

Social Media Accessibility Best Practices

Social Media Tools	Images	Videos	Share captioned videos	Acronyms	Plain language	Hashtags	Links
Twitter Tweets	<p>Add alt texts to images via mobile app or PC settings & go to A11y > turn on alt text feature and restart the mobile app</p> <p>*Scheduled tweets: use the Buffer extension for Twitter, choose an image, and add the alt text in the field. Limit to 420 characters.</p>	<p>Link to closed caption video or to transcript on your site*. Open caption video as the last resort.</p> <p>*Website Google Drive Box</p>	N/A	<p>Minimize use; must explain if use in a follow up tweet</p>	<p>Keep simple, concise and clear</p>	<p>Use camel case for hashtags: #IlliniNews instead of #illinnews</p> <p>See instructions below the table</p>	<p>Use brackets and uppercase to indicate photo, video or audio as a link, e.g. [PIC], [VIDEO], [AUDIO]</p>
Facebook Posts	<p>*Edit generated alt text on the desktop only. Keep it to 100 characters. Follow the instructions on FB site.</p>	<p>Make videos captioned (directly uploaded). See closed captions instructions</p> <p>Link to transcripts* if captioning not available.</p>	<p>Test for appropriate captions. Don't share videos that are auto-captioned or not captioned. If share others' video, then provide transcription</p>	<p>Minimize use; must explain if use</p>	<p>Keep simple, concise and clear</p>	<p>Use camel case for hashtags: #IlliniNews instead of #illinnews</p> <p>See instructions below the table</p>	N/A

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		*Website Google Drive Box	with a link or as text inside the post.				
Instagram Posts	*Edit generated alt text. Follow the instructions on Instagram site.	Link to closed caption video or to transcript on your site*. Open caption video as the last resort. *Website Google Drive Box	N/A	Minimize use; must explain if use	Keep simple, concise and clear	Use camel case for hashtags: #IlliniNews instead of #illininews See instructions below the table	N/A
YouTube Videos	N/A	Provide detailed descriptions Do not use automatic captions. Edit captions after uploading video by going to Video Manager setting & editing CC	N/A	N/A	N/A	N/A	N/A

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Camel case for hashtags:

- A hashtag (#) can be placed before words or phrases on social media platforms such as Facebook, Twitter, and Instagram to turn those words into a clickable link that connects your post to all other posts with the same hashtag. It's a way for people to find information on a particular topic.
- Camel case is a practice of capitalizing the first letter of every word - #LikeThis instead of #likethis

Adler, H., & Ladau, E. (November 29, 2016). *Getting Social: Best Practices for Social Media Accessibility*. Retrieved from PowerPoint via <https://www.accessibilityonline.org/cioc-508/archives/110523>