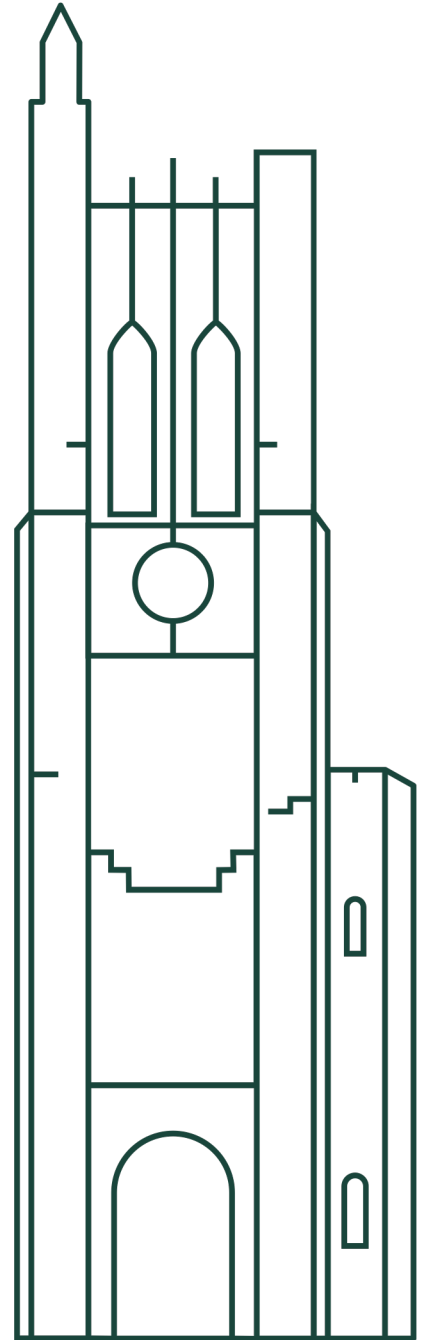




Accessibility on Social Media



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

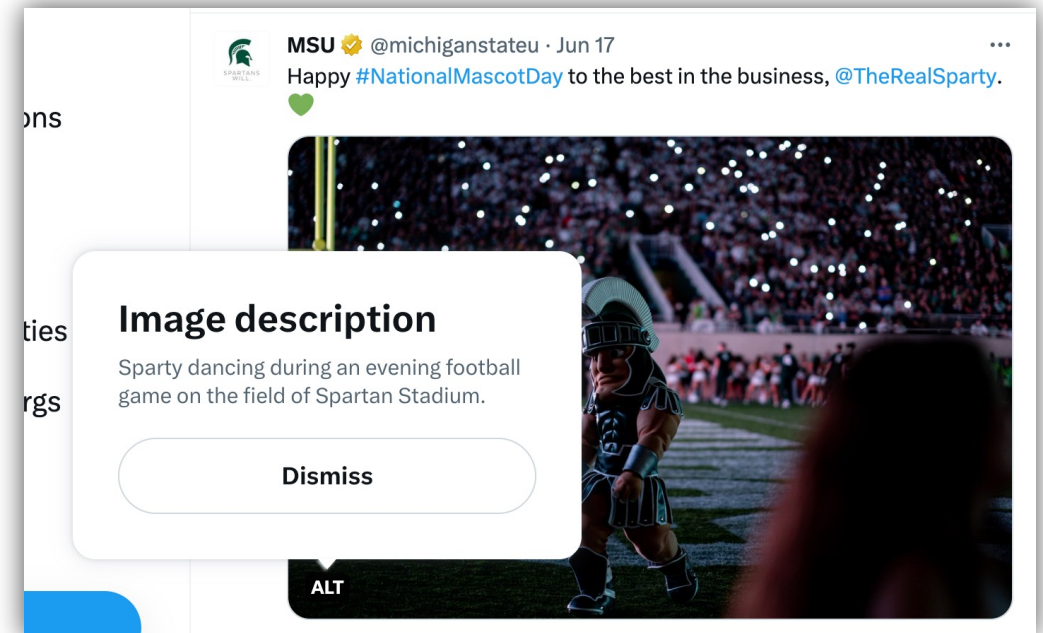


Best Practices



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

MSU 🏆 @michiganstateu · May 4
The Class of 2023 is pretty incredible. #SpartanGrad23

CLASS OF 2023

RANGING IN AGE FROM **19-77**

206
4.0
UNDERGRADUATE STUDENTS

9,568
CANDIDATES

792
HONORS COLLEGE STUDENTS

3,331
IN DEAN'S LIST

Image description

Infographic with various shades of green boxes and white text that says the following: Class of 2023 ranging in age from 19-77, 206 4.0 undergrad students, 9,568 total candidates, 792 Honors College students, 743 international students, 3,331 in Dean's List

Dismiss

ALT

- 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.



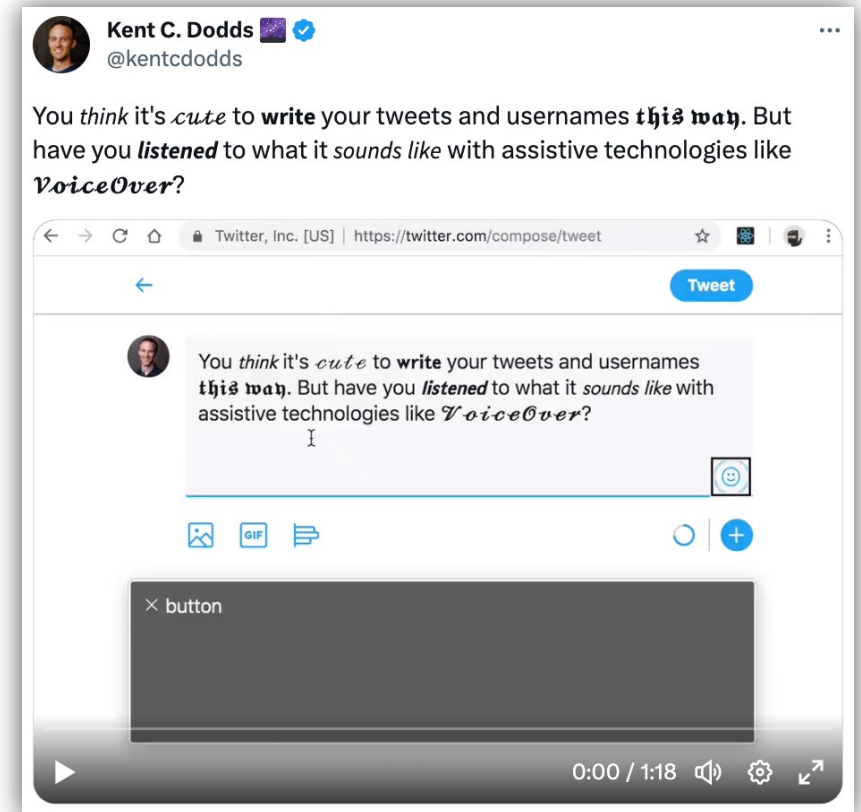
Accessible Text

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?

