

Accessible Social Media Best Practices & Quick Tips

- **Video**

- Captions
- American Sign Language (ASL) interpretation
- Audio description
- No flashing/strobing images

- **Social Media Postings**

- **Facebook**

- Post videos that have captions
- Uses auto-generated alt text for images
- Best to edit this after image is posted to make it description more robust

- **Twitter**

- Add alt text to images before posting tweet
- Linked items can be problematic
 - Keep URLs short

- **Instagram**

- Add alt text to images after posting
- Post videos that have captions

- **Snapchat**

- No way of adding image descriptions, captions to videos, or other alternate access

- **Wordpress**

- Built-in alt text that is easy to use
- Post videos that have captions
- Blog posts are easily accessed visually or by screen readers