

Social Media Accessibility Checklist



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Planning

- Plan and embed accessibility-thinking from the very start before you create anything to be posted online.
- Think about where you are going to post? Posting across multiple channels allows multiple points of access for more people.
- Have a strategy for answering and solving your audience's accessibility conundrums. How will you support your audience to access your content and remove barriers?

Language

- Language check- are you using 'social model' appropriate language (e.g., disabled person rather than person with disabilities?) Do you need to find out more before you post? Are you inadvertently using ableist language?
- Are you using plain English? Are your sentences short and sweet? Can you link to somewhere on your website with more information? For larger bits of information, might you need an Easy Read version? BSL interpretation?
- If you are linking to document- make sure run an accessibility, check on it first (e.g., Words Accessibility Checker). Especially important before you convert to PDF too. Remember, not everyone has access to Microsoft Word so consider how you make documents available.

Video

- Captions and subtitles. On Instagram and TikTok etc- use automated captions- but edit them! For longer videos, you can use YouTube to add and edit captions, and produce a transcript.
- Does your video need audio description? If there is not much dialogue and your video has lots of animation or is mainly visual- you should consider adding an audio description track.
- Make a transcript available. You can download a transcript from YouTube if you add your captions that way. You should make this available near your video content or provide a link to it.

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Images

Add [Alt Text](#) for any non-text content. All images need to have a description. Some platforms let you do this systematically, but on others you will need to write alt text in the main body of text. Make sure you've done this on any documents that you share too.

Text presented as image

Images are an inflexible way to present text. If you're presenting text as an image (e.g., a graphic made on Canva), you need to add Alt Text so it can be read using assistive technology too.

Don't use colour to convey messages or distinguish between information- publish any relevant text or data too to give context.

Check your contrast. You could use [WebAim](#) as a useful too.

Use Accessible fonts and don't justify text. Align it to the left. Minimise the use of text in graphics where possible. Make sure you use a Sans Serif font (Arial, Calibri, Tahoma etc.)

Hashtags, GIF's, and emoji's

Context for GIF's- don't rely on GIF's for conveying a message. Write a description. Make sure that your audience can pause or stop it at the other end.

Emojis- make sure you know the emojis alt description. Emojis can increase cognitive load for some people. Don't use too many. You should also test emoji visibility in light and dark mode. Avoid using emoticons, for example `_(ツ)_/`

#CamelCase- make sure each word in your hashtag starts with a capital letter. Always put your main content first then #'s and mentions at the end.

Accessibility is a journey

New platforms and technologies emerge, and people's needs change. It's a challenge to get accessibility right 100% of the time. Make sure you are following emerging best practice and keeping up with accessibility changes on different platforms. A genuine commitment to accessibility should be your priority. This also makes you a great disability ally!

Find out more about Digital Accessibility on [our website](#). We also offer Digital Accessibility Training, including Creating Accessible Social Media Content.