.
2. *Support* all visual elements:
 - a. Any important visual cue, object, or image needs to be indicated audibly or textually.
3. *Caption* all videos with essential auditory elements:
 - a. Any dialogue or sound effected essential to understanding the content needs to be captioned.
 - b. Be sure that all autogenerated captions are edited for 100% accuracy
4. *Add Alt-Text* for all images
5. Pictures of text need high contrast:
 - a. This is very common on Instagram and Facebook; any picture of text needs to have a high enough contrast.
6. *Place* all references at the end of the text in any post:
 - a. This makes it easier for anyone with a visual processing disorder to read the content.
 - b. References should be in sentence case for easier comprehension:
 - i. Use: “#AccessibilityMatters” vs. “#accessibilitymatters”

Facebook:

Facebook is leading the way for social media accessibility. Check out their work at [Facebook Accessibility](#) or read some basic considerations below:

1. *Vet* the **Alt-Text** for all your images:
 - a. Facebook autogenerated Alt-Text but it is often not detailed enough and needs to be manually revised
2. *Edit and upload* captions to your videos (see: [Overall Considerations: 3a-b](#))
 - a. Facebook allows users to upload SRT caption files.
 - i. SRT is the file type generated by Yuja
 - b. Facebook also allows users to use YouTube’s auto caption feature
3. *Continue checking* Facebook’s accessibility features and adjust content as necessary.

Instagram:

Instagram is behind its counterpart (**Facebook**) in terms of accessibility, but their progress can be found at [Instagram Accessibility](#).

1. *Add Alt-Text* for every image:



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- a. Instagram's purpose is to share images and other visual elements therefore every post should have Alt-Text
 - b. If a post is marked as "decorative," ask yourself if Instagram is the best platform for that content/information.
2. **Add Alt-Text** by going into "advanced settings" at the bottom of the last page before sharing.

Twitter:

Twitter has been making large strides. Visit their accessibility account at [Twitter Able](#).

1. **Add Alt-Text** and voice overs for visual posts:
 - a. Settings > Display & Sound > Accessibility > Turn on Compose Image descriptions
 - b. Visit "[How to make images accessible for people](#)" for more information
2. **Edit and upload captions:**
 - a. Twitter allows users to upload SRT caption files.
 - i. SRT is the file type generated by Yuja
 - b. Visit "[Subtitles now available in iOS and Android](#)" for more information
3. **Indicate** whether your tweet contains an image, audio, video, or any other multimedia content.