Accessibility on Social Media
Why does accessibility matter?

• 8% of the U.S. population has vision impairments
• Approximately 15% of U.S adults report some trouble hearing
• Risk missing a large chunk of your audience
• Creates an inclusive digital environment
Best Practices
Alt Text

- Alternative text, or “alt text,” is a short description that screen readers use to describe an image to those that have trouble seeing it.

- Write a description that is concise yet informative and hits the key components of the image.

- Refrain from writing “picture/photo of” or using directional language (read below).

- Alt text can be added via Sprinklr or natively on social media apps.
Alt Text

- Important for photos and graphics
- Graphics should be kept simple and should be designed with accessibility standards in mind (colors, fonts, etc.)
Alt Text Example

A dog in Spartan Stadium.

Zeke the Wonderdog sitting on the field of Spartan Stadium with a birthday hat on top of his head.
Hashtags
  • Always use CamelCase to aide with readability #SpartansWill 💚

Typography
  • Use the font that is native to the social media platform
  • Avoid “cute” fonts that don’t collaborate with assistive technologies
Emojis

- Use emojis sparingly and put them at the end of the text
- Don’t replace words with emojis
- Be mindful of emoji’s assigned descriptions, check emojipedia.com

- 🎈 Pile of Poo
- 🔴 Triangular Flag
- 🧙 Woman Mage
Video Content

• Utilize auto-captioning or closed captions for any video with sound

• If you’re using auto-captioning, edit for accuracy

• If these options aren’t available, use open captioning

• Ensure that captions are visible and that they won’t be covered by icons once uploaded
Questions?