

**is it
socially
accessible?**



The Web Key IT

Top 5 Accessible Social Media Tips

In 60 seconds or less...



Alternative Text

Add alternative text to your images using the Alt Text function on Facebook, Instagram or Twitter.

Or include an image description as part of your post.



Caption Videos

YouTube's auto captioning feature allows you to edit the caption text.

2

Ensure all words **spoken, sung** or **narrated** are captured.

Describe any sound events that may impact story or meaning.

Use Emojis Sparingly

Emojis include alt text, which is important for users who rely on screen readers.

Add the heart emoji to the end of a post, but **one** is sufficient.

Otherwise screen reader users will hear multiple audio occurrences of the emoji.



4

Use Camel Case

Use camel case for hashtags to ensure universal readability.

This is particularly helpful for screen reader users, making it possible for screen readers to interpret the separate words in a hashtag.

But what is camel case?

CamelCase

Camel case is the practice of capitalising the first letter of each word when multiple words are strung together without a space in between.

For Example:

#WebAccessibility

#InclusiveDesign #WebKeyIt

Hashtags & Mentions

Place hashtags and mentions at the end of your post.

This ensures the main part of the post can be read without interruption, making it easier for users to process the information.



Recap...

1. Add alternative text.
2. Caption videos.
3. Use emojis sparingly.
4. Use Camel Case for hashtags.
5. Place hashtags and mentions at the end of your post.



Thank you!

Feel free to share this post or save it for later.

And follow us for more accessibility tips.

Brought to you by

