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**SOCIAL MEDIA FOR ALL OF US:
MAKING CONTENT ACCESSIBLE AND INCLUSIVE**

**Hashtags to use when you start doing accessible posts:**

#AccessibleSocialMedia and #Accessibility

**Tips to Make Social Media Accessible Adapted from Fashioneyesta:**

1) Add alt text and/or image descriptions

2) Capitalize the first letter of each word in hashtag: #CamelCase; screen readers pronounce it really weird otherwise! Example: #inclusiveactivity vs. #InclusiveActivity

3) Add audio descriptions to your videos; develop these while writing the script so you can have audio space for dialogue, narration and audio description; Add captions to Instagram Stories

4) Add descriptive hyperlinks to your content instead of click here

5) Don’t overuse GIFs – they are not accessible for people who use voiceover

**Writing Alt Text:**

HubSpot - Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO <https://blog.hubspot.com/marketing/image-alt-text>

Axess Lab - How Does Alt Text Work? <https://axesslab.com/alt-texts/>

**University of Minnesota tutorial blog post on accessible social media**

<https://accessibility.umn.edu/tutorials/accessible-social-media>

 **Facebook:**

1. Edit the alt text once the photo is posted by clicking options in the bottom right corner, then the 3rd option down is “change alt text.” They recommend writing 100 characters or less.
2. Write alt text into the post itself after the content. Photo: A bird flying on a sunny day. Graphic: A bird icon.

**Instagram:**

1. While you are creating a post, go to Advanced Settings. Select Write Alt Text and write a description for each photo in the post. When you are finished, click done.
2. For posts that are already up on your profile, click “Edit” and then “Edit Alt Text” at the bottom right of the photo. Then click done.

**Twitter:**

1. Click the box that says “Add description” under the photo.
2. Write alt text – you have 420 characters to describe the photo.
3. Click done.

**How to Check It:**

Check if your alt text and image descriptions are working!

* iPhone/iPad: Settings -> Accessibility to turn on Voiceover
* Android: Settings -> Accessibility, tap Talkback
* Windows 10: Control Windows Enter to turn on or off Narrator
* Mac: Command F5 to turn on or off Voiceover

**Influencers:**

Molly Burke
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Emily Davison

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