

DVRW Social Media Guide

When posting, include these hashtags to help people find your post!

- #DisabilityVotingRightsWeek
- #DisabilityVote
- #RevUp2025

Please tag the American Association of People with Disabilities in your posts. You can also tag your other partners!

- Twitter: [@AAPD](https://twitter.com/AAPD)
- Facebook: [@DisabilityPowered](https://www.facebook.com/DisabilityPowered)
- Instagram: [@aapdofficial](https://www.instagram.com/aapdofficial)

Accessibility on Social Media

Text Accessibility

- Hashtags need to be in camel case (i.e. #EveryWordCapitalized)
- Use plain language
 - Keep it brief and message-focused
 - Avoid acronyms
 - Use active voice
 - Use vocabulary no higher than sixth grade reading level
 - Keep things to one idea per sentence
 - More guidance:

<https://www.plainlanguage.gov/resources/checklists/>

- All photos and graphics should include image descriptions in alt text.

Image Accessibility

- In general, try to include the most important information in your caption, not in your image. It is okay to have it in both places. For example, dates/times of events should not ONLY be in the image.
- All photos and graphics posted to social media should include alt text descriptions. This provides blind/low-vision people or others who use screen readers access to information that is available visually.
- How do I write good alt text?
 - Keep it concise and focus on the key message/details.
 - Convey the information that is available visually without adding in subjective language; i.e. say “pink and orange sunset” rather than “beautiful sunset”
 - Think about context. What information is relevant?
 - **Do** include demographic information like race, gender, visual disability description. Diversity is important for everyone.
 - Note: when describing people, try to get that information directly from the pictured individual, rather than guess/assign identities.
 - **Don’t** include “image of” or “photo of” unless it’s relevant to understanding the content. For example, if it is a drawing not a photograph, you can say “Drawing of”

- **Do** use labels to help clarify importance and give context.
 - Example 1: say “REV UP logo: a red and blue circle that says, Register! Educate! Vote! Use your Power!”
 - Example 2: “Icon: a blue arrow”
 - The words “icon,” “logo,” signify that a person can skip this description if they want and not miss key information
 - Example 3: “A graph showing the total number of voters in 2020 broken down by the voters' party. The graph shows that Republicans had a 40% turnout and Democrats had a 45% turnout.”
 - The word “graph” provides context for the visual information
 - For complex graphics like charts or graphs, don’t describe every tiny thing, just capture the overall message of the information being communicate
- How do I add alt text?
 - [How do I add alt text for a photo on Facebook?](#)
 - This resource has instructions for using Facebook on Android, iPhone, and computer.
 - [How do I add alt text for a photo on Twitter?](#)
 - [How do I add alt text for a photo on Instagram?](#)
 - This resource has instructions for using Instagram Android, iPhone, and computer.
 - [How do I add alt text for a photo on LinkedIn?](#)

- This resource has instructions for using LinkedIn on your desktop or mobile device.

Video/Reel Accessibility

- All videos should have captions.
 - There are plenty of apps, resources, and tools to caption your videos. There is no excuse for un-captioned videos.
 - Using automatic captions is a good start. It is better if you can manually edit any mistakes in the auto captions.
- Provide audio content for any information available visually.
 - You can do this in a few ways. One way is simply by voicing. Meaning, don't have a title card that includes the date/time of an event and not have audio for that, too.
 - The most accessible videos will include brief audio descriptors of all visual content, for example, "A man walks into a busy polling location." But in short social content this might not always be necessary and can be done in the caption.
 - Example of caption visual description: (Video Description: Reel showing people of a variety of races and gender expressions filling out absentee ballots and smiling)
 - More video description guidance:
<https://accessibility.huit.harvard.edu/audio-description>