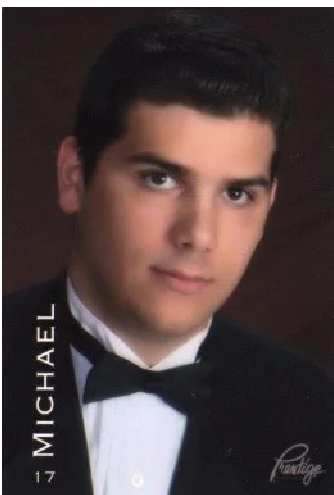


Social Media Accessibility

As your company continues its journey toward improving accessibility across digital platforms, extending these efforts to social media is essential. Social media accessibility involves designing and developing content that ensures a smooth, inclusive experience for everyone, including those with disabilities or accessibility needs.

With approximately 5.04 billion active users globally, social media has become indispensable in today's digital age. By integrating best practices for accessible social media, your company not only furthers its commitment to inclusivity but also enhances usability and reinforces a positive brand image.

Let's explore how you can leverage social media accessibility to complement your ongoing accessibility initiatives and create a more inclusive digital presence.



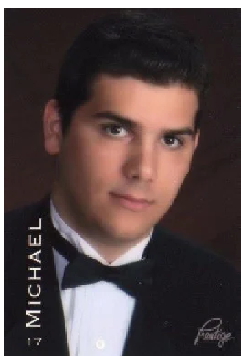
“As an internet user with a visual disability, I rely on accessibility features and design to interact with social media content. Since social media is so heavily integrated in modern business, it is absolutely necessary that everyone be included in all social media efforts. Everything from communicating with companies to advertising products and services to distributing deals and promotions is handled through social media these days. As a result, I interact with this content each and every day. Social media posts must be designed and structured from the ground up with an accessibility-driven approach in order to include me and others with disabilities. Only at this point will individuals like myself have the greatest degree of personal and technological freedom and independence.”

Michael Taylor - Screen Reader User and UsableNet Blog Contributor

- ✔ **Include Closed Caption for Videos**
Ensure all videos have accurate closed captions, including descriptions of spoken words, sounds, music, and audio cues.
- ✔ **Provide Alt Text for Images**
Add descriptive alt text to images to provide context for those who cannot see them. Describe essential details and avoid using alt text for non-essential information like image credits or calls to action.
- ✔ **Check Color Contrast**
Maintain a color contrast ratio of at least 4.5:1 between body text and background color to ensure readability for users with low vision or color blindness.
- ✔ **Mind Your Language**
Use inclusive language that is respectful and free of bias or exclusionary terms. Consider people-first language and avoid outdated or offensive phrases.
- ✔ **Include Image Text in Your Written Message**
Any critical text in an image, like a call to action or promo information, should have a text description. Alternative text alone is not enough, as not everyone who needs the information will use assistive technologies.
- ✔ **Be Mindful of Emojis**
Use emojis in moderation and consider their impact on screen reader users. Avoid repetitive or overused emojis; remember that custom emojis may have longer descriptions.
- ✔ **Make Text Accessible**
Format hashtags using CamelCase to improve readability. Avoid using all caps, and be mindful of font color and size for better visibility.
- ✔ **Make Visual Content Accessible**
Provide warnings for content that may impact people with photosensitivity. Avoid relying solely on color to convey meaning. Use high contrast and limit text in graphics.
- ✔ **Prioritize Inclusive Language**
Feature diverse models and collaborators in your visual content to reflect the diversity of your audience. Listen to feedback and make adjustments as needed.
- ✔ **Integrate Accessibility into Your Routine**
Make accessibility practices part of your content creation workflow from the beginning. Provide training for your team and use tools that streamline the process.

Following these guidelines ensures that social media content is more accessible and inclusive for all users.

As your company strives to ensure accessibility on its website, it's equally vital to extend these efforts to your social media platforms. Social media accessibility is pivotal in providing an inclusive experience for all users, including those with disabilities or accessibility needs.



“As a blind technology user and full time screen reader dependent, social media content must be fully accessible in order for me to get the most out of it. Two of the biggest accessibility problems I face regularly are missing or inadequate text descriptions for images and other visual content and missing text labels for action links. By following the guidelines on this list, you will be including me and other people with disabilities in your social media efforts, therefore diversifying and expanding your user base.”

Michael Taylor - Blind, Screen Reader User and UsableNet Blog Contributor

Implementing features like closed captions, descriptive alt text, and inclusive language across your social media content enhances usability and reinforces your brand's commitment to equity and inclusivity. This strategic decision benefits your audience and aligns with modern digital innovation, fostering a more diverse and engaged online community.

Embrace social media accessibility today to expand your reach, enhance your brand's reputation, and demonstrate genuine dedication to serving all customers. If you have questions or need help, don't hesitate to get in touch with your UsableNet Account Manager.



**Speak with Your
Account Manager**