

SOCIAL MEDIA ACCESSIBILITY CHECKLIST



The following guide offers best practices for creating accessible social media content.

IMAGES AND GRAPHICS

- Ensure graphics contain high color contrast and readable fonts.
- Avoid placing important information only within images.
- Include important information in plain text within captions.

VIDEO AND AUDIO

- Include accurate closed captions on all videos.
- Provide transcripts for audio-only content when applicable.
- Avoid autoplay content without captions.

CONTENT AND MESSAGING

- Write case-sensitive hashtags using CamelCase writing conventions (e.g., #HoodProud).
- Do not rely on emojis alone to communicate important information.
- Avoid using unique Unicode text styles (e.g., italic and bold styles).

LINKS AND ACCESSIBILITY

- Ensure all links are accurate and accessible.
- Provide adequate contextual information on where a link will lead before clicking.
- Verify linked documents are accessible before posting.

FINAL REVIEW

- Check captions, alternative (alt) text and hashtags before publishing.
- Review posts on both desktop and mobile when possible.
- Ensure crucial information is easily understandable and friendly to e-readers.
- Confirm the content is easily understandable without relying on color, sound or visuals alone.