Presented by akimbo.ca

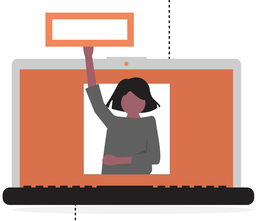
# MAKE YOUR SOCIAL MEDIA POSTS MORE ACCESSIBLE

## Check your Visuals

If you find yourself in need of a graphic for your social media, make sure you consider contrast and colour — text and background colours that lack contrast are hard to read. High contrast means an easier reading experience for your audiences. Make sure your font is sans serif and a minimum of 16 points!

## Writing Alt Text

Alternative text (alt text) is a short and concise description of an image that is only visible to those using screen readers. Try limiting your alt text to 1 or 2 sentences. Time yourself when writing an alt text to ensure your conciseness — give yourself ten seconds to look at an image, then proceed to write a sentence about it. The time limit will force you to describe the most important sections of the image without being bogged down with the details.

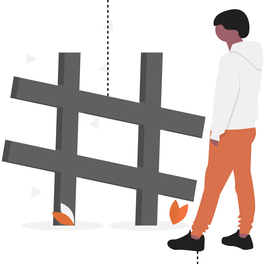


## Image Descriptions

Consider this a visible elaboration of an alt text! If you were given two minutes to look at a photo instead of ten seconds, what would you describe? Image descriptions exist outside of the image itself and more likely in the caption or as a pinned comment. This is useful for those who use screen readers who might want more information about your image as well as people who might be overwhelmed by a visually complex image. An image description allows you to navigate and translate a visual experience to a wider and more inclusive audience.

## Captioning Videos

Creating videos is a great addition to your social media! However, it's essential to have your video captioned when there is background audio included in the form of dialogue or music. Captioning allows people to interact with your video even if they are unable to hear your audio. For things like background music, you can use statements like: [jazz background music], followed by captioning the lyrics of the audio if available.



## #CamelCase

#CamelCase is a term used to refer to capitalizing each word in your hashtags. Without capitalizing words in your hashtags, screen readers receive words as a string of incomprehensible letters. #ineedtogoonawalksoon becomes hard to consume for the screen reader and for your audience. Try #INeedToGoOnAWalkSoon!

## Overusing Emojis

While emojis add tone and emotion to our social media captions, overusing them can force low vision and blind users to experience them in a negative and repetitive manner. A screen reader will list each emoji displayed resulting in distracting the audience from your caption. Therefore, use your emojis sparingly, ideally at the end of a sentence, to allow them to define tone as well as make for a more accessible experience.

Akimbo is dedicated to making our promotional services as accessible as possible. We use Alt Text and Image Descriptions in our social media (@akimboart) and we encourage you to as well. If you would like some more information, some help or a personalized workshop, please contact our Communications Manager Yasmeen Nematt Alla at yasmeen@akimbo.ca.

This information was informed by the experience and support of accessibility consultant Kat Germain. It is also imperative to understand that the above information came from the teachings and labour of disabled artists, disabled organizers, activists, visual and audio translators. We would not have much of these learnings without their experiences, their writings, advocacy, and dreamings.

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