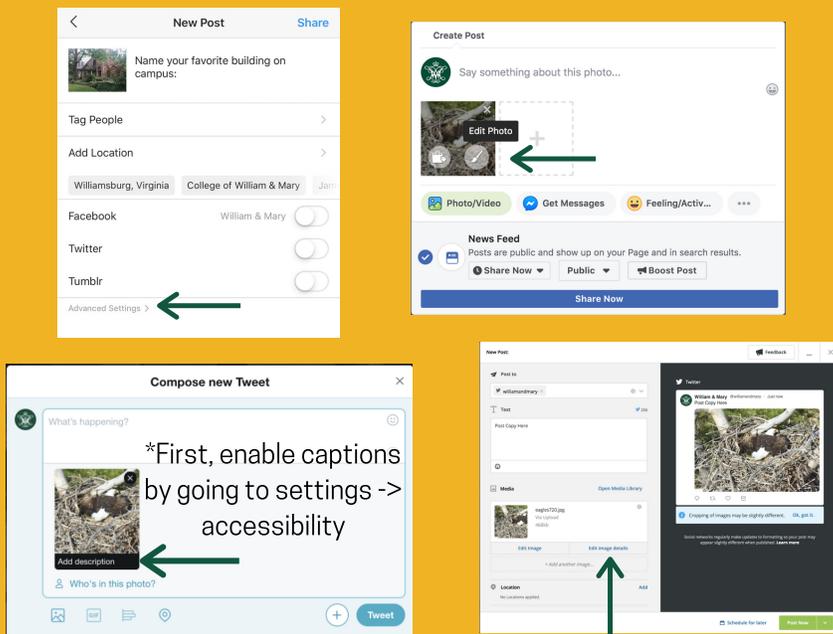


SOCIAL MEDIA ACCESSIBILITY GUIDE

MAIN RULES:

- All Images Must Have Image Descriptions
- All Videos Must Have Captions

Most Platforms have Image Description Fields



General Tips

- Try using a screenreader or other assistive technology to get a better idea of what is useful and what is frustrating. (VoiceOver for Apple or TalkBack for Android are two examples)
- Use camel case for hashtags.
- It's typically more efficient to make one version of your content that is accessible, but if that's not an option, you can and must link to a separate, accessible version of the content.
- Work forward: only go back and update past inaccessible content as time allows.

Image Description Tips

- You don't have to paint a long, detailed word-picture. Instead, think about what information, emotion or tone the image is trying to convey and describe that.
- Be sure to include any info a person would need to participate in a "program, service or activity" hosted by the university.
- When using infographics, avoid redundancy and only include in the alt-text information that is not already covered in the post copy.
- Avoid assuming any person's gender, race or identity. Unless it's pertinent to the post, leave that info out. If it is pertinent to the post, then always ask people how they identify before you write your image description.
- Use general terms and avoid specialized jargon, if possible.

Video Caption Tips

- You can use YouTube or Facebook's auto-generate function, but you must manually review them as they are only about 95% accurate and often mess up things like the university's name.
- If you're going to post a video to both YouTube and Facebook, you can generate and correct your captions in YouTube first. Then, you can download that finished caption file as an .srt & upload it to Facebook to caption the FB version. (Note: this only works YouTube -> Facebook and not the other way.)
- Closed captions are the most accessible. Open or "burned in" captions are fine for sighted users, but are not totally accessible.