ACCESSIBILITY@IOWA: SOCIAL MEDIA

Social media offers a great way to share your message with an engaged and interested audience. Here are some tips to help you create a more accessible social media experience for all users.

ITACCESSIBILITY.UIOWA.EDU/SOCIAL-MEDIA

Accessible text

As with other digital formats, genuine text is the most reliable way to convey your message to the most users. Images of text, simulated text, and media must be accompanied by a standard text equivalent.

- Avoid alternate font creators
- Define any acronyms on first use
- Use PascalCase for #Hashtags and @Mentions
- Use emojis sparingly, and at the end of your post

ALT text for images

As with other digital formats, images embedded in social media can present barriers to access for a variety of visitors. Images in social media must be accompanied by descriptive alternative text.

- Provide descriptive ALT text for all images
- For images that provide timely or critical information (such as event flyers), provide complete information in your primary post
- Describe complex images (infographics) in your post or link to an accessible version

Captions for digital media

- Add captions or transcripts with embedded digital media
- Link to captioned digital media in YouTube, Vimeo, Panopto, or similar services

Ensure color contrast

- Make sure your color palette allows for sufficient color contrast and differentiation
- Use a color contrast checker to determine whether two colors have sufficient contrast
- Do not use color as the only means of describing or identifying an object

Share your message across multiple channels

Different social media channels are designed for different purposes. Be aware of platform limitations with regard to ALT text, content length, captioning support, and other practices, and leverage the respective strengths of different channels.

- Include as much information as you can in each social media post
- Provide links to a website or similar channel with complete, accessible information
- Provide email and contact information prominently in all of your social channels

Learn more about digital and IT accessibility

Accessible technology is a core component of the University of Iowa's commitment to diversity, equity, and inclusion. The Digital and IT Accessibility Group offers training and consultation at no cost to University of Iowa groups.

For more information on digital accessibility at the University of Iowa, visit https://itaccessibility.uiowa.edu.

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