

# How To Create Accessible Social Media Content

(And Become A Sunny Destination That's Inclusive To Everyone)

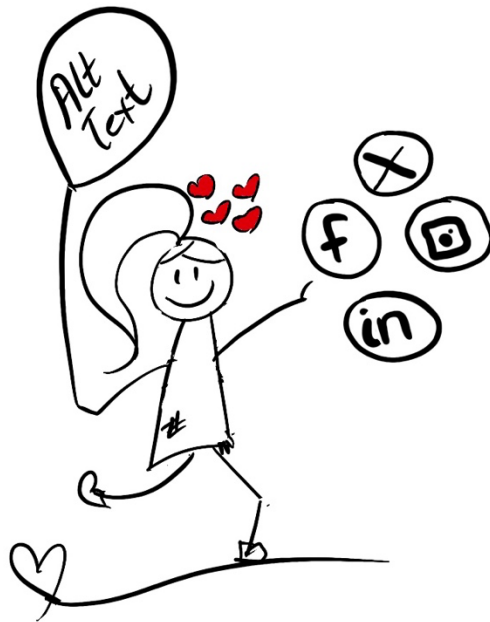


Figure 1 Lilly's running with a balloon with alt text on it toward social media with a big smile

Created by Lia Stoll  
Updated content, January 2024

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## No Accessible Social Media Content?

This guidebook was lovingly peer-reviewed by the following glorious souls who show up every day, like a wise, kind friend, renewing our values and beliefs in accessibility and inclusion for everyone.

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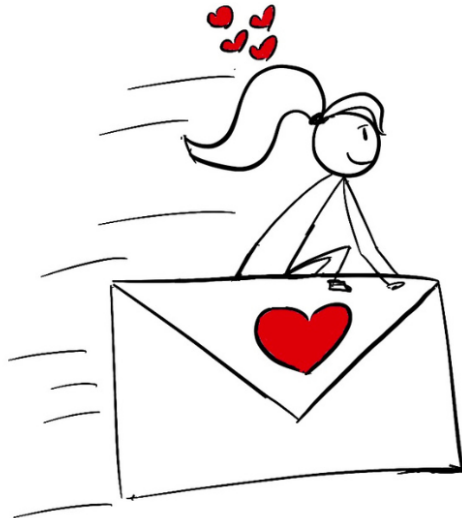


Figure 2 Lilly is riding on an envelope with a red heart

# How to Write Accessible Content and Why You Should



Figure 3 Lilly is popping her head from behind her laptop smiling at you

Ever wished your social media content was truly accessible?

Accessible content used to be a petrifying task for me. But in the past 9 months, I've learned it doesn't have to be so hard.

In fact, there are easy-to-use fool-proof tips to help you create more engaging and delightful social media content that's accessible for everyone.

The "How To Create Accessible Social Media" guidebook gives you expert strategies to create a more inclusive social media space for disabled people, become a trusted voice, and grow your business with accessibility and inclusion at its heart.

You may be wondering:

Why is this important?

## No Accessible Social Media Content?

I'll tell you.

Based on the [European Commission](#), there are **87 million disabled people** in Europe — that's 1 in 5 European people who are disabled or temporarily impaired.

The World Health Organization (WHO), estimates **that 2.2 billion people** worldwide are partially sighted, meaning their [vision is limited](#).

And, around 5% of the global population have some degree of [hearing loss](#).

That's a ginormous part of the global population that depends on assistive technology to access and navigate online digital content.

Why is this important?

For one thing, digital, and web accessibility guidelines are real.

The [European Accessibility Act](#) (Directive 2019/882) is a landmark European Union (EU) law that requires products and services to be accessible to disabled people.

In short, as of **28 June 2025** companies need to double-check that their products and services covered by the Act are accessible.

Businesses who fail to follow them are vulnerable to lawsuits. This can hurt your brand, and prevent many potential customers reaching out.

Don't let this be you.

Use the [Web Content Accessibility Guidelines \(WCAG\)](#) from the [World Wide Web Consortium \(W3C\)](#) to make sure you're meeting updated standards for digital accessibility.

## No Accessible Social Media Content?

As you might expect, if you'd like to be a sunny destination for potential customers — if you care about how disabled people engage with you and your brand online — then developing an inclusive social media strategy should be a priority.

What does this mean?

It means creating content that people with **visual**, **auditory**, **physical**, **speech**, **cognitive**, and **neurological** disabilities can **perceive**, **understand**, **navigate**, and **interact** with your digital information.

Are you ready?

Yours highly caffeinated.

Lia

PS: This guidebook is self-published; I write and edit myself so spelling errors might be sprinkled. If you find them (which I secretly hope you don't, teehee) please, be brave and email me at [info@disabilitywriter.com](mailto:info@disabilitywriter.com). Yes, suggestions are welcome too.



Figure 4 Lilly is typing frantically from behind her laptop with her tongue sticking out

# Accessible Content—The Body

## Are your hashtags accessible?



Figure 5 Lilly's smiling and running with a balloon with Accessible Hashtags

This social media accessibility tip is misunderstood and misused.

But, this tip makes the difference between inclusion and ableism. It makes the difference between getting your social media posts disregarded or understood by disabled people.

There are two ways to create accessible hashtags.

1. **Pascal Case** — capitalize the first letter of each word in your multi-word hashtag.
2. **Camel Case** — make the first word lowercase then capitalize each letter of your multi-word hashtag that follows.

Accessible hashtags also help people with dyslexia or a cognitive disability to identify the patterns and relationships between words.

## No Accessible Social Media Content?

When blind people want to access digital content they use a type of assistive technology called a screen reader.

Screen readers convert on-screen text to (and other visual elements) into synthesized speech or braille language.

When you use accessible hashtags, the screen reader detects them and reads them out as individual words instead of one, long and scrambled word.

[#accessibleHashtags](#) (CamelCase) or like this [#AccessibleHashatgs](#) (PascalCase)

**A gentle reminder:** Avoid placing your hashtag inline because screen readers read out punctuation marks, so you can imagine what that sounds like when they're mid-post.

**Warning:** LinkedIn doesn't support this feature yet and has a nasty habit of switching them back. Double-check your hashtags to make sure they're accessible.

**Accessibility tip:** Use the text-to-speech program on your phone or the free [NonVisual Desktop Access \(NVDA\) tool](#) to test your hashtags.



## When are emojis accessible?

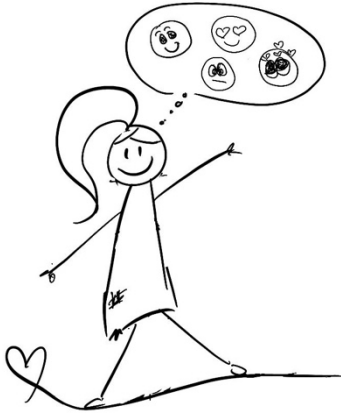


Figure 6 Lilly is standing with her arms stretched out smiling thinking of emojis

We all love the little bite size emotion giving a feeling face to our text. But does accessibility love them, too?

Technically, emojis are accessible. But, because they are read aloud by screen readers, you need to be mindful of how to use them. How come?

Because Emojis have a Unicode string.

A Unicode string is the description you see when your cursor falls on it, and this is the code the screen reader reads to a blind or partially sighted person.

The screen reader basically translates the emoji's meaning via its alt text. So, if you add several emojis in a row, for example, the poop emoji, your audience will get to listen to "pile of poo" ten times in a row; how fun is that?

(This was my son's idea, and yes, I'm giggling).

## No Accessible Social Media Content?

How can you make sure your emojis are truly accessible?

1. Use them occasionally.
2. Use them at the end of your sentence or paragraph.
3. Avoid long emoji strings (remember, the pile of poop example)
4. Avoid using them as a replacement for text.
5. Be mindful of where you place your emojis.
6. Make sure they reflect what you intend to express.
7. Double-check emoji alt text descriptions (remember, emoji descriptions vary, so check and change them if necessary.)
8. Check that assistive technology can read your emoji (not all screen readers can read them).
9. Don't use emojis to replace your message. Use them only to 'add' to the context of your text—at the end of your message, social caption, or sentence.
10. Avoid changing the color on customizable emojis because emojis with custom skin tones have extra information, so content is longer — and possibly more confusing — for anyone using assistive technology.

**Accessibility tip:** Learn how to use emojis wisely and double-check descriptions with [emojipedia.org](https://emojipedia.org). The website lists all emojis, their appearances, and descriptions across platforms, devices, and browsers.

## Is Your Language Clear?



Figure 7 Lilly is holding a sign up saying, “Is your language clear?” with a disappointed face

Do you ever read over your copy and wonder what happened?

Your sentences seem to stutter, your writing sounds bland, and your message sounds confusing.

And you wonder, how can you create a smooth and enjoyable reading experience, and help your readers understand your content quickly?

Here are 12 ways to help you.

11. Use active voice.
12. Keep it conversational.
13. Be concise; trim long, dense paragraphs.
14. Write in simple everyday language.
15. Use images to support your text.
16. Use flow charts to explain procedures.
17. Use pictograms and graphics to support information.
18. Use bullet points and numbering rather than long chunks of text.

## No Accessible Social Media Content?

19. Give instructions clearly. Avoid writing like you talk.
20. Avoid double negatives.
21. Avoid jargon and abbreviations where possible; provide the expanded form when first used.

Here's an example of poor use of language:

**Poor example:** I'm a disability expert utilizing the power of writing to create unprecedented connections with the disability community.

Here is an example of good use:

**Good example:** I write articles, blogs, and e-books. I help make your business more disability inclusive.



Figure 8 Lilly is holding her hand to her mouth thinking about text that's clear

## Is Your Formatting Efficient?

Imagine a long post without paragraph breaks.

If you're anything like me, I'm guessing you've clicked on.

There's a good reason for that.

Paragraph lengths and spacing matter.

People who have difficulty with reading or phonological processing can get confused when reading a block of text.

Unfortunately, social media platforms don't offer formatting – except LinkedIn when you're writing an article.

Be mindful and add one or two blank lines between paragraphs. This tip applies to emails, web content, text messages, social media posts, and any content viewed digitally.

What about punctuation marks and capital case?

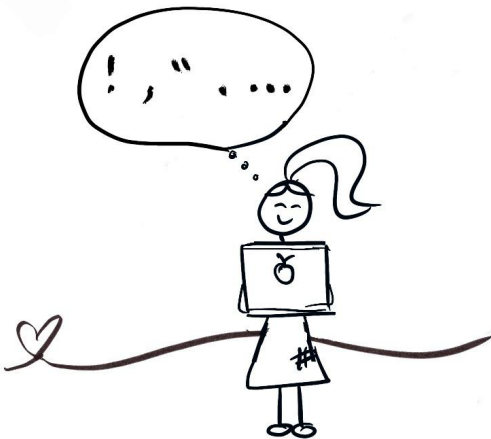


Figure 9 Lilly is holding her laptop thinking about punctuation marks

Both change our voice.

And, assistive technology reads out punctuation marks and capital letters. This helps [dyslexic](#), blind, and partially sighted people identify individual words, phrases, and sentences.

## No Accessible Social Media Content?

### Punctuation

When you avoid punctuation like commas and periods, your text could sound like you're making up words because nothing would be telling a screen reader to pause.

Or worse, you meaning might get lost at sea, like in the following example:

Let's eat, Amy.

→ Correct at the dinner table.

Let's eat Amy.

→ Correct on a raft at sea.

### Capital letters

Using capital letters like this:

nO AccEsSible LinkEDIn cOnTEnt

makes it hard for screen readers to read the words, your readers to understand your content.

## Are Your Fonts Accessible?



Figure 10 Lilly is holding her laptop thinking about accessible fonts

How easily can you read text on a page?

Readers like me, with low vision, have difficulty reading small text, especially after a long day of working on a computer.

So, it's important to consider readability when choosing and using fonts. Some fonts may look great but are difficult to read in smaller sizes or on certain backgrounds.

Choose fonts that are easy to read and appropriate for your context and test your design on different devices to ensure it is readable in all situations.

Which are the 8 best fonts to use?

There are a ton of fonts available, and sadly the more creative ones aren't accessible. Instead, they're difficult to read and look weird when printed.

The eight best fonts to use are:

### 1. Arial

It's one of the best fonts for low vision because every letter is simple, it looks different from the other letters, and it's awesome in bold type.

## **2. Helvetica**

Helvetica looks like Arial, but it's a true hero with designers because it comes in various weights and enlarges beautifully.

## **3. Calibri**

Calibri has high legibility in large print sizes, and that's also the reason it's the default font selection on Microsoft Word.

## **4. Comic Sans**

You either love them or hate them. But Comic Sans is a rare gem for people with dyslexia and vision impairment because the letters are easy to focus on and look unique.

## **5. Open Dyslexic**

Another brilliant option is Open Dyslexic, which features a weighted bottom and easy-to-distinguish letters for someone with a print disability.

## **6. Lavanderia**

Although cursive fonts aren't usually accessible possible, this is the best cursive font for people with low vision because it has heavyweight and easy-to-distinguish-letters, perfect for people with [dysgraphia](#).

## **7. Atkinson Hyperlegible**

This is new accessible font in Canva from the [Braille Institute of America](#). It increases legibility. Use it and your graphics will be more accessible.

## **8. APHont**

This font was specifically designed for people with low vision by the [American Printing House for the Blind](#), it's designed to be read in any font size or weight.



## No Accessible Social Media Content?

What is the best font size?

According to [The Web Content Accessibility Guidelines \(WCAG\)](#), web content shouldn't be smaller than 16px and anything below 12px is very hard to read\*.

Key points to look out for are:








- Maintain a line length promoting comfortable reading, this means 45–75 characters per line and 66 characters per line.
- Choose a typeface that emphasizes clarity and legibility.

Finally, make sure, it works well when it's small or large and the metrics (such as x-height) are consistent between letterforms.

## Are Your Special Alternative Characters Accessible?

*I'm not accessible to assistive technology.*

***I'm not accessible to assistive technology.***

 |  *no*  *Acces*  *si* *BLE* *to* *AS*  *s* *Five* *Te* *CH* *n* *Log*  .

*I'm not accessible to assistive technology.*

*I'm not accessible to assistive technology.*

*I'm not accessible to assistive technology.*

`I ' m n o t a c c e s s i b l e t o a s s i s t i v e t e c h n o l o g y .`

It's true.

Alternative characters like the ones in the example above look dashing.

## No Accessible Social Media Content?

But did you know assistive devices and programs have trouble identifying alternative fonts?

What does this mean?

It means one of three things happens.

- They turn your alternative characters into scrambled noises.
- Translate them into a language different from the one you're using.
- Skip over them altogether.

In fact, alternative characters, usually created from external sites like LingoJam, block the engagement and searchability of your content when a platform doesn't recognize them as readable characters.

## Are your links efficient?



Figure 11 Lilly is holding her laptop thinking about broken links

Do your links delight or frustrate your readers?

Creating links is easy but making them accessible takes careful consideration.

## No Accessible Social Media Content?

How can you create the best links ever?

Here are 5 tips to make your links accessible.

1. Make the link self-descriptive. You see, screen reader users often skip the surrounding content and just navigate the links. Make sure your anchor text makes sense.
2. Don't use your web address (URL) as an anchor text – For example, to send my site visitors to Disability Writer, I will write, “For more information visit [Disability Writer](#)”.
3. Avoid using general phrases and words, such as “click here” or “find out more” as anchor text — they confuse, and they don't share where a link is going or what it does, which leads to frustration, confusion, and distrust for readers, especially screen reader users.
4. Make sure your links are easy to spot on the page – all anchor text on this page is blue and underlined. The color draws attention to links, and underlining text makes it more accessible to people with color blindness.
5. Avoid having links open in a new window or tab because it can be confusing for people who have difficulty perceiving visual content.

**Accessibility tip:** If you need to have a link opening in a new window (for privacy and security reasons) look at the [World Wide Web Consortium](#) for guidelines.

You can do this with a window that pops up with a short warning message or a simple copy of your content

*Figure 12 Lilly has a new idea and is jumping up with a big grin*

# Accessible Images and Visuals

## Alt text vs Image Description



Figure 13 Lilly is looking at her phone thinking about image description

An eye-catching photo without alt text is like a dazzling room without light.

Nobody peeks into the room to see what's inside. Nobody turns on the light to notice its charm.

If you want people with visual disabilities to glimpse inside the room, promise them a generous vision.

### **What is Alt text?**

Alt text is the short text you see in the “alt text” box when you create your post and it describes an image or a graphic. It's also called “alt attributes” or “alt descriptions”.

### **Why is it helpful?**

Because, when a blind or partially sighted person uses a screen reader to view your post, they'll know what your photo is about

## How do I create it?

A good alt text is meant to:

- describe the image concisely
- communicate the context
- transcribe any text
- leave out 'Image of' or 'Photo of'

As you know, all big social media platforms offer the option of ALT text—and there are 3 key points to remember when creating it.

### 1. Be friendly

The purpose of Alt text is to engage and provide an explanation of the image for people who can't see it.

How do I do this?



Figure 14 Lia Stoll is wearing a black shirt and black glasses smiling at you

Here's an example with an image of myself using three different alt-text examples related to context.

## No Accessible Social Media Content?

**OK alt text:** ``

**Good alt text:** ``

**Great alt text:** ``

It's important to remember that graphs, text images, memes, and GIFs also need Alt text.

I know what you're thinking.

What happens when an image is meant to sit pretty?

These images are called “**decorative images**”.

In cases of decorative images, an empty alt text should be used, `alt=""`.

Why?

Because empty alt text is ignored by assistive technologies and not announced.

And, if you leave out the alt attribute in the HTML because an image is decorative, the screen reader will announce the file name of the image instead.

All big social media platforms offer the option of adding ALT text and you'll learn how in a minute.

## 2. Be specific

It's easy to get lost when learning to use alt text. Especially now that LinkedIn gives you 1000 characters to play with.

My point?

Start off communicating in a clear, purposeful way, describing what's important based on the context of your image.

Here's an example with alt text in three different contexts.



Figure 15 Lia Stoll and three members of Lara Guide Dog School and Sissy, a black German Shepherd guide dog

**Alt-text with no context:** Four people and a dog.

**Alt-text on a page about recent funding:** Lara Guide Dog School funding team, three women, a man, and a dog.

**Alt-text on a page about guide dogs:** Lara Guide Dog School team, three women, a man, and a black German Shepherd guide dog.

Does this make sense to you?

### 3. Grab SEO attention with alt text



Figure 16 Lilly with her hands on her cheeks thinking about alt text and SEO

When we think of alt text, user experience and accessibility, spring to mind.

But, if your image is effective, it will surface and rank better in image searches, too.

You see, search engine image recognition technology can't "see" the image on your post.

And, although LinkedIn automatically generates alt text for you, chances are it won't always be what you're looking for.

For example, it could rank unintended keywords or drop you out on ranking.

So go ahead and use your keywords wisely, just be careful of keyword spamming.

**Accessibility tip:** Close your eyes and have someone read the alt text to you. If you can imagine an accurate version of the image, you're good to go.



#### 4. Image description and the difference to Alt text

Image description is the text that you add directly to your post, in the comment section below or even share it in a shared text link so it can be read by anyone.

When you use image descriptions you include people who are blind, deafblind, and people with low vision who might not use a screen reader.

In fact, you include all of us, especially if assistive technology isn't working or an image isn't loading.

Image descriptions are similar to alt text descriptions but there are a few key differences such as:

##### **Location:**

While alt text is usually attached to image metadata or added in the “alt text” box, image descriptions are found in the image caption, in a text post, or shared in a text link (extended descriptions).

##### **Visibility**

While alt text is usually only visible to screen readers, which read the alt text out loud or display it on a braille display, image descriptions are “exposed” and can be read by anyone.

##### **Length of text**

Image descriptions are longer because they go into more visual details than alt text (typically limited to 100-250 characters) and they're included in the photo caption, a text post, or a text link. For example:

**Alt text:** Guide dog laying down.

Image description: A German Shepherd guide dog with a bright red harness laying down next to a blind woman who is smiling.

## Alternative Text Options on Social Media Platforms



Figure 17 Lilly running with a balloon with alt text on it toward social media *icons*

Social media platforms like Facebook, Twitter, Instagram, LinkedIn, and Pinterest let you manually write alt text, which is great.

Why?

Because auto-generated alt text written by artificial intelligence isn't accurate or descriptive.

Let's dig a little deeper, shall we?



### Facebook

**Desktop** – Click Edit in the upper left corner of an image before posting it to your Facebook page, profile, or group and type the alt text in the appropriate field.

**Mobile App** – In the upper right corner of your uploaded image you will see three dots.

## No Accessible Social Media Content?

**Business Suite** – doesn't support alt text for images.

**Facebook Creator Studio** – lacks stability in scheduling posts with alt text.

In order to schedule accessible Facebook posts with alt text, you need to write your image description directly in the caption of your post and schedule it through Business Suite or Creator Studio or use a third-party management tool.



### **X (Previously known as Twitter)**

The alt text option appears on the desktop version, and mobile app.

Add Description, or +ALT below your uploaded image or GIF.

There's even an "image description reminder" you can enable so you don't forget.



### **Instagram**

**Mobile** – On the final screen before publishing your post, tap Advanced Settings. Scroll to Accessibility near the bottom, and click Write Alt Text, and add your image description in the field.

If you have a carousel of images, there will be a slot for each image on that final screen. Once you've written your alt text, you can click Done in the upper right corner.

## No Accessible Social Media Content?

**Desktop** – below the caption area on the final publishing screen. You'll find a drop – down labeled Accessibility.

Click the drop-down. The expanded view will show your uploaded images with a field where you can write your alt text.

**Creator Studio** – If your Instagram account is a Creator or Business account and linked to a published Facebook page, you can use Facebook Creator Studio to post to the platform using the alt text field.

After you upload an image to your post in Creator Studio go to Advanced Settings. The alt text field is under it, with individual fields for each image you upload.

**Accessibility tip:** Include your image description directly in the caption area of your post. You can use this method for Facebook and LinkedIn posts as well.



### LinkedIn

When you upload an image to your post, the Edit Your Photo window appears with the option to add alt text.

LinkedIn now has a whopping 1000-character limit for alt text.



### Pinterest

When you create a new pin, the button labeled Add alt text will appear on the right of the image you upload.



## Threads

Upload your image to Threads and the alt text field will appear in the lower left corner of the image. Click on it and a new window will pop up for your image description.

**Gentle reminder:** Multiple images, need alt text added for each image.

**Accessibility tip:** Avoid leaving the alt text field blank because Threads will automatically add a description and in most cases, it won't be what you're looking for.

## Scheduling with Alternative Text

For now, **Sked Social** is the only third-party social media management platform that can post to Facebook, LinkedIn, and Pinterest.

## Is Flattened Copy Text images) Accessible?



Figure 18 Lilly standing with a skeptical look thinking about flattened copy

Let's face it.

We're all guilty of posting a screenshot of text.

In fact, you see graphics of text posted on social media all the time.

But guess what?

It's the most inaccessible type of text.

Text on digital image formats like JPEG, PNG, GIF, and PDF files (turned into an image when you export it), are known as flattened text and are not accessible.

Why?

Because flattened text can't be recognized as readable text by most assistive technology.

And, trying to write Alt text for all the flattened copy on your graphics, will soon feel like pushing a rock up a hill.

## No Accessible Social Media Content?

What do I mean?

Look at the example below.

Ever wished your social media content was truly accessible? Accessible content used to be a petrifying task for me. But in the past 9 months, I've learned it doesn't have to be so hard.

In fact, there are 11 fool-proof tips to help you create more engaging and delightful social media content that's accessible to everyone.

Accessible social media. What does it mean to you?

How do you demonstrate your expertise and become a trusted disability-inclusive voice on social media?

If you'd like to make your social media posts more accessible for blind and partially sighted people try using Camel Case hashtags. Alternative text. And accessible emojis. Be mindful of your social media content and watch your SEO skyrocket.

Not so easy to read, right?

This is what happens when chock-full of text meets graphic. And, trust me in most cases, it gets ignored.

But, what if you took your heart message and turned your graphic into the sunny destination your audience is looking for?

It would look something like the graphic below.

## #UseAltText

Would you like to make your social media posts more accessible for blind and partially sighted people?

So, how can you share your long-form message on social media and be accessible?

### How to Make Flattened Copy Accessible

Here are 3 ways to make your long-form flattened copy accessible.

1. Make a video using your text and remember to caption it.
2. Place your news, statement, or speech on your website in an accessible format.
3. Create an image with the essential bit of your text, remember to use Alt text for the image, and add the rest of your text in the post itself.

**Accessibility tip:** Avoid large chunks of text on graphics because they're hard to see and tiring to read.



## When is colour contrast accessible?



Figure 19 Lilly having a lightbulb moment as she jumps in the air with a smile

Readers, with low vision, have more difficulty reading information if it's not presented with a high-contrast colour scheme.

High-contrast colour schemes allow people with low vision to see text more clearly and read it without straining or hurting their eyes.

## What are the best high-contrast colour schemes?

- Black background with white text
- Yellow background with black text
- Black background with yellow text
- Black background with green text
- Blue background with yellow text
- Yellow background with blue text
- Greyscale display

## Which high-contrast colour schemes should I avoid?

- Yellow background with green text

## No Accessible Social Media Content?

- Black background with gray text
- Red background with blue text
- White background with gray text

Your colour contrast should be at least 4.5:1 for people who are color blind or have low vision.

Want to be sure you create accessible colours that meet [WCAG contrast standards](#)?

Try using [Adobe Color contrast analyzer](#) to help you create accessible colour palettes and show you how your colour scheme would look to someone who has deuteranopia, protanopia, or tritanopia.

## Accessible Audio and Video

### Are your captions engaging?

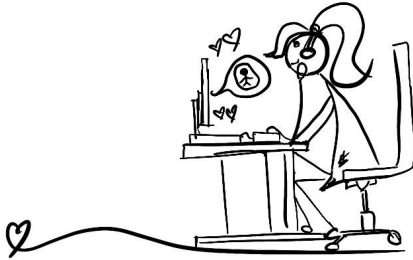


Figure 20 Lilly on her computer using assistive technology to read text

Did you know 80% of LinkedIn users watch videos without sound?

That's right.

Many people watch videos when they're out in public or while multitasking.

In fact, captions are helpful if:

- A video has poor audio.
- You don't speak the language.
- The speaker is talking too fast.
- The speaker has an accent.

What about disabled people?

When you use captions, people with a disability like autism, attention deficit hyperactivity disorder (ADHD), and people who are deaf or hard-of-hearing can access and enjoy your content, too.

## No Accessible Social Media Content?

Captions also help you avoid a nasty lawsuit, saving your inclusive reputation.

There are **two types** of captions, open and closed.

### Closed Captions

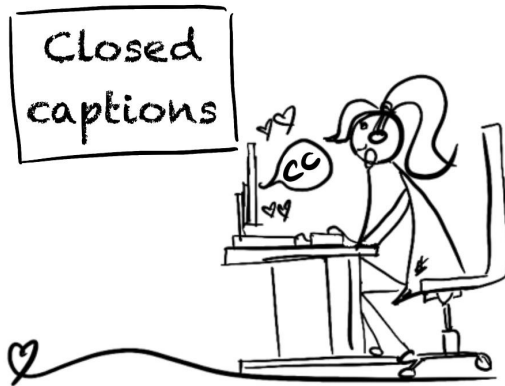


Figure 21 Lilly on her computer using assistive technology thinking about closed captions

Closed captions are flexible, this means you can switch them on and off and adjust their size and position when you resize the screen.

The easiest way to create closed captions is [YouTube](#), and the best part is, it's free.

If you have a Google account, all you have to do is create a YouTube channel and upload your video.

Then, YouTube will generate auto-captions for your video. When your captions are generated, you will have the option to edit them and duplicate them.

**Gentle reminder:** YouTube doesn't include punctuation or capitalization. Also, remember to delete the auto-captions for the video so that you don't end up with two different sets of captions.

## Open Captions

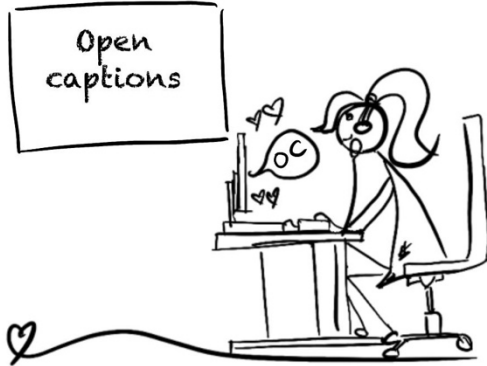


Figure 22 computer using assistive technology thinking about open captions

Open captions are captions created after a video has been made, and they are permanent. This means viewers can't choose to turn them off, and they can't adjust their size when the screen is adjusted.

What's the best place to create captions?

The following mobile apps make it easy to add open captions to your videos:

- AutoCap
- Clipomatic
- Clips
- Kapwing
- MixCaptions
- Threads

## No Accessible Social Media Content?

How do you create the best accessible captions?

LinkedIn's Top Voice in Disability Advocacy and global accessibility expert, [Meryl Evans](#), has a passion for captions.

She recommends the top 8 rules that focus on readability, length, position, accuracy, sound, synchronisation, motion, credits, and identifying the speaker.

Let's take a look, shall we?

1. **Readability** – use simple fonts like sans serif, avoid using upper case letters, and use a black background with off-white text for the best colours.
2. **Length** – use one or two lines, with a maximum of 32 characters per line.
3. **Position** – Place captions on the bottom or move briefly to the top.
4. **Accurate** – caption all relevant audio spoken or heard.
5. **Sound** – Caption the mood of music, lyrics, and sounds that are unclear.
6. **Synchronise** – Sync audio captions with audio.
7. **Motion** – Use pop-in captions instead of roll-up.
8. **Credits** – make sure your viewers can see both captions and on-screen text.
9. **Identify speaker** – identify the speaker in the video.

Meryl recommends captions with a background off-black #242424 and font colour off-white #ffffff (or #ffff0).

Follow these, and you'll be on your way to creating the best accessible captions.

## No Accessible Social Media Content?

**Accessibility tip:** Make captions readable. The simpler they appear, the easier it is for people to read them.

Are your video descriptions useful?

If you want blind and partially sighted people to have complete access to your videos, try creating a written description and have it available as readable text with your video.

## Are you test-running for accessibility?



Figure 23 Lilly typing frantically from behind her laptop with her tongue sticking out

I get it.

You want to get noticed—and even get clients—with inclusive social media content, but you're not sure how.

Here are 3 simple ways to test your accessible social media content and make your clients appreciate you even more.

### Use your smartphone

Did you know your smartphone is built with text-to-speech programs?

## No Accessible Social Media Content?

With just one click, your 21st-century best friend can be turned into a screen reader.

For iPhones that means the text-to-speech program [VoiceOver](#) and for Android devices there's [TalkBack](#).

Activate your text-to-speech program and tap your content to see how it sounds when read aloud.

**Accessibility tip:** First activate your phone's voice assistant to ensure you can turn off text-to-speech off if you get stuck.

### **Reach out to disabled social media accessibility experts**

Reaching out to [disabled accessibility experts](#) is by far the most reliable way to make sure your content is accessible.

Why?

Because disabled people depend on accessibility.

They have first-hand experience with going online, using assistive technology, and experiencing the barriers of inaccessible content.

They also stay up to date-and can perform functional testing.

And another thing, accessibility experts also offer services such as digital accessibility training, assistive technology, and marketing communications support.

All you have to do is reach out.



**Get in touch with disability and accessibility consultants.**

Disability and accessibility consultants like the ones at [Access By Design](#) are experts who can assess your digital accessibility, perform manual and functional testing, and guide you to create a barrier-free social media presence.

It's also possible that your business or organization has its own accessibility team.



Figure 24 Lilly dressed as a ninja doing a side kick

# Captivate your audience with accessible content



Figure 25 Lilly is holding her hands to her cheeks smiling at you with red hearts floating above her head

You may feel overwhelmed.

You may even feel intimidated by Camel Case hashtags, accessible links, and test-running for accessibility.

But remember, accessibility is an ongoing process.

Armed with the knowledge in this guidebook — and a burning desire to squeeze every accessibility tweak out of your social media content, — you'll be well on your way to strengthening your brand identity, building brand trust, and maximizing marketing potential with the disabled community.

Ready to get started?

Warm wishes.  
Lia and Lilly ♥