

Accessible Social Media Resources

CSU Communicators Conference

Jillian Beck, Cal State LA | jillian.beck@calstatela.edu

Kate Post, Chico State | kdpost@csuchico.edu

Accessibility Training

- [Free CSU WebAIM Training: Introductions to Accessibility: Documents & Web Content](#)
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Checklists

- [Downloadable Social Media Accessibility Checklist](#)

Image Descriptions

How to Add Image Descriptions to Your Social

- [Add Alt Text - Twitter](#)
- [Add Alt Text - Instagram](#)
- [Add Alt Text - Facebook](#)
- [Add Alt Text - LinkedIn](#)

Tips For Writing Good Image Descriptions

- [Basic overview of alt text and some good tips for getting started](#) via Perkins School for the Blind
- [How-to and tips for writing alt text](#) via Alexa Heinrich
- [Your Awesome Guide to Amazing Alt Text \(PDF\)](#) via Justin Romack, Texas A&M
- [Guide to writing descriptions for science textbooks](#) via Diagram Center

Try a Screen Reader

- [Learn VoiceOver for iOS](#)
- [Get Started on Android with TalkBack](#)

Captions

Free Tools for Captioning

- [Apple Clips](#) (Apple)
- [Clipomatic](#) (Apple)
- [Threads from Instagram](#) (Apple/Android)
- [AutoCap](#) (Android)
- [Create captions for YouTube videos](#)

Captioning Tips

- [Tips for Creating Accessible Videos/Media](#) via Section 508 (gov resource)
- [Why Students Use Transcripts and Captions](#) via 3PlayMedia

Captioning on Instagram

- [How to Automatically Add Captions to Instagram Stories](#)
- [Auto-Captioning for IGTV](#)

Miscellaneous (Camel Case, Unicode fonts, Color Contrast)

- Example of [why not to use fancy fonts](#) on Twitter
- How to [make your hashtags more accessible](#) using Camel Case

Color Contrast

- Social media graphics should always have enough color contrast to see text
- Light colored font should be against darker backgrounds and vice versa
- Color contrast between the foreground and background text needs to be at a ratio of at least 4.5:1 to make text the most legible.
- Use WebAim's [Color Contrast Checker](#) to check if your colors are accessible

Accessibility Standards

- [WCAG 2 Checklist](#)
- [Section508.gov](#)
- [Why Accessibility Matters](#)

Other Resources & People to Learn From

- [DigitalGov Federal Social Media Toolkit](#)
- [Improving the Accessibility of Social Media in Government](#)

- Rikki Poynter, Deaf Youtuber and captioning advocate: rikkipoynter.com
- Molly Burke, YouTuber who is blind: <https://youtu.be/TiP7aantnvE>
- Alexa Heinrich, accessible social media advocate:
<https://therealalexa.com/accessible-social>
- [WebAIM's accessibility newsletter](#)