

Accessible Social Media Checklist



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Tip: To use this document, click **File > Make a Copy** and save to your Drive.

- ☐ **Alternative text** is added to images.
(Resources: [Facebook Alt Text](#), [Instagram Alt Text](#))
- ☐ **Hyperlinks** are embedded in unique, meaningful text that describes what the link redirects to (avoid full URLs and generic “click here” or “read more” links), links are underlined, and links are a different color than surrounding text.
 - ☐ QR codes are not used
- ☐ **Emojis** are used sparingly and if possible only at the end of the message.
(Resource: [Accessible Social](#))
- ☐ **Text** reviewed for conciseness and level-appropriate language.
(Resource: [Federal Plain Language Guidelines](#))
 - ☐ Text is broken up into short sections, with bulleted or numbered lists where appropriate to succinctly capture key items.
 - ☐ Body text is left-aligned as much as possible.
- ☐ **Hashtags** are in Camel or Pascal Case.
(Resource: [Accessible Social](#))
- ☐ I auto- or manually-**captioned** all videos/reels/stories.
(Resources: [Facebook Captions](#), [Instagram Captions](#), [YouTube Captions](#))
 - ☐ Live-stream captions are turned on.
(Resource: [YouTube Captions](#))

Learn more at www.rsd.edu/employees/digital-accessibility/social-media.