

Social Media Accessibility Checklist

Formatting

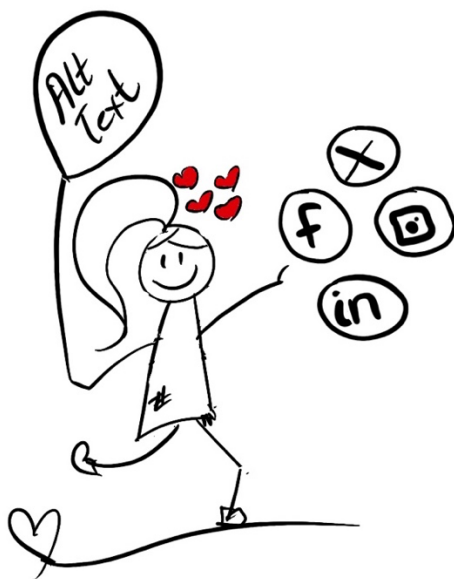
- Use short paragraphs
- Leave spaces between paragraphs
- Use clear, easy-to-understand language
- Avoid capitalizing mid-word – toggling
- Avoid alternative characters and font generators
- Align text left when possible

Hashtags

- Use #camelCase hashtags
- Use #PascalCase hashtags
- Place hashtags at the end of posts
- Avoid inline and frequent use of hashtags

Emojis

- Place emojis at the end of sentences or paragraphs
- Avoid emojis at the beginning or middle of a sentence
- Avoid using emojis as bullet points
- Use emoji in moderation



Images and Color contrast

- Use Alt text to describe images, memes, GIFs, and graphics
- Use Alt text for flattened copy
- Link out images with flattened copy
- Use optimal color contrast

Videos and audio

- Caption videos
- Provide visual description for visual elements in audio (audio or copy)
- Use captioning for live videos or streaming
- Create transcript for audio content
- Avoid strong lighting, flashing lights or strobe effects in videos
- Avoid Hermozi style captions

Add captions

YouTube
 CapCut
 Pro App
 Automated Social
 MixCaptions App
 Media Apps
 Adobe Premier,
 AutoCap App

Colour Contrast Testing

www.contrastchecker.com
userway.org/contrast