

Making Students' Union Societies Accessible: Social Media Accessibility

This guide gives short, practical accessibility steps which can be used across Instagram, Threads, X, Bluesky, TikTok, and Facebook. Follow the universal checklist first, then platform-specific notes. **Be aware that different online platforms can change their features without warning; this guide was last updated November 2025.**

Universal checklist (applies to every platform)

- Write clear, concise image descriptions (alt text) that explain important content and context; include text that appears in the image.
- Always add captions or subtitles for videos; provide a full transcript for longer audio/video.
- Use CamelCase (capitalizing the first letter of each word in a hashtag or other text without spaces) for hashtags so screen readers parse them correctly (Example: #lgbtqsupport → #LGBTQSupport).
- Keep emoji use minimal and place emoji after text; if you use emoji inside text, put a short description nearby for the meaning.
- Avoid using images of text where possible; if necessary, repeat text in the post body and in the alt field.
- Ensure good contrast and readable font sizes for any image text; use plain language and short paragraphs.
- Publish content orderly: label content warnings or trigger notices at the start of the post so they're read first by screen readers.
- Test posts with a keyboard and a screen reader (e.g. [NVDA](#), [VoiceOver for Mac](#)) where possible, or ask a disabled colleague to review important posts.

Instagram

- Add custom alt text when uploading images (Instagram supports manual alt text for posts and reels); write descriptive alt text including people, actions, and any text in the image.
- For Stories, use the built-in text tool to repeat any essential text (alt not available for Stories); add captions for video Stories using the captions sticker where available.
- Always upload videos with captions or use Instagram's auto-caption tool and then check/edit it for accuracy.
- Use the first line of the caption to place trigger warnings or important context so screen readers announce them early.

Threads

- Add descriptive captions in the text body because Threads currently has limited image-alt user interface on some clients; include short image descriptions immediately after your sentence about the image.
- Use CamelCase hashtags and keep replies threaded clearly with short paragraphs for easy navigation by assistive tech.

[X \(formerly Twitter\)](#)

- Use the Add description / alt text field for every image; X supports alt text and allows up to 1,000 characters - use enough detail to convey meaning without unnecessary verbosity.
- Upload videos with captions; if you share audio-only content, include a full transcript in the thread.
- Keep tweet threads structured: lead with the main point, put details in subsequent tweets; tag attachments with descriptive labels so assistive tech can announce them first.

[Bluesky](#)

- Bluesky supports long alt text (noted limits around 2,000 characters); use that space for full, contextual descriptions when images are complex.
- Provide captions for videos and transcripts for audio; place content warnings and contextual notes at the start of the post so they're read first by screen readers.

[TikTok](#)

- Add captions (enable auto captions then correct errors) and upload an accurate transcript in the video description for longer content.
- For images or on-screen text, read the text aloud in the video audio track and repeat it in the caption and the alt text field (TikTok's alt limit ~300 chars - use concise but meaningful descriptions).
- Use the stitch/duet description space to add contextual detail or trigger warnings when relevant.

[Facebook](#)

- Add alt text to uploaded images (Facebook lets you write custom alt text via the post composer or Business Suite); include short, descriptive details and any text appearing in the image.
- Provide captions for videos (Facebook auto-captioning available -review and edit), and add a transcript for longer videos or live streams.
- Use the Accessibility settings for page managers to check how posts appear to screen readers and make use of Facebook's built-in tools to add descriptions and captions.

Additional Resources

RNIB - [How to make your social media accessible](#)

HootSuite - [Social media accessibility: Inclusive design tips for marketers](#)

Scope for Business - [Accessible social media guide](#)

Accessible Social - [Image Accessibility by Platform](#)

Mashable - [A guide to writing alt text and accessible image captions](#)

BBC - [How to write text descriptions \(alt text\) in BBC News articles](#)

Eric W Bailey - [Dungeons & Dragons taught me how to write alt text](#)

Veroniiiica - [How to write better Alt Text for Memes](#)

Fedica - [How to Require Alt Text on Bluesky and Other Platforms in Your Scheduler](#)