

Social Media Accessibility

Social media can be a powerful tool to share messages and connect with your audiences. When crafting your social media messaging, it is important to make sure that they are accessible to everyone. By following the guidelines below, you will allow more followers to engage with your social media accounts and ensure your messages are inclusive to everyone. Accessibility will make your content more accessible to users with disabilities and benefit many other users from different backgrounds and in different contexts.

General Accessibility Tips

- Use plain language when spelling out words that comprise an acronym. This is helpful for those who use screen readers. **Example:** “Taggart Student Center (TSC)” or “Utah State University (USU).”
- Use camel-case in hashtags. Capitalizing the first letters of each word in hashtags makes it easier for screen readers and others to pronounce each word in a given hashtag. **Example:** Use **#AggiesAllTheWay** in place of **#aggiesalltheway**
- Use descriptive text when posting hyperlinks and avoid instructions such as “click here” or “read more.” Make hyperlinks obvious so that readers know they have encountered hyperlinked text or images. Allow Facebook to populate [link previews](#) and use [Twitter cards](#) when tweeting links.
- Add image descriptions all photos uploaded to your social media accounts when at all possible. By adding image descriptions, it ensures that visually impaired individuals will understand what is happening in a photo. Image descriptions do not need to be long; include enough information to describe the scene and provide context.
- All video content should be captioned. If a tool automatically captions video content it should be reviewed and edited to make sure the content is accurate. Professional caption services are available as well, contact captions@usu.edu for more information.

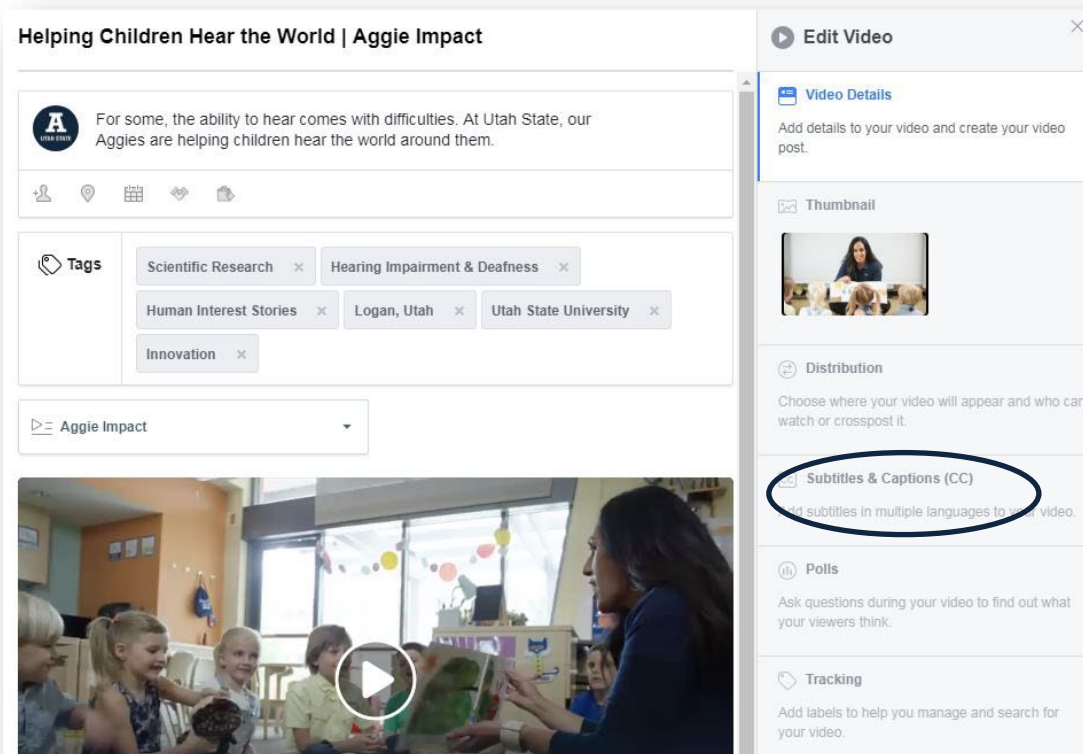
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Facebook Accessibility

- **Images:** Add image descriptions to all photos or gifs uploaded to Facebook pages and albums.
Example: "Big Blue wearing U.S. Air Force attire at the Seats for Soldiers football game."
See: [How do I edit the alternative text for a photo?](#)



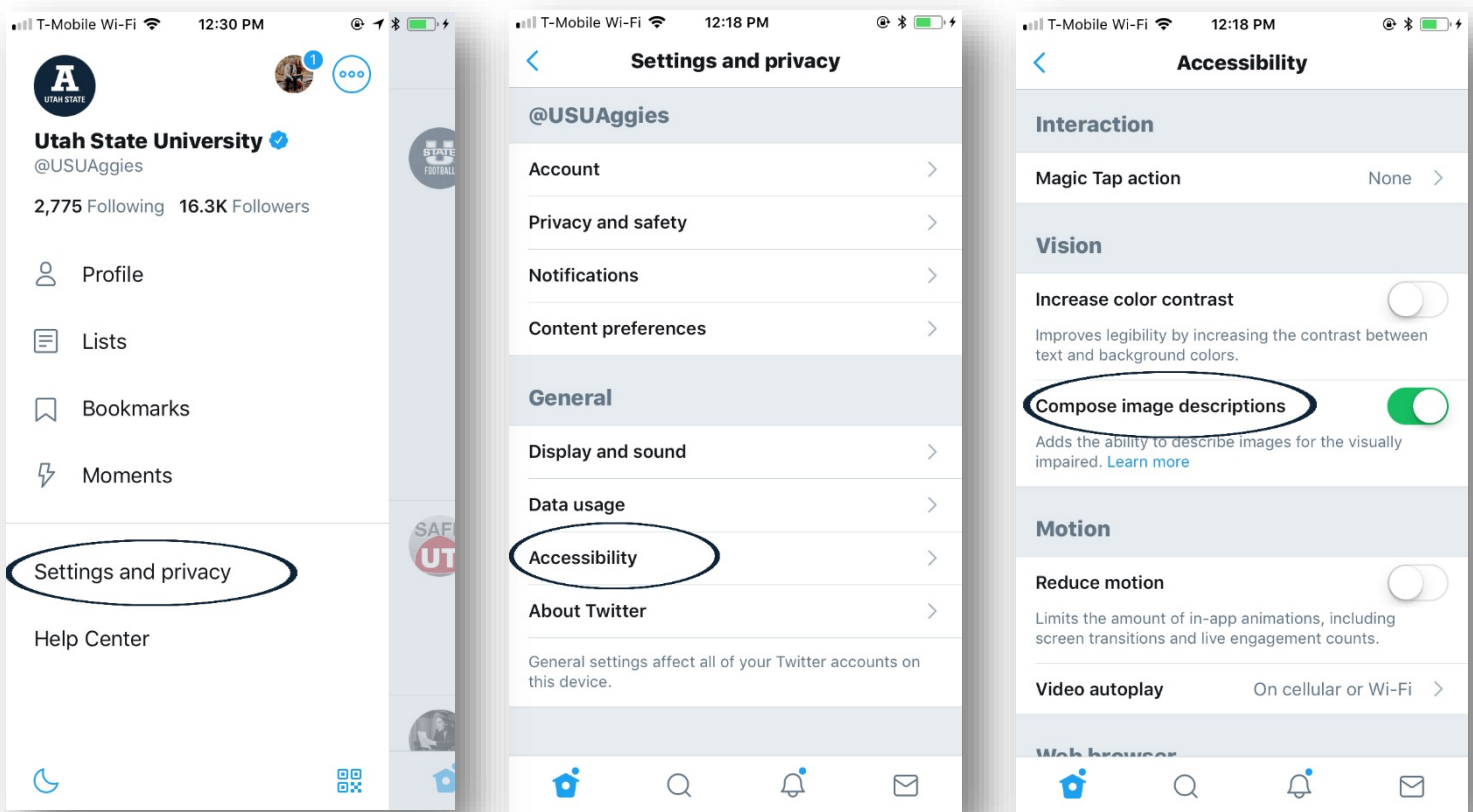
- **Videos:** Ensure that all Facebook videos are captioned.
See: [How do I add captions to my Page's video?](#)



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Twitter Accessibility

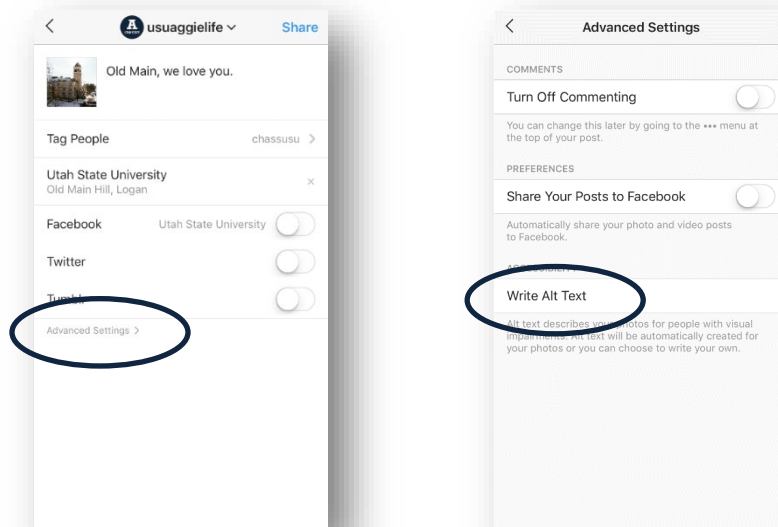
- Enable image accessibility for your Twitter account.
See: [How to make images accessible for people.](#)
- Twitter does not currently support captions on videos so you may want to refer to videos from a source that allows videos to be captioned.



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Instagram Accessibility

- Add custom alternative text to your Instagram photos when posting.
See: [How do I edit the alternative text for a photo on Instagram?](#)
- **New Posts:** When posting a new photo to Instagram, tap “Advanced Settings” (found midway down the screen) then tap “Write Alt Text.”



- **Past Posts:** To add alternative text to past Instagram posts, go to a post and tap the three dots on the top right of the screen, tap “Edit”, then “Add Alt Text.”

