

# Ensuring your Social Media Posts are Accessible

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# AGENDA

Tips for all Social Media Posts



Twitter

SnapChat



Instagram

Facebook

LinkedIn

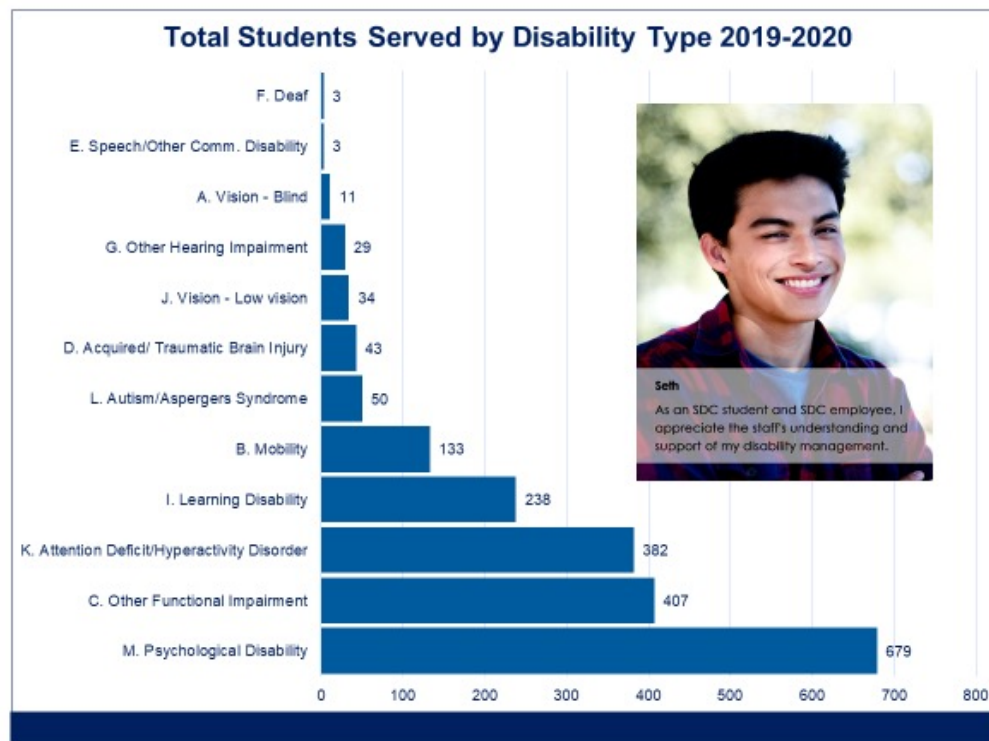


Canva suggestions

# Student Populations

2,897 Disabled Students, or 7.7%

7,034 International Students, or 17.7%



# Social Media Accessibility Tips – ALL CAPS

## CAPS

Don't use all Caps when creating messages.

THEY'RE AGGRESSIVE AND ANGRY



# Social Media Accessibility Tips – Hashtags

Capitalize the first letter of each word to have screenreaders announce the correct pronunciation.

#blacklivesmatter is read aloud as “black live smatter”

#BlackLivesMatter is read aloud as “Black Lives Matter”



**AccessibleU**  
@AccessibleU



Follow

Here is a demonstration of how to use a screen reader for those who are unfamiliar  
[VIDEO] [#ScreenReaderDemo](#)  
<http://z.umn.edu/1fhe>

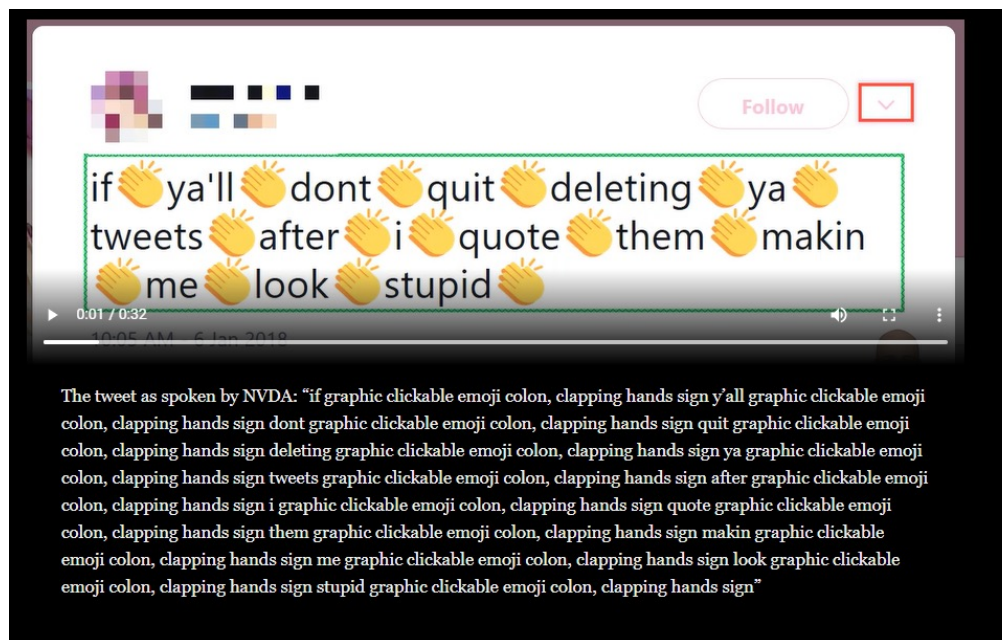


2:48 PM - 6 May 2015

# Social Media Accessibility Tips – Emojis

Limit emoji usage in messages and keep them towards the end of the message if you are using them.

- <https://emojipedia.org/>
- Avoid ASCII emoji
  - :D
  - 🙄(ツ)🙄



The image shows a screenshot of a tweet on a social media platform. The tweet text is: "if 🙌 ya'll 🙌 dont 🙌 quit 🙌 deleting 🙌 ya 🙌 tweets 🙌 after 🙌 i 🙌 quote 🙌 them 🙌 makin 🙌 me 🙌 look 🙌 stupid 🙌". The text is highlighted with a green border. Below the tweet, there is a video player showing the tweet as spoken by NVDA. The audio description reads: "The tweet as spoken by NVDA: 'if graphic clickable emoji colon, clapping hands sign y'all graphic clickable emoji colon, clapping hands sign dont graphic clickable emoji colon, clapping hands sign quit graphic clickable emoji colon, clapping hands sign deleting graphic clickable emoji colon, clapping hands sign ya graphic clickable emoji colon, clapping hands sign tweets graphic clickable emoji colon, clapping hands sign after graphic clickable emoji colon, clapping hands sign i graphic clickable emoji colon, clapping hands sign quote graphic clickable emoji colon, clapping hands sign them graphic clickable emoji colon, clapping hands sign makin graphic clickable emoji colon, clapping hands sign me graphic clickable emoji colon, clapping hands sign look graphic clickable emoji colon, clapping hands sign stupid graphic clickable emoji colon, clapping hands sign'".

# Social Media Accessibility Tips – Fonts

It's suggested to not use special fonts in messages.

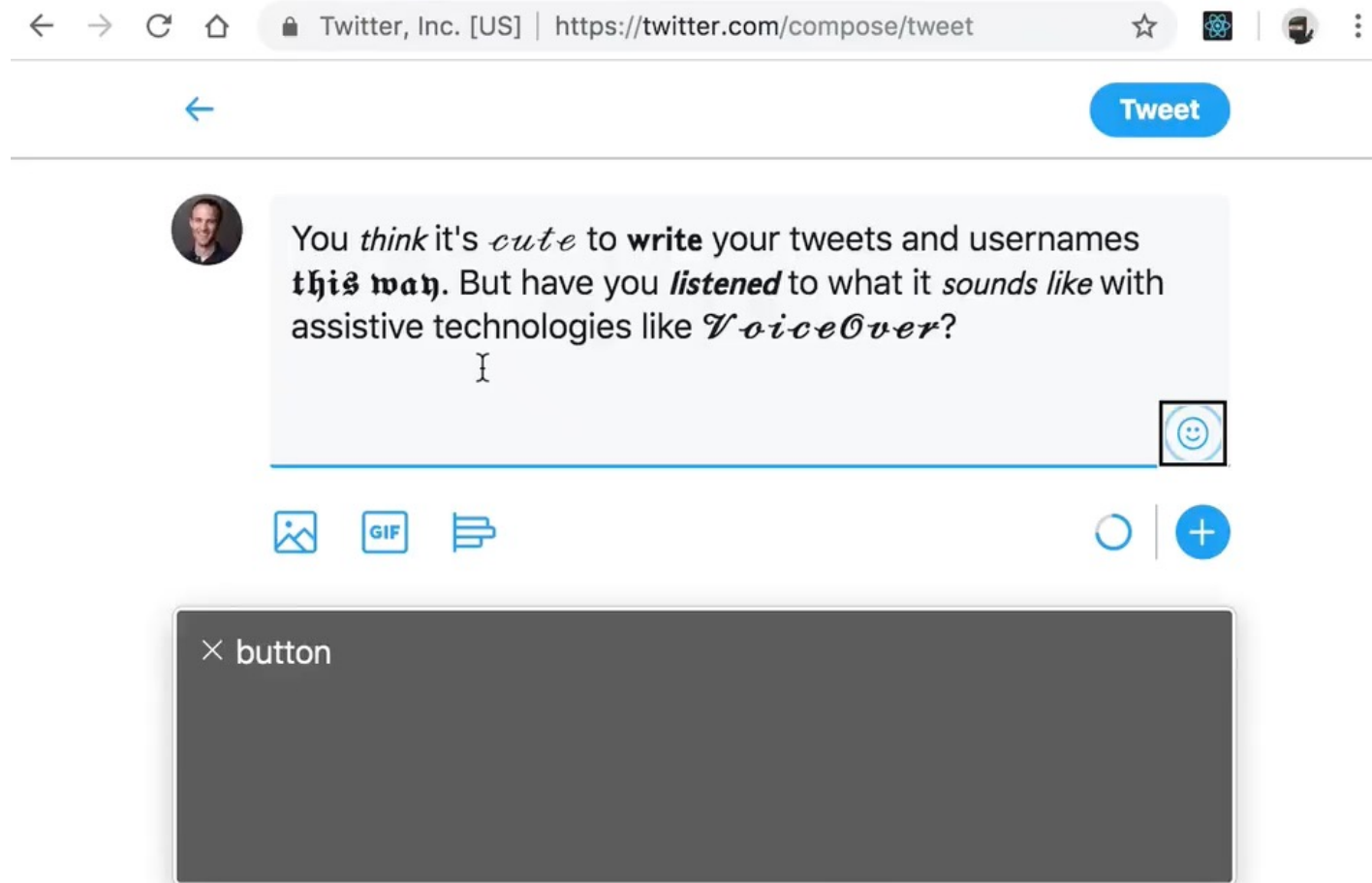


**Kent C. Dodds** @kentcdodds · 8m



You ~~miss~~ it's ~~easy~~ to ~~miss~~ your tweets and usernames ~~miss~~ ~~miss~~. But have you ~~miss~~ to what it ~~miss~~ ~~miss~~ with assistive technologies like ~~miss~~?

# Social Media Accessibility Tips – Fonts



The screenshot shows a browser window with the address bar displaying "Twitter, Inc. [US] | https://twitter.com/compose/tweet". The page content includes a back arrow, a "Tweet" button, and a tweet from a user with a profile picture of a man. The tweet text is: "You *think* it's *cute* to **write** your tweets and usernames **this way**. But have you *listened* to what it *sounds like* with assistive technologies like *VoiceOver*?" Below the text is a cursor. To the right of the text area is a smiley face icon. Below the tweet are icons for adding photos, GIFs, and links, along with a plus sign icon. A dark grey tooltip box is overlaid on the plus sign icon, containing the text "× button".



# Social Media Accessibility Tips – Language

Are you using ableist language?

- Have you used “inspirational” to describe someone with a disability?
- Have any “crazy” stories to tell?
- Have someone who is “challenging”?
- Disability related words with negative connotations
- Person first? Disability first?

## Social Media Accessibility Tips – Using @ and #

When using the @ to call someone out, or using the # to include a group, make sure to put these towards the end of the message.

# Twitter Alt Tags



Adding Alt Tags to Twitter images:

- Create a Tweet and add an image.
- Below the posted image, and to the right of “Tag People”, click on “Add Description”
- “Add description” popup appears, click “Sure” to dismiss explanation and continue.
- Type description. 1000 character limit.
- Click “Save”.

# Twitter Captions



Uploading SRT (SubRip Captions) file to Twitter video:

- Click on video in Media Studio Library
- Select “Subtitles” tab in pop-up window
- Select language from drop down
- Click the “Upload” button select the SRT file from your computer
- Done!

# Facebook Alt Tags



Adding Alt Tags to Facebook images:

- Click Photo/Video at the top of your News Feed
- Select the photo/image you want to add.
- Hover over the photo and tap “Edit”
- Auto generated text will show on the left side of photo. Tap “Override generated alt text” to edit it.
- Type in alt text in the box.
- Tap on “Save”

# Facebook Captions



## Uploading SRT file to Facebook video:

- Tap Photo/Video from the top of your Timeline or News Feed
- Choose a video from your computer and tap “Post”
- You’ll be notified when video is ready
- Tap on the ellipsis side menu and select “Edit Video”
- Tap “Choose File” located under Upload SRT File, select SRT file from computer
- Tap “Save”

# Instagram Alt Tags



Adding Alt Tags to Instagram images:

- Take of upload image
- Edit the image, then tap “Next”
- Select “Advanced Settings”
- Tap “Write Alt Text” under the Accessibility header.
- Write your alt text in the box and tap “Done”

# Instagram Captions



Go to settings and turn on captions

Automated captions available for IGTV Live and IGTV

16 languages available at 2020 launch

- After uploading video, click on the sticker icon
- Select the “Captions” sticker
- Set up to 4 different text formats
- Click “Done”.



# LinkedIn



Adding Alt Tags to LinkedIn images:

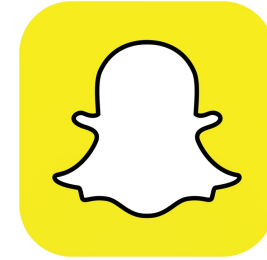
- Upload image or photo
- Tap on “Alt Text” button
- Enter alt text into edit box and tap “Save”
- Tap “Done” to post.



## Adding Captions to Videos on LinkedIn:

- From the Share box, click the Video Icon
- From pop-up, click “Select video to share”
- Select your video
- From the video preview, click Edit in the top right corner
- Click “Select caption” to attach an SRT file
- Click Post

# Snapchat



Has text you can overlay images, but isn't accessible to screenreaders.

Accessibility is limited.



- Digital Postcards!

The screenshot shows a Canva design interface. On the left, a digital postcard titled "EXPLICIT INSTRUCTION LESSON DESIGN" is displayed. The postcard has a blue header with the text "Warm Up" and a "Share" button. The main content area is divided into sections: "WARM UP" with a lightbulb icon and text "Rapid review of previously taught concepts. Recite and recall a definition, then apply the skill."; "LEARNING INTENTIONS" with a lightbulb icon and text "Lesson objective and success criteria. This is the skill being taught and how to achieve success."; and "MAKE CONNECTIONS" at the bottom. On the right, a sharing menu is open, listing various export options: "JPG" (Best for sharing), "PNG" (Best for complex images, illustrations), "PDF Standard" (Best for documents (and emailing)), "PDF Print" (SUGGESTED, Best for printing), "SVG" (Best for web design and animations), "MP4 Video" (High quality video), and "GIF" (Short clip, no sound). A "Share" button is visible at the top of the menu.

# Q&A

[ucdavis.slack.com](https://ucdavis.slack.com)

[#accessibilityhelp](#)



# Contact for Additional Questions

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