Accessibility Counts!

Useful tips to ensure your social media posts are accessible to everyone.

People with disabilities represent 19% of Indiana's population. Inclusive design increases access. Without accessibility, you miss out on connecting with your full potential audience. Having accessible content on your social media platforms is not only the right thing to do, it is the smart thing to do for your business.

- Become familiar with the <u>Web Content Accessibility Guidelines</u> and use tools such as <u>Hemingway Editor</u> to ensure your content can be understood by all.
- Make sure your profile page includes alternative contact options, like an accessible "contact us" form or toll-free phone number, or an email link to somebody who can assist people with questions.
- Write social media posts informally and in plain language. Avoid abbreviations and spell out acronyms.
- Don't overuse caps. Full-caps can be difficult to read and misinterpreted by screen readers.
- For multi-word hashtags, capitalize the first letters of each word (#AccessibilityCounts).
- Put hashtags and mentions at the end. Punctuation marks are read aloud by screen readers. Be mindful of how hashtags or @ mentions can disrupt copy. Avoid saying "click here." Use descriptive call-to-actions like: Sign up, Try it for free, or subscribe.
- Avoid using emojis, or at least refrain from using excessive emojis in posts.
- Use an adequate font size. Make sure text is legible, especially when used in images or areas that aren't modifiable.
- Avoid special characters. In addition to reduced legibility, VoiceOver and other assistive tools read special formatting very differently.
- Limit line length. Lines that are too long can interfere with readability and retention.
- Use inclusive language. Avoid ableist language, stick with gender-neutral pronouns and terms, share diverse voices and emoji, and evaluate text for assumptions of limited points of view.
- Describe your photos in the captions of your posts, and turn on offered descriptive settings in the platform.
- Provide closed captioning for videos. Most platforms do this automatically, or you can add and edit captions manually. Make sure captions are turned on for live videos.
- Link to pages with full captions or transcripts of photos, videos or audio.
- Use a color contrast of at least 4.5:1 For people who are colorblind, color contrast is important. Avoid green and red or blue and yellow combinations, as they're difficult to read.
- Text can be difficult to read on images, so consider using a solid background or opaque overlay.
- On graphs and charts, consider also using patterns to differentiate data.
- If possible, test your post with assistive technology before posting it.
- Stay informed about accessibility tools. Some platforms run official accounts devoted to accessibility. If you're a social media manager or marketer, be sure to follow these accounts to stay informed.

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