Social media accessibility checklist.

Social media is for everyone. At least, it should be…

That's why we've created this checklist to help you make your social content as accessible as possible for people with low vision or blindness. The more you double-check your uploads using these guidelines, the more it will become second-nature to create more accessible content.

Please note that this checklist is not exhaustive, and there are more resources on our website if you'd like to dive into the details. The more you learn, the more you can help change.

Image descriptions.

☐ I've included written descriptions for all my images

☐ I've used the built-in alt text field where available

☐ My alt text includes all the necessary info, including any text on the image, and isn't too long

☐ I've written my own alt text, not relied on an AI-generated description

Images and graphics.

☐ I've avoided using images with overly complex backgrounds

☐ I'm not using colour alone to convey meaning

☐ I've used high-contrast colours (at least 4.5:1) for any text in my graphics

☐ I've avoided using shades of green, orange and red together

Videos.

☐ I've included written descriptions of all my videos and GIFs in the caption

☐ I've included audio description over my videos where possible

☐ I've included captions on my videos, or made sure automatic subtitles or closed captions are available on the platform

☐ I've avoided using strobe effects, or included a warning if I have

Post captions.

☐ I've avoided using decorative or personalised fonts from external sites

☐ I've left tags and hashtags to the end of my caption or in the first comment

☐ I've used emojis sparingly

☐ I've avoided putting emojis in the middle of a sentence

☐ I've formatted my hashtags correctly in CamelCase

☐ I've tried to use proper grammar and punctuation