

University of California, Los Angeles
Undergraduate Student Association Council



The Web Accessibility
Guide for Social Media

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INTRODUCTION

Hello!

This is a quick and easy guide on how to make your socials more accessible and inclusive! In a world that is increasingly digital, web accessibility is an important practice to implement into social media, websites, and documents. In order to create equitable online spaces and promote the inclusion of disabled folks, access initiatives must be followed.

EXISTING UCLA ACCESSIBILITY RESOURCES

UCLA DCP

The mission of UCLA's Disabilities and Computing Program at the Office of Information Technology is two-fold. Its first goal is to facilitate the integration of adaptive computing technology into UCLA's areas of instruction, study, research, and employment. Its second goal is to make information—including electronic text and multimedia—accessible to all students, faculty, and staff.

Website: <https://dcp.ucla.edu/>

UWAI

The UCLA Web Accessibility Initiative's (UWAI) mission is to promote accessible design practices by elevating UCLA's high

priority student-facing websites to W3C Web Content Accessibility Guidelines (WCAG) and level AA.

Website: <https://dcp.ucla.edu/uwai>

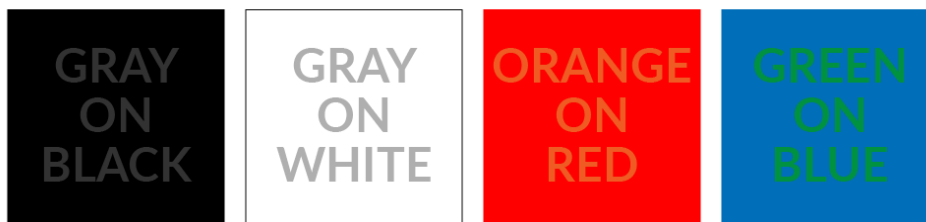
GRAPHIC DESIGN CONSIDERATIONS

DESIGNING IMAGES

Color Contrast

Color Contrast for Designing

LOW CONTRAST

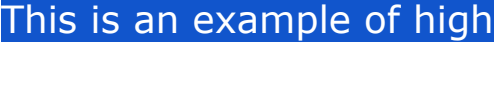
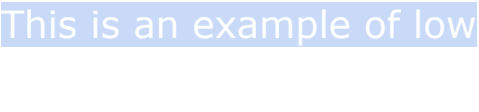




- Gray on black - Gray on white - Orange on red - Green on Blue

HIGH CONTRAST



- High contrast is more accessible/should be used

- Text contrast can be determined by:
 - Text color compared to the background color
 - High Contrast = Bigger contrast between the text color and the background color
 - Example: 
 - Low Contrast = Smaller contrast between the text color and the background color
 - Example: 
 - The color of the text outline compared to the background color
 - High Contrast = Bigger contrast between the text outline color and the background color
 - Example: 
 - Low Contrast = Smaller contrast between the text color and the background color
 - Example: 

Resources for Checking Color Contrast

- [WebAim Color Contrast Checker](#)

- Tests text and background color of your choosing against Web Content Accessibility Guidelines at both minimum (AA) and enhanced (AAA) levels
- Also tests color contrast of website objects (buttons, symbols, etc.)
- [Coolors Color Contrast Checker](#)
 - Tests text and background color of your choosing against Web Content Accessibility Guidelines
 - Suggests alternative text or background color in instances of poor contrast
- [Vischeck Colorblind Simulator](#)
 - Transforms an uploaded image into a simulation of how 3 types of colorblindness would see it

Meaningful vs Decorative Text

Meaningful text refers to any text in a graphic that aids in the understanding of a graphic. Meaningful text **does** need to have adequate color contrast.

Decorative text refers to any text that only serves an aesthetic purpose, provides no information, or has no functionality. Logotypes and text that is part of a logo or brand name **does not** require color contrast.

Note: Text is only purely decorative if the words can be rearranged or substituted without changing their purpose.

Additional Considerations

- Avoid green and red/pink, as these colors are difficult for those who have color vision deficiencies (color blindness).
- Consider alternatives to white backgrounds for paper, computer, and visual aids such as whiteboards. White can appear too dazzling. Use cream or a soft pastel color.
- Some cognitive disabilities will compress all text and background into the foreground, making the text difficult to comprehend.
 - Example: Hello I am here to introduce the Facilities Commission
 - The above text is processed in pieces as:
 - Hello I am here to intro
 - duce the Fac
 - ilities Comm
 - Ission

DESIGNING TEXT

Text Readability

Text readability describes how easy or difficult it is to read and understand a piece of text. The more readable a piece of text is, the more accessible it is.

Much of the rest of this accessibility guide will provide guidance on how to make a piece of text more readable.

Font Settings

Font Choice

Serif

Sans-Serif

Abc Abc

- Sans Serif fonts are fonts that do not have extending markers (called serifs) at the end of a stroke
 - Ex: Verdana, Arial, Comic Sans, Calibri
- Sans Serif fonts reduce crowding

Avoid Specialty Display Fonts

Bradley Hand
Chalkduster
Impact
Luminari
Marker Felt

Open Dyslexic
PHOSPHATE
Savoye
Snell Roundhand
Trattatello

Avoid using fancy or handwritten fonts and/or fonts that only have one character case available (ie. only uppercase characters).

Likewise, don't use fonts that claim to be accessible or help one particular disability (ie. dyslexic fonts). Picking a common font that the majority of your users/readers are already familiar with is a good rule to abide by.

Font Size & Spacing

- Font size should be 12-14 point or equivalent in inches, pixels, etc.
 - Some readers may request a larger font, depending on their cognitive disability/disabilities.
- Adequate letter and word spacing can improve readability by providing greater separation and clarity between adjacent characters and words. When letters or words appear very close to each other, confusion can be introduced.

cool

Is the word above
"cod" or "cool"?

- Larger inter-letter / character spacing (sometimes called tracking) improves readability, ideally around 35% of the average letter width.
 - If letter spacing is excessive it can reduce readability.
 - Ex.
t h i s i s c o m p l e t e l y u n r e a d a b l e

- Larger line spacing improves readability and should be proportional to inter-word spacing; 1.5/150% is preferable.

Font Display

Be careful with very small text.

Large sections of bold text can introduce difficulties.

As can text that is italicized.

BE CAUTIOUS WHEN USING ALL CAPS!

- **Avoid underlining and italics** as this can make the text appear to run together and cause crowding. Use bold for emphasis.
- Avoid text in uppercase/capital letters and small caps, which can be less familiar to the reader and harder to read.

Posting Considerations

Planning Content

- Be concise; avoid using long, dense paragraphs.
 - Use short, simple sentences in a direct style.

- Consider using bullet points and numbering rather than continuous prose.
- Use active rather than passive voice.
- Avoid double negatives.
- Avoid abbreviations where possible; always provide the expanded form when first used.

Alternative Text (Alt Text)

Alt text (alternative text), also known as "alt attributes", "alt descriptions", are used within an HTML code to describe the appearance and function of an image on a page. Visually impaired users using screen readers will read an alt attribute to better understand an on-page image.

Alt text will be displayed in place of an image if an image file cannot be loaded.

Alt text provides better image context/descriptions to search engine crawlers, helping them to index an image properly.

How to Write Alt Text

The best format for alt text is sufficiently descriptive but doesn't contain any spammy attempts at keyword stuffing. If you can close your eyes, have someone read the alt text to you, and imagine a reasonably accurate version of the image, you're on the right track.

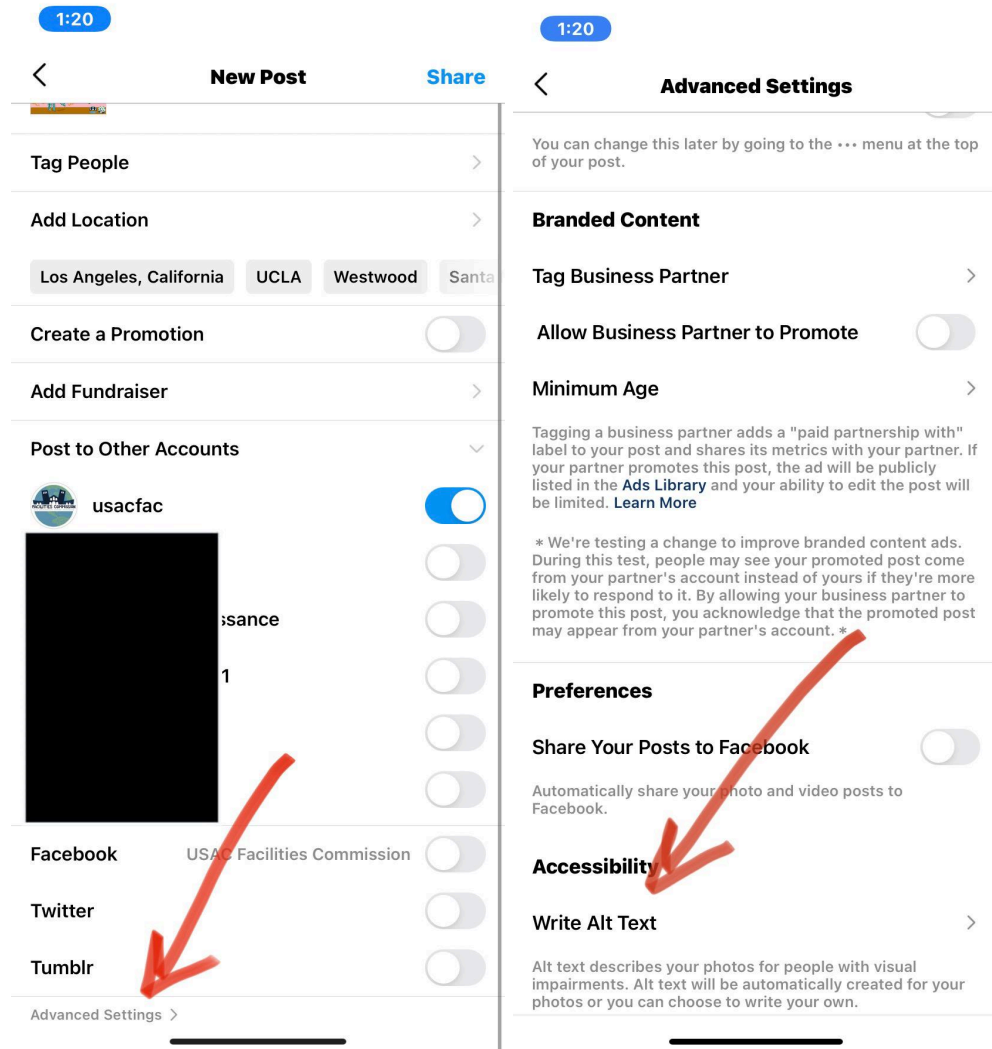
Describe the image as specifically as possible. Alt text is, first and foremost, designed to provide text explanations of images for users who are unable to see them. The most popular screen readers cut off alt text at around 125 characters, so it's advisable to keep it to that character count or less.

- Positive example: Text reads: "We want to hear your story! Student homelessness experience. Take the survey! LINK: tinyurl.com/homelessness-survey" on blue background with FAC and Safe Parking logos.
- Negative example: Black text reads: "We want to hear your story! Student homelessness experience" on a yellow piece of folded paper on the left. Pink and black text reads: "Take the survey! LINK: tinyurl.com/homelessness-survey" on a white and pink piece of unfolded paper on the right. Background is aquamarine and has smiley faces. FAC logo is in the bottom left corner and Safe Parking logo is on the top right corner.

Adding Alt Text on Instagram

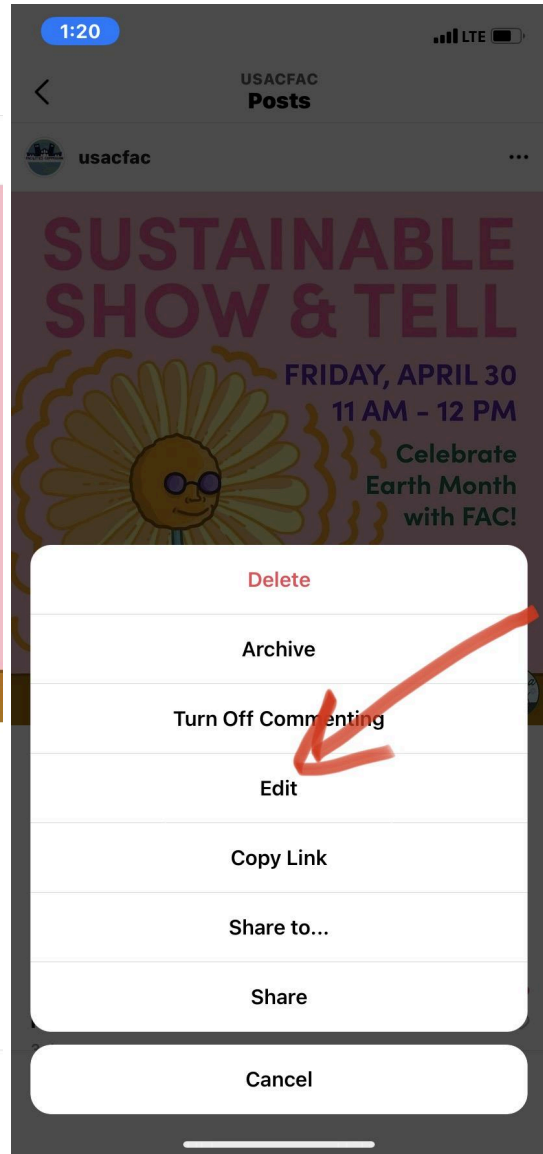
Adding Alt text to a New Post

1. Right before you publish a new Instagram post, there is an option under "advanced settings" to compose an alt text description.
2. Type out your alt text here, or copy and paste it from another app.



Adding Alt Text to an Existing Post

1. Click on the three vertical dots at the top of the post.
2. Click "edit."
3. Tap the "alt text" option that is directly on top of the photo, next to the "tag people" option.
4. Add your own alt text and it will be saved to the photo.



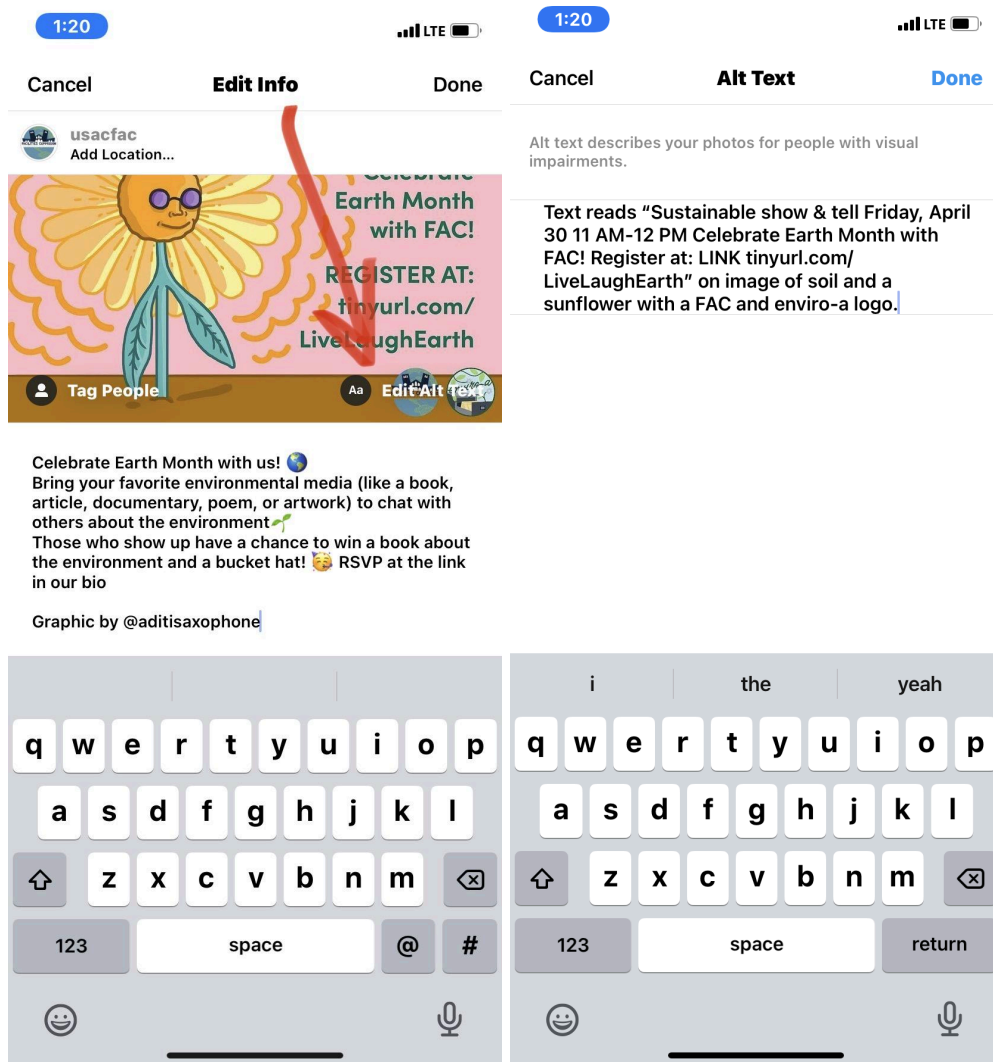


Image Descriptions/Photo ID's

Image descriptions provide textual information about non-text content that appears on your website, allowing it to be presented auditorily, as visual text, or in any other form that is best for the user. Some people with cognitive disabilities can understand text better than they are able to interpret images.

For more graphic and visual posts, some people like to provide “image descriptions” in the captions. However, there is a better way to describe an image without compromising your caption length: Alt Text, as described above!

Image Descriptions on Instagram

Adding image descriptions to a new post

If you want to add a longer image description:

1. Add an open bracket at the end of your caption.
2. Add the phrase "image description:"
3. Type out/copy and paste whatever you want to add.
4. Make sure to add a closed bracket at the end!

Adding image descriptions to an existing post

To add a longer image description to an existing post:

1. Click on the three vertical dots at the top of the post.
2. Click "edit."
3. Edit the caption following the same guidelines from the section "Adding Image Descriptions to a New Post."
4. Make sure to click the check mark afterwards to save your work.

Image Descriptions on X (formerly Twitter)

Through the X Platform

X (formerly Twitter) for iOS

1. Start by tapping the Tweet compose icon and attach your photo(s).

2. On Mobile: Tap the black +Alt button to insert descriptive text. On Desktop: Select “Add Descriptions” to insert descriptive text.
3. Type your description of the image and tap Done. Tap the description again to edit it prior to posting the Tweet. (The limit is 1000 characters.)
4. You can add a description to each image in a Tweet.
Note: Image descriptions cannot be added to videos.

X (formerly Twitter) for Android

1. Start by tapping the Tweet icon and attach your photo(s).
2. On the image, tap the +Alt button to insert descriptive text.
3. Type your description of the image and tap Done. Tap the description again to edit it prior to posting the Tweet. (The limit is 1000 characters.)
4. You can add a description to each image in a Tweet.
Note: Image descriptions cannot be added to videos.

X (formerly Twitter) Website

1. Click on the Tweet compose button, or press the “n” key to use the keyboard shortcut.
2. Attach your photo(s).
3. To insert descriptive text, click “Add description.”

4. Type your description of the image and click the Done button. To edit the description, re-open the Add description dialog prior to posting the Tweet. (The limit is 1000 characters.)

5. You can add a description to each image in a Tweet.

Note: Image descriptions cannot be added to videos.

Note: Once posted, the description applied to the image won't be visible but visually impaired people will have access to the description via their assistive technology (e.g., [screen readers](#) and [braille displays](#)).

Writing Captions

Must Haves

- Descriptive caption that carries the message of the post
- Standard spelling
- PascalCase hashtags (positive example #BruinsDay)
- Limited emojis (preferably at the end of the caption)
- Positive example: Guess what? We're hiring for our fellowship program! FAC's fellowship is a highly interactive 8-week program designed for students to be on the front lines of change while pursuing their interests within a student government office. Check out the link in our bio to apply 🌱
- Negative example: FAC is hiring fellows! Check out the link in our bio to apply 🌱🌱🌱🌱🌱

Try to Avoid

- Colloquial spellings of words/slang
- Non-PascalCase hashtag (negative example #bruinsday)
- Excessive use of emojis
- Negative example: Guess wat! ? ? FAC is hiring for our fellowship program 🌀 It's interactive and designed for u to be on the front lines of change while pursuing their interests in student gov 🌱🌵 Link in our bio if ur interested 🌳🪴

Additional Considerations

Alternatives to Paragraphs

- Formatting information in a more illustrative way (tables, flow charts, etc.)
 - Paragraphs are hard to parse through and don't emphasize important information as quickly or clearly as a diagram could
 - Paragraph techniques to make it more accessible include:
 - Using simple words and short sentences
 - Avoiding figures of speech (which may be challenging for autistic readers)
 - Offering configuring text display options for users

Descriptive Links

The purpose of descriptive links is to provide users with the proper context of where clicking the link will take them. Screen reader users often navigate websites going from link to link, using the tab key (or shift-tab to go backwards), so providing links that make sense is vitally important and necessary.

- Ensure hyperlinks look different from headings and normal text.

Good Descriptive Links

Describes where each link takes the reader. Ensures that a person using a screen reader understands where each link leads to and removes confusion, especially when multiple links are used.

- Examples.
 - Check out [UCLA!](#)
 - Read the full article about [How UCLA scientists are using stem cells to take on COVID-19](#)
 - [Download ECE Job Application Form](#)

Bad Descriptive Links

Makes it impossible for a person using a screen reader to know where the link is taking them

- Examples.
 - [Click here!](#)
 - [Read more](#)
 - [Download](#)

Additional Resources

Planning an event or activity? Check out the [Semel Healthy Campus Initiative Center Accessibility Toolkit!](#)

Contact fac.accessibility@usac.ucla.edu for further questions or concerns regarding Web Accessibility and this guide!