



## SOCIAL MEDIA ACCESSIBILITY TOOL KIT

### Background: The Disabled Social Media Audience

- Who needs accessibility on social media?
  - People who are blind
  - People who are Deaf or HoH (Hard of Hearing)
  - People with visual & auditory processing disorders
  - People with cognitive or intellectual disabilities
- Why is social media a priority method for people with disabilities to get connected?
  - Social Media platforms are the most universally accessible - if you use the accessibility tools.
  - The disability community is all over social media.
  - Digital platforms are a very accessible way for people to get information and to connect.
  - There is an expansive network of disability advocates who use social media to connect, collaborate and organize.

### Social Media Tips

- Basic guidelines for all social media:
  - Limit use of acronyms and explain them if you use them.
  - Use plain language so everyone can understand.
  - Use camel case for hashtags: #LikeThis instead of #likethis.
  - Avoid Inspirational Language:
    - What is inspirational language?
    - Objectifying disabled people to play upon the emotions of nondisabled people
    - Calling people inspirational solely on the basis of their disability
  - How to avoid it:
    - Talk and write about disability in a straightforward way
    - Don't just use disability to capitalize on people's emotions
    - Don't dehumanize disabled people

### Using Image Descriptions

Image descriptions are an essential accessibility tool used by people with Blindness or low vision, or persons with cognitive, intellectual and learning disabilities to receive information expressed through images and pictures. Put simply, they describe the visual scene of an image. Image descriptions allow the person with a disability to receive information and participate equitably.

Here is a sample image description:

Descriptive Example:

Image: Joe Biden smiling and holding a smartphone in the air to take a selfie with a Latinx woman who smiles at an outdoor event. A diverse crowd including two black women are close by.



Functional Example:

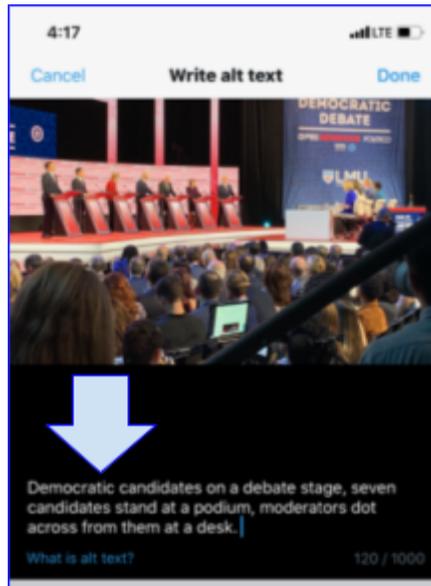
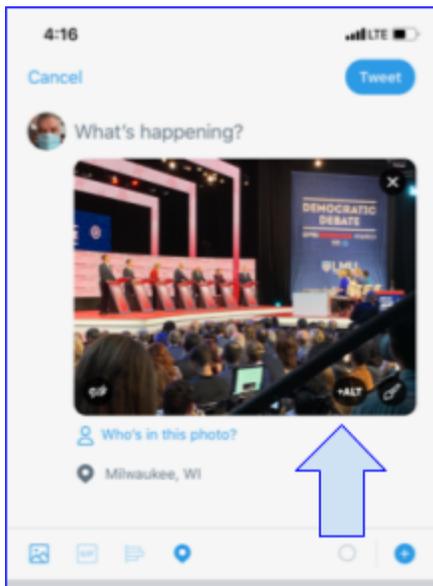
Joe Biden takes a selfie with a woman at an event.

### Tips for Writing Image Descriptions:

- Tell the visual story, the cultural narrative is often important
- Communicate important event information, especially logistics
- Include text on the image (Memes and Graphics)

### Using “Alt-Text” Image Descriptions on Twitter

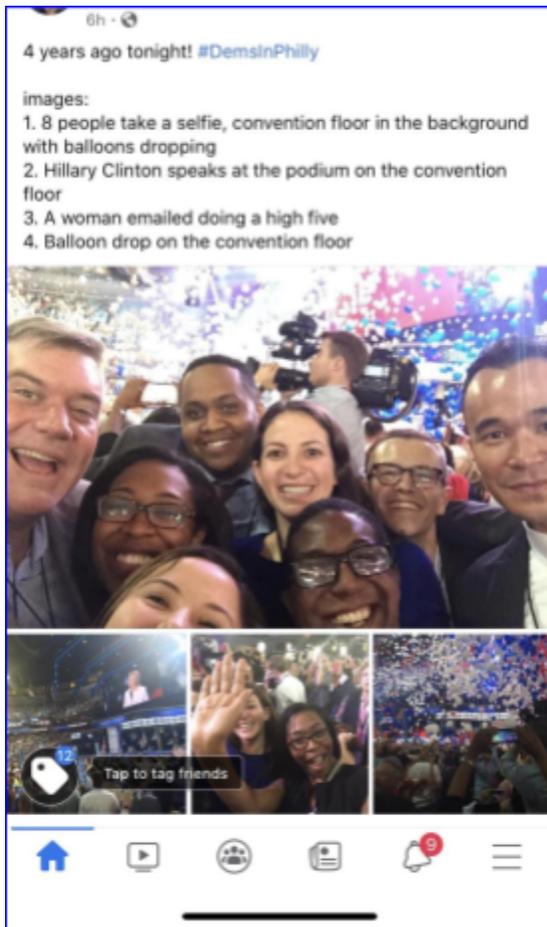
After uploading your image, picture or meme into a draft tweet, select “+ALT” in the lower right corner of the image. A field will open up and enter the description, then select “done” to finish.



[Here](#) is an article on how to insert image description on Twitter.

## Use Image Descriptions on Facebook

You have a few options for adding image descriptions to your Facebook posts: 1) include them in the text of a post with a picture, 2) use the picture captions function or 3) click on the picture and select “Edit Alt Text.” Below is an example of option #1, which is very common.



[Here](#) is an article on how to use image descriptions on Facebook.

## Resources and Help for Digital Accessibility

Many social media platforms have digital helpdesks to assist you with questions about accessibility:

- @TwitterA11y (Twitter Accessibility)
- @MSFTEnable (Microsoft Accessibility)
- @GoogleAccess (Google Accessibility)
- @IBMAccess (IBM Accessibility)
- @FBAccess (Facebook Accessibility)